Concours d'acces à l'ENCGC «S5» / 2012-2013

Epreuve d'ANGLAIS **Professeur : A. BOUZIANE**
Date: 12/09/2012 **(Durée: 45 min)**

Please notice that all the answers must be written in the answer grid on page 4

A Match the sentence beginnings (1–10) with the best endings (a–j) (Write letters in the boxes).

1	Awareness of a brand is	a)	being in a very bad situation.
2	The American word 'freeway' is	b)	being thrown in at the deep end.
3	Downsizing is	c)	called price fixing.
4	A video advert being sent from friend to friend by e-mail is	d)	how familiar people are with it, or with its logo or slogan.
5	The difference between the price of a product and the cost of producing it is	e)	an example of viral advertising.
6	Being given a very difficult task with little preparation time is	f)	called a tariff.
7	A probationary period when you start a job is	g)	usually three months long.
8	A tax on imported goods is	h)	the profit margin.
9	If competing companies agree to hold prices at a certain level, it's	i)	when a company reduces the number of people it employs.
10	Being on the ropes means	j)	'motorway' in British English.

B Choose the correct words to complete each sentence (tick a or b in the box).

11 (a- I'm going to visit / b- I will visiting) the factory in Itami next week.

12 Have you (a- eating / b- eaten) lunch yet?

13 We're (a- worked / b- working) very hard this week to meet the deadline.

14 (a- He move / b- He's moving) from Brussels to Riyadh in October.

15 We (a- have / b- were having) a staff meeting every Monday morning.

16 They've (a- decided / b- been decided) to close the Barcelona office.

17 My company (a- can producing / b- produces) brake parts for cars.

18 My fight (a- arrives / b- arrived) next Tuesday at noon and my first meeting is at two o'clock.

19 She (a- goes / b- has going) to New York about three times a year.

20 (a- We've invested / b- We're investing) about two million dollars in R&D so far this year.

21 I usually (a- take / b- am taking) a taxi when I go to head office.

22 We (a- are being / b- are) very busy these days.

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C Replace the underlined phrases with the best word or phrase (a, b, or c) in the memo below.

Memo

To: Ramola Santos

From: Peter Stott

Subject: Prices

I would like to draw your attention to the attached price lists from two of our main competitors. As you can see, both have reduced their prices by about 3 to 4 per cent. I would like to suggest that we reduce 23 our prices by at least the same amount.

As you know, we face intense 24 competition in this market, and our revenue 25 from sales has fallen considerably 26 in the last year. It will not be easy to market 27 our products if they are seen as overpriced 28. Could we have a meeting as soon as possible to discuss this?

23	a) fall	b) cut	c) make lower
24	a) unfair	b) open	c) tough
25	a) income	b) cash	c) deposit
26	a) plummeted	b) soared	c) levelled off
27	a) reposition	b) develop	c) try to sell
28	a) inexpensive	b) too expensive	c) affordable

D Read the article and choose the best answer to each question (29–40).

A good idea or a bad product?

Howard Stapleton noticed that in his town, large groups of young people often met outside of shops. They didn't often go into the shops to buy things, but they made it difficult for customers to enter the shops. Stapleton knew this was bad for business. He wanted to help.

Then he had an idea. He made a machine that makes a very high noise. Young people can hear the noise, but older people can't hear it. The noise doesn't hurt young people, but it makes them want to leave the area. He calls his machine the Mosquito. (A mosquito is a small insect that makes an annoying sound.) The product is a success. He has sold 3,500 units in a year. The cost is £500 each. In some areas, the police buy the Mosquito to stop young people from meeting in large groups. This helps businesses, because customers are now able to enter their shops easily.

But not everyone is happy. Shami Chakrabarti says that it is not fair to young people. She has complained to the police and some businesses that have bought the Mosquito. As a result of her complaints, sales of the Mosquito have decreased by 50 percent.

Stapleton wants to negotiate with Chakrabarti, but she won't talk to him. She says: "This is a bad product." Stapleton is thinking about reducing the price to increase sales.

From the Financial Times

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29 The problem that Stapleton wanted to solve was
a) too many young people entering shops. b) too many young people outside of shops.
c) too many customers meeting outside of shops.

30 The situation was bad for business because
a) young people don't have much money. b) customers couldn't enter shops easily.
c) Stapleton wanted to help the young people.

31 Stapleton wanted to
a) hurt young people's ears. b) make young people listen to his ideas.
c) make young people leave the area.

32 Stapleton
a) has already launched the Mosquito. b) plans to launch the Mosquito next year.
c) has stopped selling the Mosquito.

33 The Mosquito
a) has solved the problem in some areas. b) is causing problems for some businesses.
c) is popular with young people.

34 Who has complained?
a) Shopkeepers. b) Shami Chakrabarti. c) The police.

35 What is the complaint?
a) The Mosquito isn't fair. b) The Mosquito is too expensive.
c) The Mosquito is bad for older people.

36 What has happened to sales of the Mosquito?
a) They've increased. b) They've remained the same. c) They've decreased.

37 What has Chakrabarti done?
a) Had a meeting with Stapleton. b Agreed to talk on the phone with Stapleton.
c) Said that the product is bad.

38 What is Stapleton thinking about doing?
a) Increasing the price. b) Making the Mosquito cheaper.
c) Trying to reduce sales.

39 The proverb that can express the meaning of the text is
a) Necessity is the mother of invention
b) Don't put all your eggs in one basket
c) Not all that glitters is gold.

40 Which of these sentences summarises the text best?
a) Stapleton was a very well-known businessman for his creative ideas.
b) In trying to chase youngsters from the nearby of his shop, Stapleton created a beneficial business.
c) The youngsters were afraid of the mosquito.

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