Concours national d'accès aux écoles de management (CNAEM), Maroc

# Session 2020, filière ECS

## Anglais

Durée : 02 heures

### Ce que traite le sujet

- Section I : Critical Reading
- Section II : Translation
- Section III : Writing

**Sujet reproduit sans retouche à partir de la page suivante.**

Exemplaire d'élève numérisé : quelques mots du texte et des questions sont surlignés en rose.

Résumé des parties, chapitres de cours liés et autres années :
prepahelp.com/annales/cnaem/ecs/2020/anglais

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المملكة المغربية
وزارة التربية الوطنية والتكوين المهني
والتعليم العالي والبحث العلمي
قطاع التعليم العالي والبحث العلمي

Royaume du Maroc
Ministère de l'Education Nationale, de la Formation Professionnelle,
de l'Enseignement Supérieur et de la Recherche Scientifique
Département de l'Enseignement Supérieur et de la Recherche Scientifique

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Université Chouaïb Doukkali

# Concours National d'Accès aux Ecoles de Management

## Présidence CNAEM 2020
### Edition 2020

Epreuve : **Anglais**

Filière : **ECS/ECT**

Durée : **02 Heures**

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# Concours National d'Accès aux Ecoles de Management
# Edition 2020

**Test Instructions and Guidelines**

Before looking at the test questions, read the instructions carefully.

- Make sure you have the right number of pages (6 to 8 pages) as mentioned on the second page.
- The test is divided into three independent sections:
  - Section I: **Critical Reading**
  - Section II: **Translation**
  - Section III: **Writing**
- 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.

**NB**. 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.

# SECTION 1: CRITICAL READING

## Read The Text Below

Environmental threats are intensifying and everyone is implicated. The durability of existing business models is being called into question, with the public and private sectors facing scrutiny and pressure to act. A new age of increased accountability will challenge the balance of short-term priorities with long-term sustainability.

Individuals and companies are adopting more resource-efficient lifestyles amid tighter government restrictions, from more eco-friendly transportation through bike-sharing and electric vehicles to water conservation and higher recycling rates. Social and environmental considerations have become critical drivers of decision-making, with 66% of consumers across 60 countries saying they will pay more for climate-friendly products, rising to 73% among millennials. This trend was succinctly encapsulated in November when the gas-guzzling international extravaganza that is Formula One pledged to become carbon-neutral by 2030. The racing group also plans to adopt policies that will make all grands prix fully sustainable by 2025. For a sport that produces 256,000 tons of $CO_2$ each season, and transports 10 teams and equipment to 21races around the globe, this is a BHAG (Big Hairy Audacious Goal) that underlines a broader shift in the modern-day consciousness.

This sea change follows a year of global protests and the championing of teenage climate activist Greta Thunberg. To underline the point, "climate emergency" was named Oxford Dictionaries' Word of 2019, while Collins Dictionary went for "climate strike" after global usage similarly increased 100-fold.

The urgency with which companies need to adopt a change mindset during times of transformation cannot be downplayed. The average age of a company listed on the S&P 500 Index has fallen formal most 60 years old in the 1950s to less than 20 years currently, warned a team of Credit Suisse analysts led by Eugene Klerk. Analysis of Fortune 500 companies tells a similar tale; only 60 companies on the list in 1955 appear on the list in 2017- fewer than 12%. The rest have either gone bankrupt, disappeared after M&A, or they still exist but have tumbled out of the top rankings. The rate of churn is only expected to increase, propelled by new technology, growing complexity and global connectivity.

A 2016 Harvard Business Review report, Accelerating the Pace and Impact of Digital Transformation, that surveyed 680 executives across a range of functions and industries identified the ability to adapt as the most important skill for companies undergoing a digital transformation—more important than technical knowledge, communication skills or even customer-focused problem-solving. Adaptability should be in everyone's job description. The inability of individuals to adapt is magnified in a large organization, because every person who doesn't adapt to change is a drag on the organization's change efforts, making it less flexible and less able to match faster-evolving competitors. All the way: logistics solutions from end to end. For trade, the ability to radically reduce complexity and offer end-to end integrated services, will ensure the robustness of the global supply chain. A.P. Moller–Maersk, the global logistics company, has been a pioneer in simplifying customer supply chains by developing end-to-end products and services.

Through digitalization and by leveraging blockchain, each part of the supply chain is able to communicate and digitally handshake with one another, and the customer, in a fully transparent way. Such innovation is helping to make global trade more accountable and accessible for companies of all sizes.

"Businesses and consumers continue to adapt to a rapidly changing global environment," says Graham Slack, Maersk's Chief Economist and Head of Strategic Intelligence. "Global supply chains need to be flexible and evolve to meet the needs of different industry verticals. Understanding these needs is critical to making the right physical and digital investment choices, and being ready to deliver goods tomorrow."

**Adapted from:** https://sponsored.bloomberg.com/news/sponsors/features/maersk/2020-vision/?adv=24910&prx_t=fWgFAAAAAAFEANA
Accessed June 2020

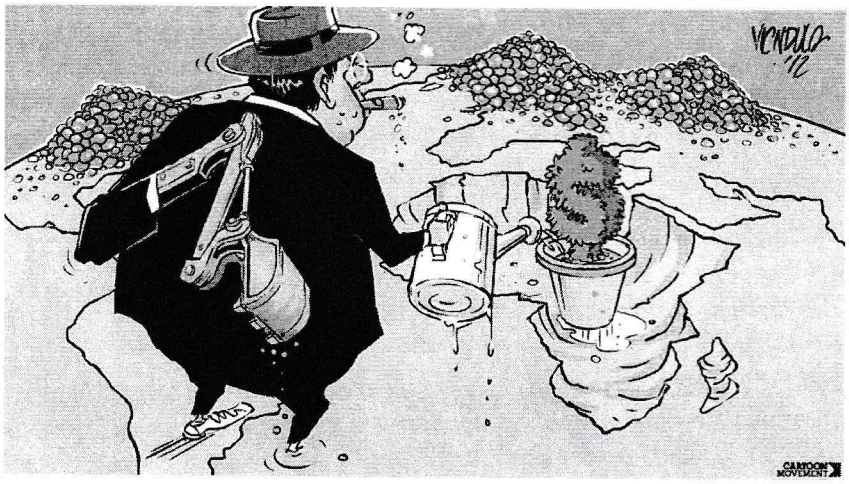
## COMPREHENSION

### Answer the Questions below using your own words

1. Write in your own words what you understand by the following sentence: "*This sea change follows a year of global protests and the championing of teenage climate activist Greta Thunberg*". (L15)
2. What type of challenges do current business models face and how can companies overcome these challenges in order to sustain production in the future?

## COMMENTARY

**Comment on the poster below. Do not exceed 75-word paragraph.**




https://www.cartoonmovement.com/collection/20

## SECTION 2: TRANSLATION

### Theme: Translate the extract below into English:

Nous connaissons le risque d'une pandémie mondiale depuis des années: il suffit de voir Bill Gates déclarer lors d'un Ted Talk 2015 que «si quelque chose tue plus de 10 millions de personnes au cours des prochaines décennies, il s'agit très probablement d'un virus hautement infectieux... Nous devrions nous inquiéter. (Mais en fait, nous pouvons construire un très bon système de réponse». Pourtant, il a fallu un désastre pour inciter les gouvernements, les entreprises et les particuliers à agir à l'échelle requise.

### Version:

**Traduire en Français à partir de** : (L1) Environmental threats jusqu'a (L4) long-term sustainability.

## SECTION 3: WRITING

Choose **ONE** of the writing topics below. **Rewrite the chosen topic in the test sheet**

1. "We must combine rigor and imagination to confront climate change. Write a four paragraph persuasive essay stating your attitude towards this statement.
2. South-south cooperation is an opportunity for emerging markets for many developing countries. Write a four paragraph essay highlighting the benefits of such cooperation for Morocco at the economic and social levels.

## END OF TEST

# Travailler les chapitres de ce sujet

Prepa Help suit le programme d'ECS chapitre par chapitre : cours détaillé, méthodes, pièges, exercices et problèmes corrigés pas à pas, tirés des concours. L'essai gratuit donne accès aux chapitres offerts de ta filière, sans carte bancaire.



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