

Mouloud MAMMERRI University

Master 1 Students

First Term English Exam

Choose **only** one topic

Topic 01

How do business communication and effective marketing go hand in hand (write an **essay** of no more than 40 lines)

Topic 02

What are the challenges and risks of an enterprise at the trade start? And how can it overcome them effectively? (an essay of no more than 40 lines)

N.B

-The work will be handed in on January, 23rd 2024 at 10H30, at the teachers' room.

-The evaluation will be based on the cohesion and coherence of your essay.

-Any internet copy paste work will be rejected.

For further information contact bahiab50@yahoo.fr