

ANGLAIS**WHAT IS A BUSINESS ?**

The decision to create a business is an investment decision. Financial, human and material resources will only be invested in the supplying of goods or in the provision of services, if the initial feasibility studies indicate that those investments are likely to generate acceptable profits. Throughout the life of a business, subsequent shorter and longer term decisions will have to be made-each with mutually influencing results and effects.

Access to information of the right quality, at the right time, is the basis of any rational decision-making and planning process. It is therefore necessary that all those working within business thoroughly understand, and know how to select and apply certain elementary tools of the trade. Most important among these analytical and functional tools are the classical management cycle, inter-personal communication skills, and mastery of the latest information technology.

Adapted from "MIND YOUR BUSINESS",
by Russell Boncey, 1991, p12

VOCABULARY

<u>To supply</u>	: fournir
<u>Throughout</u>	: d'un bout à l'autre
<u>Thoroughly</u>	: parfaitement, complètement
<u>Tools of the trade</u>	: outils, instruments du commerce / des affaires
<u>Skills</u>	: qualities, compétences, savoir-faire

QUESTIONS**I- COMPREHENSION OF THE TEXT**

(All the answers to the following questions are to be found in the text)

- 1-What elements are invested in the production of goods and/or services?
- 2- What is fundamental in the reasonable decision-making and planning process?
- 3- List two important tools of the trade

II- WRITING (Not more than 10 lines; about 120 words)

Based on the text and your own knowledge, give an answer to the question posed in the title of the text.

III- TRANSLATE INTO FRENCH

From " Financial, human and material..." down to "...acceptable profits"

IV- TRANSLATE INTO ENGLISH

Pour qu'une entreprise fonctionne normalement, on doit savoir qui fait quoi et comment. C'est le principe de l'organisation.