

## شكراً لتحميلك هذا الملف من موقع المناهج الإماراتية



## تدريبات على مواضيع الكتابة المطلوبة وفق الهيكل الوزاري - المتقدم

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## التواصل الاجتماعي بحسب الصف الحادي عشر



## روابط مواد الصف الحادي عشر على تلغرام

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## المزيد من الملفات بحسب الصف الحادي عشر والمادة لغة انجليزية في الفصل الثاني

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**1. Many businesses use social media to promote their products and services. Write a short essay discussing the advantages and disadvantages of using social media for business promotion. (170 words)**

**What types of social media do businesses use?**

**What are the advantages of using social media for business promotion?**

**What are some disadvantages of using social media to promote a business?**

Social media has become an essential tool for businesses to promote their products and services. The most commonly used social media platforms for business promotion are Facebook, Twitter, LinkedIn, Instagram, and YouTube. Each platform has its own unique features and audience, which can be leveraged by businesses to reach their target market.

The advantages of using social media for business promotion include increased brand awareness, improved customer engagement, and enhanced customer loyalty. Social media allows businesses to reach a large audience, which can help increase their visibility and brand recognition. Moreover, social media platforms offer a range of features that businesses can use to engage with their customers, such as responding to comments, messages, and reviews.

However, there are also some disadvantages of using social media for business promotion. One of the major disadvantages is the risk of negative comments and feedback, which can harm a business's reputation. Another disadvantage is that social media platforms are constantly changing, which can make it difficult for businesses to keep up with the latest trends and best practices.

In conclusion, social media is an effective tool for businesses to promote their products and services. However, it is important to be aware of the potential risks and drawbacks of using social media for business promotion and to develop a comprehensive strategy to mitigate these risks.

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**2. Think about the skills and traits that are important for success in the business world.**

**Choose one skill or trait that you think is particularly important and write an essay explaining why it is important and how it can help people succeed in their careers. (170 words)**

- What skill or trait do you think is most important to succeed in business?**
- Why is this trait or skill important?**
- How can this trait or skill help people succeed in business?**

In my opinion, the skill of effective communication is the most important trait for success in the business world. Effective communication involves being able to express ideas clearly and confidently, listen actively, and convey messages in a way that resonates with others.

Effective communication is important because it enables individuals to build strong relationships with colleagues, clients, and stakeholders. It facilitates teamwork, reduces conflicts, and increases productivity. Poor communication can lead to misunderstandings, mistrust, and missed opportunities, which can ultimately harm an individual's career prospects.

Individuals who possess strong communication skills are more likely to be successful in the business world because they are able to convey their ideas with clarity and persuade others to support their vision. They are better equipped to negotiate, resolve conflicts, and collaborate effectively with others. Strong communicators are also able to build trust and rapport with clients and stakeholders, which can lead to long-term business relationships and increased success.

In conclusion, effective communication is a crucial skill for success in the business world. Those who possess this trait are better equipped to build strong relationships, persuade others to support their vision, and collaborate effectively with others. Developing this skill can enhance an individual's career prospects and contribute to their overall success.

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**3. In today's world, businesses and jobs play an important role in people's lives. Write a well-developed essay discussing the impact of businesses and jobs on individuals and society as a whole. In your essay, be sure to address the following:**

- The advantages and disadvantages of working for a business, including the potential for career advancement, job security, and work-life balance.**

- ❓ **The impact of businesses on the local community, including job creation, economic growth, and community involvement.**
- ❓ **The role of education and skills training in preparing individuals for careers and helping them succeed in the workforce.**

❓ Businesses and jobs play a crucial role in shaping modern society. Employment provides individuals with financial stability and a sense of purpose, while businesses contribute to local economies and community development. In this essay, I will explore the impact of businesses and jobs on individuals and society as a whole, addressing the advantages and disadvantages of working for a business, the impact of businesses on the local community, and the role of education and skills training in preparing individuals for careers and helping them succeed in the workforce.

❓ Working for a business has both advantages and disadvantages. On the positive side, businesses provide individuals with the opportunity for career advancement, job security, and work-life balance. Employees can receive promotions, salary increases, and benefits such as health insurance and retirement plans. Furthermore, many businesses offer flexible work arrangements, such as remote work or flexible hours, to promote work-life balance.

❓ However, working for a business also has its downsides. Employees may experience job insecurity due to economic conditions or business decisions. Additionally, the demands of the job may lead to high levels of stress and burnout. Finally, businesses may prioritize profits over the well-being of their employees, which can lead to exploitative labor practices or unethical behavior.

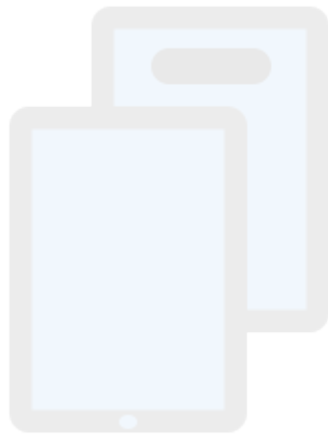
❓ Despite the potential drawbacks of working for a business, the impact of businesses on the local community is overwhelmingly positive. Businesses create jobs, which stimulate economic growth and promote community development. Local businesses contribute to the cultural and social fabric of a community, and many businesses engage in community outreach and philanthropy. For example, a small business may sponsor a local Little League team or donate to a food bank. Furthermore, businesses attract investment and tourism, which can benefit the local economy and create additional job opportunities.

❓ The role of education and skills training in preparing individuals for careers and helping them succeed in the workforce is also essential. Individuals with a high level of education and specialized skills are in high demand, and they can command higher salaries and enjoy greater job security. Additionally, education and training help individuals adapt to technological changes and new industries, which are constantly

evolving. Employers value workers who can learn and adapt quickly to new circumstances, which is why lifelong learning is crucial for success in the modern workforce.

- ❓ In conclusion, businesses and jobs have a significant impact on individuals and society as a whole. While there are both advantages and disadvantages to working for a business, businesses contribute to the local community by creating jobs, promoting economic growth, and engaging in community outreach. Education and skills training are also crucial for success in the workforce, as they prepare individuals for careers and help them adapt to changes in the job market. Overall, businesses and jobs are essential components of modern society, and they play a critical role in shaping our collective future.

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**4. In your opinion, what are the most important qualities that employers look for in job applicants? Write a persuasive essay arguing for the three qualities you think are most important, and provide specific examples to support your argument.**

- ❓ Write about some ways that people can show these qualities and give examples.
- ❓ What are some problems that job seekers might have when they try to show these qualities and how can they solve them?
- ❓ Some people might think that there are other qualities that are more important to employers. What might these people say?

- ❓ In today's job market, employers are looking for candidates who not only have the right skills and experience but also possess certain personal qualities that make them a good fit for the company culture and mission. While there are many important qualities that employers seek, I believe

that the three most critical ones are adaptability, problem-solving ability, and teamwork.

- ❓ Firstly, adaptability is a crucial quality that employers look for in job applicants. In today's rapidly changing business environment, companies need employees who can adapt to new situations quickly and efficiently. Adaptability means being able to adjust to changes in the workplace, whether it's new technology, a different work process, or a new team member. For example, a candidate who has experience working in different industries or has completed training in various fields will be viewed positively by employers, as they demonstrate the ability to adapt to different work environments. Another way to demonstrate adaptability is to highlight instances where one has adapted to changes in work processes or roles in previous jobs.
- ❓ Secondly, problem-solving ability is another critical quality that employers seek in job applicants. Companies want employees who can identify issues, analyze problems, and come up with effective solutions. Problem-solving skills show that a candidate is proactive and can work independently. For instance, a candidate who has demonstrated the ability to identify problems and come up with solutions that have positively impacted previous employers will be viewed favorably by recruiters. One can also demonstrate problem-solving skills by highlighting situations where they have resolved complex issues or identified new opportunities in their previous roles.
- ❓ Lastly, teamwork is another essential quality that employers value. A candidate who can work well with others and collaborate effectively is essential in today's work environment, where cross-functional teams are commonplace. Teamwork means being able to communicate effectively, listen actively, and contribute to group success. For example, a candidate who has worked in different teams or led successful team projects in previous roles will be viewed positively by employers. One can demonstrate teamwork by highlighting situations where they have collaborated with others to achieve goals or contributed to team success.
- ❓ However, job seekers may face challenges in demonstrating these qualities. For example, candidates may find it challenging to provide examples of adaptability if they have not worked in different industries or roles. In such cases, one can demonstrate adaptability by highlighting instances where they have taken on new responsibilities or adapted to new work processes. Similarly, if a candidate has not had the opportunity to lead a team project, they can demonstrate teamwork by sharing examples of effective collaboration and communication with

team members.

- ❓ In conclusion, adaptability, problem-solving ability, and teamwork are critical qualities that employers look for in job applicants. While there are other important qualities, such as leadership and creativity, these three qualities are essential for success in today's rapidly changing work environment. Job seekers can demonstrate these qualities by highlighting instances where they have adapted to change, resolved complex issues, and collaborated effectively with others. By showcasing these qualities, candidates can set themselves apart from other applicants and increase their chances of landing their dream job.

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**5. In your opinion, what are some of the most important factors that make a business successful? Think about factors such as location, customer service, product quality, and marketing. Write a well-structured essay explaining your ideas and giving specific examples to support your argument.**

**Is location important? Why or why not?**

**How does customer service help make a business successful?**

**What role does product quality and marketing have in a successful business?**

There are several factors that contribute to the success of a business, including location, customer service, product quality, and marketing. Each of these factors plays a vital role in creating a successful business, and they are all interconnected.

Firstly, location can be a critical factor in a business's success. A business that is located in a high-traffic area with good visibility can attract more customers and generate more sales. For example, a retail store that is situated in a shopping mall will likely have more foot traffic than one located in a quiet neighborhood. However, it is important to note that location alone is not enough to guarantee a business's success. Other factors such as product

quality and customer service also play a significant role.

Customer service is another crucial factor that can make or break a business. A company that provides excellent customer service can build a loyal customer base and increase its reputation. On the other hand, poor customer service can lead to negative reviews and a decrease in customer loyalty. For instance, a restaurant that consistently provides a friendly and efficient service will likely receive positive reviews and word-of-mouth recommendations, leading to more customers and revenue.

Product quality is also essential in determining the success of a business. A business that offers high-quality products is more likely to gain repeat customers and generate positive reviews, leading to increased sales and revenue. For example, Apple's reputation for producing high-quality and innovative products has helped the company become one of the most valuable in the world.

Marketing is another key factor in a business's success. Effective marketing can help a business reach its target audience and generate more sales. For instance, Nike's "Just Do It" campaign has helped the company become one of the most recognized and successful sports brands globally.

In conclusion, several factors contribute to a business's success, and these factors are interconnected. While location can be an essential factor, customer service, product quality, and marketing are also crucial in determining a business's success. By focusing on all these factors, a business can build a loyal customer base, increase its reputation, and generate more sales and revenue.

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