Royaume du Maroc
Ministère de l'Enseignement Supérieur,
de la Recherche Scientifique et de l'Innovation

المدرسة الوطنية للتجارة والتسيير - القنيطرة
ⵜⵉⵏⵎⵍ ⵜⴰⵏⴰⵎⵓⵔⵜ ⵏ ⵓⵙⵖⵏⵣⵉ ⴷ ⵓⵙⵡⵓⴷⴷⵓ - ⵇⵏⵉⵟⵔⴰ
Ecole Nationale de Commerce et de Gestion - Kénitra

Présidence du CNAEM 2022

École Nationale de Commerce et de Gestion de Kenitra

Université Ibn Tofail

Concours National d'Accès aux Écoles de Management

Édition 2022

Épreuve d'**Anglais**
Filières : **ECS&ECT**
Durée : **2 heures**

Test Instructions and Guidelines

- Use the test sheets carefully. Only ONE set of test sheets will be provided.
- You must write your answer in the space provided for each question. If you decide to change an answer, erase your old answer completely and write the new one.
- Enough space is provided for the answers to each item. **Do not exceed that space.**
- Make sure your handwriting is clear.
- You are not allowed to use any document, electronic device or communicate with anyone during the testing session. Evidence of cheating (during the test administration or paper correction) will automatically disqualify the candidate.

Cette épreuve comporte 3 **pages au format A4**, en plus de la page de garde

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Recent technological developments.
⇒ The attracting turn on the scientific and economic level starting from 2022

SECTION 1: CRITICAL READING

Read the texts below and answer the question that follows:

Artificial organs

For years, researchers have been developing techniques to create artificial organs using 3D printing of biological materials. The ultimate goal is to take a few cells from a patient and create fully functional organs for transplantation, thus doing away with long waiting-lists, testing for matches and the risk of rejection.

That goal is still some way off for fleshy organs. But bones are less tricky. Two startups, Particle3D and ADAM, hope to have 3D-printed bones available for human implantation in 2022. Both firms use calcium-based minerals to print their bones, which are made to measure based on patients' CT scans. Particle3D's trials in pigs and mice found that bone marrow and blood vessels grew into its implants within eight weeks. ADAM says its 3D-printed implants stimulate natural bone growth and gradually biodegrade, eventually being replaced by the patient's bone tissue. If all goes well, researchers say 3D-printed blood vessels and heart valves are next.

VR headsets

Most people do not do enough exercise. Many would like to, but lack motivation. Virtual reality (VR) headsets let people play games and burn calories in the process, as they punch or slice oncoming shapes, or squat and shimmy to dodge obstacles. VR workouts became more popular during the pandemic as lockdowns closed gyms and a powerful, low-cost headset, the Oculus Quest 2, was released. An improved model and new fitness features are [released] in 2022. And Supernatural, a highly regarded VR workout app available only in North America, may be released in Europe. Could the killer app for virtual reality be physical fitness?

eVTOL

Long seen as something of a fantasy, flying taxis, or electric vertical take-off and landing (eVTOL) aircraft, as the fledgling industry calls them, are getting serious. Several firms around the world will step up test flights in 2022 with the aim of getting their aircraft certified for commercial use in the following year or two. Joby Aviation, based in California, plans to build more than a dozen of its five-seater vehicles, which have a 150-mile range. Volocopter of Germany aims to provide an air-taxi service at the 2024 Paris Olympics. Other contenders include eHang, Lilium and Vertical Aerospace. Keep an eye on the skies.

Space Craft

After a stand-out year for space tourism in 2021, as a succession of billionaire-backed efforts shot civilians into the skies, hopes are high for 2022. Sir Richard Branson's Virgin Galactic just beat Jeff Bezos's Blue Origin to the edge of space in July, with both billionaires riding in their own spacecraft on suborbital trips. In September Elon Musk's company, SpaceX, sent four passengers on a multi-day orbital cruise around the Earth.

All three firms hope to fly more tourists in 2022, which promises to be the first year in which more people go to space as paying passengers than as government employees. But Virgin Galactic is modifying its vehicle to make it stronger and safer, and it is not expected to fly again until the second half of 2022, with commercial service starting in the fourth quarter. Blue Origin plans more flights but has not said when or how many. For its part, SpaceX has done a deal to send tourists to the International Space Station. Next up? The Moon.

Drones

They are taking longer than expected to get off the ground. But new rules, which came into effect in 2021, will help drone deliveries gain altitude in 2022. Manna, an Irish startup which has been delivering books, meals and medicine in County Galway, plans to expand its service in Ireland and into Britain. Wing, a sister company of Google, has been doing test deliveries in America, Australia and Finland and will expand its mail-to-home delivery service, launched in late 2021. Dronamics, a Bulgarian startup, will start using winged drones to shuttle cargo between 30 European airports. The question is: will the pace of drone deliveries pick up—or drop off?

Adapted from *The World Ahead 2022*, in *The Science and Technology correspondents*, 2021. *The Economist Newspaper Limited 2022*.

⇒ No substitute 2/4
help paying away from the ... (illegible)
Broader solution to ... (illegible)

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A. DISPLAYING COMPREHENSION

Answer the questions below <u>using your own words</u>. (Heavy reproduction of the text language will be penalized).

1. Based on your analysis of the recent technological developments outlined in each of the reading passages which TWO of the above stated innovations would in your opinion attract the interest of researchers and world businesses the most in 2022 and beyond? Support your answer with evidence from the text.

B. COMMENTING

Comment on the poster below. **Do not exceed 100-word paragraph**.



SECTION 2: TRANSLATION

<u>Theme</u>: *Translate the following passages from French into English.*

1. La pandémie a fait apparaître encore plus nettement les retards de développement liés aux énormes fractures numériques qui subsistent à l'intérieur des pays et entre eux.
2. Les gouvernements devront peut-être donner la priorité à la préparation nationale au numérique, afin que davantage d'entreprises locales, y compris celles dirigées par des femmes, soient non seulement consommatrices, mais encore productrices dans l'économie numérique.

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Version: *Translate the following passage from English into French.*

1. …. one-third of brands do not use influencers. They worry about tarnishing their reputation. Having a swarm of freelance advocates is riskier than the command-and-control campaigns of the "Mad Men" era. And the industry is a Wild West, awash with fraud and manipulation.
2. Ignoring influencers is a mistake. Their share of digital advertising budgets is still low at perhaps 3%, but it is rising fast. The boundary between entertainment and e-commerce is blurring. And the most popular marketing strategy of the 2010s—ads targeted through Google and Facebook—is under threat as new privacy standards, including on Apple's iPhone, make it harder to spy on potential customers.
3. Some influencers do attract over 7m followers across several platforms. This explains the importance of high-quality equipment that can show texture, accurate colour grading, not to mention the lighting.

SECTION 3: WRITING

Choose **ONE** of the writing assignments below.

Topic 1: *Write a synthesis of the suggested documents on the overwhelming 'value' of digital technology in all the dimensions of life.*

— Document 1: the reading passages (p.2)
— Document 2: the poster (p.3)
— Document 3: the passages on Thème (p.3)
— Document 4: the passages on Version (p.4)

Compulsory indications:

— Write your synthesis in 200- 250 words.
— Indicate the number of words between brackets at the end of your product (title included).
— Refer to the documents as (Doc1, Doc 2, Doc 3, Doc 4).

Topic 2: *Write an essay in favour of the statement below highlighting your point of view:*

"The digital landscape is evolving rapidly, now that the pandemic has driven communities and businesses online. Marketers will need to similarly evolve their tactics and strategies to keep up with post-pandemic digital trends". *Insider Intelligence*, 2022

Corona : a digital jump

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