UNIDAD EDUCATIVA ALFONSO LITUMA CORREA
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NIVEL: BACHILLERATO	**ASIGNATURA: INGLÉS TÉCNICO**	**AÑO LECTIVO** 2026 – 2027
CURSO / AÑO: TERCERO	**GRUPOS/PARALELOS: A**	**ÁREA:** INGLÉS TÉCNICO APLICADO
DOCENTE: AZUCENA PAIDA	**EXAMEN PRIMER TRIMESTRE**	
CE Specific terminology in commercial relations with customers: front-line staff, enquiry, after-sales service, satisfaction survey, turnaround time. CE Use customer-service terminology to communicate with customers.		
ESTUDIANTE:	**FECHA:**	

INDICADORES DE EVALUACION	ÍTEMS	VALOR
Uses at least six customer-service terms correctly.	**1.-COMPLETE EACH SENTENCE WITH A TERM FROM THE BOX. THERE IS ONE EXTRA TERM** **front-line staff | enquiry | after-sales service | satisfaction survey | turnaround time | repeat customer | brand image** **1.** A customer asks a question to get information. This question is called an _____. **2.** Employees who deal directly with customers are called _____. **3.** The company sends a _____ to measure how happy customers are. **4.** Support offered after a product has been bought is called _____. **5.** The _____ is the time it takes to resolve a request. **6.** A _____ buys from the same company again and again.	**3pts.**
Greets customers and offers help using at least four structures from the Language Focus box, with polite intonation.	**2.-COMPLETE THE DIALOGUE WITH PHRASES FROM THE BOX. THERE IS ONE EXTRA PHRASE** **Welcome to | How can I help you today? | Could I take your name, please? | Is there anything else I can help you with? | Thank you for your patience.** **Assistant:** Good morning! **7.** _____ Bright Mart. **Assistant: 8.** _____ **Customer:** I would like some information about the guarantee on my blender. **Assistant:** Of course. **9.** _____ **Customer:** Marcos Ferreira. **Assistant:** Your blender has a two-year guarantee. **10.** _____ **Customer:** No, that is everything. Thank you. **3.-EACH SENTENCE HAS ONE MISTAKE. REWRITE IT CORRECTLY.** **1.** "How I can help you today?" _____ **2.** "Could I take you name, please?" _____	**2pts** **2pts**

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	3. "Thank you for you patience." _____ **4.** "Is there anything else I can help you for?" _____	
Formulates open and closed questions correctly to find out what a customer needs. Clarifies and summarises the customer's requirements using the structures from the unit.	**4. WRITE O (OPEN) OR C (CLOSED).** ➢ Do you need it in black or in white? ____ ➢ What are you going to use it for? ____ ➢ Is this for home or for office use? ____ ➢ How would you describe the problem you want to solve? ____ **5.-. CIRCLE THE BEST OPTION.** **1.** "_____, do you mean the blue model?" a. Just to clarify b. Have a nice day c. Thank you for your patience **2.** "So, to _____ up, you are looking for a quiet printer with a budget of $150. Does that sound right?" a. add b. sum c. put	**2pts** **2pts**
	5 –READ THE DIALOGUE. CIRCLE THE BEST ANSWER WANT OR NEED? **At a Sports Shop** **Assistant:** Good afternoon! What brings you in today? **Customer:** I want the most expensive running shoes you have. **Assistant:** Could you tell me a bit more about that? What matters most to you: price, comfort or style? **Customer:** Comfort. I run 10 km three times a week and my knees hurt. **Assistant:** So, to sum up, you need comfortable shoes with good support for long runs, and your budget is around $80. Does that sound right? **Customer:** Yes, exactly. **1.** What does the customer SAY he wants? a. Comfortable shoes. b. The most expensive running shoes. c. A cheap pair of shoes. **2.** What is the customer's real NEED? a. Shoes with good support for long runs. b. The most expensive brand. c. Shoes for walking only. **3.** Which sentence shows that the assistant is summarising? a. "What brings you in today?" b. "So, to sum up, you need comfortable shoes…" c. "Could you tell me a bit more about that?"	**3pts.**

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UNIT 2 Uses needs-analysis vocabulary (budget, requirement, priority, pain point, tailored solution) accurately.	**6.-COMPLETE EACH SENTENCE WITH A TERM FROM THE BOX. THERE IS ONE EXTRA TERM** **budget | needs analysis | pain point | priority | tailored solution | requirement | target market** ❖ The _____ is the maximum amount of money a customer is willing to spend. ❖ Finding out exactly what a customer requires is called a _____. ❖ A specific problem that a customer wants solved is a _____. ❖ The thing that matters most to a customer in a decision is the _____. ❖ A product adapted to a specific customer's needs is a _____. ❖ Something a customer must have is a _____.	**3pts**
Writes short, polite texts for a customer-service situation (a welcome script and needs-analysis questions) using unit structures and vocabulary.	**7 –** Write three questions (two open and one closed) that an assistant in a shop of your choice could ask a new customer. _____? _____? _____?	**3pts.**
	TOTAL PUNTOS	20
	EQUIVALENCIA (10/10)	.../10

ELABORADO	REVISADO	REVISADO
DOCENTE Lcda. Azucena Paida	COORDINADOR DE ÁREA Mgtr. Prisila Ríos	VICERRECTOR Mgtr. Javier Seminario
FIRMA: FECHA: ____/NOVIEMBRE/026.	FIRMA: FECHA: ____/NOVIEMBRE/026.	FIRMA: ECHA: ____/NOVIEMBRE/2026.

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