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Faculty of Economics, Commerce and Management Sciences
Department of Commercial Sciences
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Course: English Language

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Group: (1,2,6)

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Lesson 2: Reading Task: Bill Gates

1. Recaptulation of the previous session
2. Reading Task + practice: Bill Gtes



➤ Characteristics of Business:

Profit earning: The basic purpose of business is to make the profit from its activities.

Consumer satisfaction: The aim of business is to supply goods and services to consumers, so as to satisfy their wants,

Legal and Lawful: business should be legal in the eyes of the law, or else it will not be considered as business.

BUSINESS

Economic activity: as it is conducted with the primary objective of earning money, i.e. for an economic motive.

Element of risk: business is concerned with exposure to loss because of factors as a shift in demand, floods, fall in prices, strikes, lockout, money market fluctuation, etc.

Production of goods and services by business entities, with the aim of selling it further to the consumer, for profit.

Uncertain return: In business, the return is never predictable and guaranteed, i.e. the amount of money which the business is going to reap is not certain. It may be possible that the business earns a huge profit or suffer heavy losses.

Continuity in dealings: business requires regularity in transactions. So the dealings must be carried out on a regular basis.



➤ Classification of Business:



What are the Parts of Speech?

Parts of speech are the classification of words categorized by their roles and functions within the structure of the language .They play different roles in the structure of a language .In English ,there are nine parts of speech



Parts of Speech

Nouns

A **noun** is the name of a person, place, thing, or idea.

Freedom, Mohamed, Algeria, ship, bread , ...

Pronouns

A **pronoun** takes the place of a noun in a sentence.

I , you, they, we , she , he , who , them , which , ...

Verbs

A **verb** tells what action someone or something is doing or expresses a state of being.

sing , buy , sell, drink, eat , be , demand.....

Adjectives

An **adjective** describes a noun or a pronoun. It tells what kind, how many, or which one.

Lazy , expensive, cheap , bright , large , cold , hot , ...

Articles

The words **a**, **an**, and **the** are special adjectives called **articles**. An **article** is used before a noun.

a , an , the

Adverbs

An **adverb** describes a verb, adjective, or adverb. It tells how, when, where, or to what extent.

sometimes , often , very , Carefully , terribly, easily, late...

Prepositions

A **preposition** describes a relationship between a noun or pronoun and another word in the sentence.

by, for, into, in, at, out of.....

Conjunctions

A **conjunction** joins words or phrases in a sentence.

and, but, because, with, so, thus, yet, however, or...

Interjections

An **interjection** is a word or phrase that expresses strong feeling or emotion.

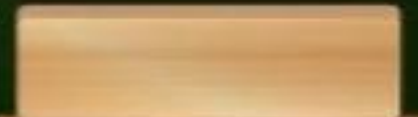
ouch! / eek / alas / wow / ...

Reading task :

1 - Read the text carefully and answer the following questions.

Bill Gates

Bill Gates was born in Seattle, Washington. He has accomplished a lot in the business world, but his rise to fame came when he developed Microsoft. He co-founded the company in 1975 with business partner and childhood friend, Paul Allen. Microsoft became the world's largest computer software company. Bill Gates was chairman of the company and Chief Executive Officer (CEO). He stepped down from his CEO position in January 2000, but continued as chairman and chief software architect. In February 2014 he stepped down as chairman of Microsoft and put more effort into a charity founded by him and his wife, The Bill and Melinda Gates Foundation. He also takes time to focus on climate change, global health and development, and education.



2-Answer the following questions.

Bill Gates create... Google / Yelp / **Microsoft** / Laptops

Bill Gates was born in...Mississippi / Utah / **Washington** / Texas

In what year did Bill Gates confound his company?...1980 / 1984 / **1975** / 1982

What is the name of Bill Gates' wife?...Susan / Carol / **Melinda** / Nancy

With whom did Bill Gates found the company?...

Paul Frank / **Paul Allen** / Melinda Gates / Frank Allen

What role(s) did Bill Gates play in the company after January 2000?...

Game develoer / Chief software architect / **Chairman and chief software architect**

Which of following global issues is something Bill Gates Concentrates on?...

Human rights / Global trade / **Climate Change** / Food security

What does CEO stand for?...

Chief Entity Organization / Current Employee Officer / **Chief Executive Officer** / Credited Employee Officer



3 - Extract out the parts of speech from the above text.

Nouns: Bill Gates, Seattle, Washington, Business, world, lot, rise, Fame, Microsoft, Company, partner, childhood, Firend, Paul Allen, computure, software, company, chairman, chief, executive, officer, position, January, architect, February, effort, chairity, wife, Melinda, Foundation, time, climate, change, global, health, development, education.

Pronouns: he, his, him.

Adjectives: largest.

Verbs: was born, has accomplished, came, developed, co-founded, became, stepped down, continued, put, founded, takes, focus.



Prepositions: in, to, with, from, of, into, by, on.

Articles: a, the.

Conjunctions: But, as, also.

Adverbs: when, more.



THANK YOU FOR YOUR ATTENDANCE

