Concours Grande École de l'ISCAE (Institut supérieur de commerce et d'administration des entreprises), Maroc

Session 2010, filière ECS

Culture générale en langue anglaise

Durée : 2 heures

Ce que traite le sujet

- Structure (questions 1 à 30)
- Vocabulary (questions 31 à 60)
- Reading comprehension (questions 61 à 80)
- Writing (81 à 100)

Sujet reproduit sans retouche à partir de la page suivante.

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Groupe ISCAE

CONCOURS D'ACCES A LA GRANDE ECOLE DU GROUPE INSTITUT SUPERIEUR DE COMMERCE ET D'ADMINISTRATION DES ENTREPRISES

EPREUVE D'ANGLAIS

Durée : 2 Heures

VENDREDI 04 JUIN 2010

De 15h00 à 17h00

Institut Supérieur de Commerce et d'Administration des Entreprises
Route de Nouasseur – Km 9,5 – B.P. 8114 Casa -Oasis
Tél. (0522) 33.54.82 / 83/84/85 - Fax. (0522) 33.54.96

STRUCTURE

Directions: Questions 1-15 are incomplete sentences. Beneath each sentence, you will see four words or phrases marked (A), (B), (C), (D). Choose the one word or phrase that best completes the sentences. Then, on your answer sheet, tick the letter of the answer you have chosen.

Example: We gave ..... a new bicycle
A. he's our son B. it to our son C. that's our son D. our son
The sentence should read: 'We gave our son a new bicycle'. Therefore, you should choose (D)

1. .....in a home where two languages are spoken are often not only bilingual but also bicultural.
A. Children raised B. To raise children C. Raising children D. Raising of children

2. Moderate exercise is not the only behavioural adaptation necessary to promote physical fitness, ...it is a contributing factor.
A. however B. though C. despite D. nevertheless

3. Scientists still know little about variations.....the moon's gravitational field or about its surface composition.
A. into B. in C. at D. during

4. In linguistics, ...morphology refers to the study of the formation of words and smaller units in meaning.
A. is termed B. to term C. be termed D. the term

5. Neither hard work .....unrewarded in his company.
A. nor loyalty go B. or loyalty goes C. goes loyalty D. nor loyalty goes

6. .....committee has been set up to monitor attempted bribes.
A. A three-man B. A three-men C. Three men D. A three-manned

7. There are those .....the world cup is a month of volcanic excitement and others who see it simply as a lot of quadrennial balls.
A. for whom B. for whose C. whom for D. whose for

8. Make a donation and help us .....that a disability doesn't have to be a handicap.
A. prove B. proving C. to proving D. proved

9. Mohamed Al Fayad attacked Diana's mother calling her .....English snob.
A. Ø B. an C. a D. one

10. The trade ministry's report .....that the growing scarcity of skilled labour is limiting business expansion.
A. asserts B. refers C. recites D. calls

11. Even when two parties seem radically opposed to one ....., an effective negotiator can help find common ground.
A. other B. the other C. another D. others

12. According to some economists, lifelong learning is the only way to remain .....in today's job market.
A. competitor B. concurrent C. competitive D. competed

13. Not only .....the suppliers send the wrong components, but they also sent them to the wrong department.
A. had B. did C. were D. have

14. When changing jobs, it is important to consider .....salary and benefits.
A. both B. two C. either D. yet

15. After the main course, choose from our wide.....of homemade deserts.
A. varied B. various C. vary D. variety

Directions: In questions **16-30**, each sentence has 4 underlined words or phrases. The four underlined parts of the sentence are marked (A), (B), (C), (D). Identify the **one** underlined word or phrase that must be changed in order for the sentence to be correct. Then, on your answer sheet tick the letter of the answer you have chosen.

Example: All employee are required to wear their identification badges while at work.
A B C D
The underlined word 'employee' is not correct in this sentence. This sentence should read, 'all employees are required to wear their identification badges while at work.'
Therefore, you should choose answer (A).

16. Under table were some boots, a scarf, and three books.
A B C D

17. The happiness is a quality that comes from within a person.
A B C D

18. Before leaving the office, please turn off computer and lock the filing cabinets.
A B C D

19. Sophisticated cameras of today require only two or three second to make automatic focusing adjustments.
A B C D

20. Electronic games, much of which can be powerful instructional tools, are becoming more and more prevalent with the proliferation of computers in schools.
A B C D

21. For the most part, cook vegetables contain fewer usable nutrients than do raw vegetable
A B C D

22. Scientists still know little either about variations in the moon's gravitational field also about its surface composition.
A B C D

23. Topology is a branch of mathematics that deals with the ways in which surfaces can be twisted, bend, pulled, or otherwise transformed from one shape to another.
A B C D

24. In 1976, NASA setted (A) up its search for Extra-Terrestrial Intelligence program, which was designed to seek out (B) evidence of intelligent (C) life on other (D) planets.

25. The machinery we sell (A) is assembling (B) in this country, but most of the parts (C) come from abroad (D)

26. Because (A) rising incomes and falling mortgage rates, sales of residences (B) and commercial buildings (C) reached another monthly high (D) last week.

27. This year, the judges had the difficult yet enjoyable (A) task of selecting twelve winning (B) photos from (C) the many who (D) were entered.

28. The accounting supervisor was displeased (A) to learn that the budget report (B) would not be finished by (C) time. (D)

29. Your (A) new credit card will bring you (B) benefits that provides (C) greater financial flexibility. (D)

30. The new lounge (A) furniture has arrived and (B) will be in place (C) by the end next week. (D)

VOCABULARY

Directions: In questions 31-45 select the word (A), (B), (C), (D) that has a similar meaning to the word given and tick the corresponding letter on your answer sheet.

Example:
- Collaborate
A. evaluate B. assign C. invent D. cooperate
The word that has a similar meaning to 'collaborate' is 'cooperate'.
Therefore, you should choose answer (D).

31. **Circumvent**

A. retrieve	B. bypass	C. locate	D. insist

32. **Convincingly**

A. persuasively	B. rebelliously	C. exclusively	D. appropriately

33. **Urbanized**

A. light	B. citified	C. analysed	D. proven

34. **Frankly**

A. modestly	B. faithfully	C. directly	D. indiscreetly

35. **Repulsive**
A. isolated B. rival C. disgusting D. normal

36. **Stationary**
A. fixed B. entirely C. divided D. essential

37. **Essentially**
A. barely B. totally C. basically D. dismally

38. **Synchronized**
A. calibrated B. paralyzed C. restricted D. mandatory

39. **Reputable**
A. trustworthy B. conspicuous C. illuminated D. manual

40. **Ridicule**
A. mature B. incline C. humiliate D. notice

41. **Merely**
A. delicately B. quite C. usually D. just

42. **Steadily**
A. traditionally B. incessantly C. markedly D. forcefully

43. **Hastily**
A. flexibly B. accurately C. laconically D. speedily

44. **Rather**
A. sometimes B. often C. somewhat D. practically

45. **Skilfully**
A. faintly B. quickly C. deftly D. playfully

Directions: In questions 46-60 you have to choose the word (A), (B), (C), (D) that is clo in meaning to the underlined word in the sentence and tick the corresponding letter on answer sheet.

Example: Grace has an abominable taste in clothes.
A. graceful B. detestable C. delightful D. classy
The word that has a similar meaning to 'abominable' is 'detestable''.
Therefore, you should choose answer (B).

46. Drought, floods, and invasions of insects are all factors which affect an agrarian.
A. an impoverished B. an utilitarian C. an agricultural D. a populated

47. After hatching the eggs, the female of the species seems to lose interest in her proge
A. mate B. nest C. offspring D. welfare

48. The instructions in the letter asked for remittance by mail.
A. compensation B. reduction C. acceptance D. inquiry

49. The **gregarious** nature of the politician made him a popular campaigner.
A. sincere B. convincing C. astute D. sociable

50. The terms of the loan **dictate** the amount of payment per month.
A. submit B. decree C. reject D. total

51. Nothing could ever **abash him.**
A. please B. delight C. embarrass D. infuriate

52. The doctor gave him some medicine **to abate** his pain.
A. increase B. reduce C. augment D. revive

53. **Rebellion** of any sort is likely to be an unpleasant way to initiate change.
A. Consensus B. Insurrection C. Mitigation D. Realignment

54. A yearly physical examination is required for most sports to **certify** the players' health.
A. check B. support C. verify D. acknowledge

55. A rich kid was **abducted yesterday.**
A. rescued B. kidnapped C. killed D. betrayed

56. The river of molten lava flowing steadily toward the town was **an awesome** sight.
A. a heart warming B. an encouraging C. an astonishing D. an amusing

57. We don't force anyone to **abjure** his religion.
A. adopt B. give up C. cherish D. abduct

58. The American author Mark Twain was popular in part because of his gift **as a humorous** public speaker.
A. a sincere B. an amazing C. a provocative D. an amusing

59. The senator's side was reprimanded because of his **outspoken** criticism of the proposed legislation.
A. unusual B. unjustified C. straightforward D. clever

60. The harpsichord was **antecedent to** pianoforte as an early musical instrument.
A. prior to B. reminiscent of C. insidious to D. imitative of

READING COMPREHENSION

Directions:
This section contains THREE passages, each followed by a number of questions (61 - 80). Read the passages and for each question, choose the one best answer – (A), (B), (C), (D) – based on what is stated in or what can be inferred from the passage. Then, on your answer sheet, tick the letter of the answer you have selected.

TEXT 1:

For any business, the cost of transportation is normally the largest single item in the overal cost of physical distribution. It doesn't necessarily follow, though, that a manufacturer shoul simply pick the cheapest available form of transportation. Many companies today use the tota physical distribution concept approach that involves maximizing the efficiency of physica distribution activities while minimizing their cost. Often, this means that the company wi make cost **tradeoffs** between the various physical distribution activities. For instance, a freight may be much more expensive than rail transport, but a national manufacturer migl use air freight to ship everything from a single warehouse and thus avoid the greater expens of maintaining several warehouses.

When a firm chooses a type of transportation, it has to bear in mind its other marketin concerns – storage, financing, sales, inventory size, and the like. Transportation, in fact, can b especially important sales tool. If the firm can supply its customers' needs more quickly a reliably than its competitors do, it will have a vital advantage: so it may be more profitable the long run to pay higher transportation costs, rather than risk the loss of future sales. addition, speedy delivery is crucial in some industries. A mail-order distributor sending fr from Oregon to Pennsylvania needs the promptness of air freight. On the other hand, manufacturer shipping lingerie from New York to Massachusetts may be perfectly satisfi with slower (and cheaper) truck or rail transport.

61. The passage supports which of the following statements?
A. Businesses should use the least expensive form of transportation.
B. Transportation is an important aspect of business
C. Rail transportation is usually better for companies because it is cheaper than air transport
D. Most manufacturers choose the fastest form of delivery.

62. According to the passage, all of the following would influence the type of transportation that a company might choose EXCEPT
A. the type of goods to be shipped
B. the expense of the shipping
C. the time it takes for delivery
D. the size of the warehouses

63. The author states in the passage that the total physical distribution concept
A. is based on the capability and cost-effectiveness of a transportation system
B. advocates the use of air freight because of its efficiency
C. suggests trading goods for transportation services
D. relies on using warehouses or storing goods

64. **The phrase 'cost tradeoffs' in the passage (line 6) means that companies**
A. sometimes engage in bartering goods
B. may choose an expensive form of transportation if cost can be cut in another area
C. prefer warehouses to air transportation
D. rarely use rail transport

65. **It can be inferred from the passage that transportation is**
A. important to continued successful sales
B. independent of other business concerns
C. not used effectively by businesses
D. too expensive for most mail-order industries to use

66. **We can conclude from the passage that a business that deals in perishable goods would probably choose to ship by**
A. rail
B. truck
C. air freight
D. any type of cheap transport

67. **This passage would probably be assigned reading in which of the following academic courses?**
A. Marketing
B. Statistics
C. Mechanical engineering
D. History

TEXT 2:

Noise is a given in our everyday lives. From the moment the alarm clock buzzes or the garbage trucks rouse us, to the time we fall asleep despite the neighbour's stereo, we accommodate noisy intrusions.

Studies suggest that we pay a price for adapting to noise: higher blood pressure, heart rate, and adrenaline secretion- even after the noise stops; heightened aggression; impaired resistance to disease; a sense of helplessness. In terms of stress, unpredictability is an important factor. Studies suggest that when we can control noise, its effects are much less damaging.

Although there are no studies on the effects of quiet in repairing the stress of noise, those who have studied the psychological effects of noise believe that quiet provides an escape. Most people who work in a busy and fairly noisy environment love quiet and need it desperately.

We are so acclimated to noise that complete quiet is sometimes unsettling. You might have trouble sleeping on vacation in the mountains, for example, without the background sound of traffic. But making the effort to find quiet gives us a chance to hear ourselves think, to become attuned to the world around us, to find peacefulness and calm. It provides a serene antidote to the intrusively loud world we live in the rest of the day.

68. This passage mainly discusses
(A) life in the city
(B) the effect of noise on our lives
(C) diseases related to stress
(D) why quiet is hard to find

69. We can infer from the passage that the author is writing for which group of people?
(A) people who live in the country
(B) vacationers
(C) city-dwellers
(D) doctors

70. What is the author's attitude toward noise in the passage?
(A) humorous
(B) critical
(C) emotional
(D) indifferent

71. According to the passage, noise causes all of the following EXCEPT
(A) oversleeping
(B) stress
(C) higher blood pressure
(D) heightened aggression

72. The author indicates in the passage that stress from noise occurs mainly
(A) in the morning
(B) when we can't control it
(C) in the mountains
(D) from traffic

73. The phrase 'pay a price for' in line 4 could best be replaced by which of the following?
(A) suffer from
(B) lose money because of
(C) work hard
(D) indulge in

74. The word 'unsettling' in line 12 could best be replaced by which of the following
(A) rewarding
(B) necessary
(C) unavoidable
(D) disturbing

75. The word 'It' in line 15 refers to
(A) peacefulness and calm
(B) the world around us
(C) quiet
(D) thinking

TEXT 3:

Only humans have a spoken, symbolic language; scientists have long thought that nonhuman primates had much less sophisticated communication systems. True, but chimpanzees use gestures and many voice sounds in the wild, while other apes use sounds to communicate territorial information. Chimpanzees seem to have a natural talent for learning symbolic language under controlled conditions. A famous chimpanzee named Washoe was trained to communicate with humans, using no less than 175 sign language gestures similar to those of the American Sign Language. After more than a year Whashoe could associate particular signs with activities, such as eating and drinking. Another chimpanzee named Sarah was taught to read and write with plastic symbols and acquired a vocabulary of 130 different words, to the extent that she obeyed sequences of written instructions given with the symbols. But such experiments in communication with primates are a far cry from the versality and grace of human speech.

76. According to the passage, all of the following are true of chimpanzee communication EXCEPT
(A) it is less sophisticated than human language
(B) it is observable in the wild
(C) it uses gestures
(D) it is as versatile as human communication

77. The passage states that the ability of chimpanzees to learn symbolic language in certain situations is due to
(A) their territoriality
(B) their use of gestures and voice sound in the wild
(C) their natural talent
(D) their use of the American Sign Language

78. According to the passage the chimpanzee Washoe
(A) was able to associate some signs with activities after a year
(B) used fewer than 175 signs to communicate
(C) was fluent in the American Sign Language
(D) could read and write

79. The passage states that Sarah's ability to read and write was judged by
(A) the size of her vocabulary
(B) the dexterity in using the plastic symbols
(C) her obedience to instructions given in the symbol language
(D) the number if symbol sequences that she could maniptilate

80. According to the author, spoken, symbolic language is
(A) not a sophisticated communication system
(B) only available to humans
(C) shared by both humans and chimpanzees
(D) similar to the language used by chimpanzees

WRITING (81-100)

Directions: In this last section you choose **one of the two** suggested topics. In **no more** tha **200** words, write about the subject.

Topic 1:

A company is going to give some money either to support the arts or to protect t environment. Which do you think the company should choose? Use specific reaso and examples to support your answer.

Topic 2:

Do you agree or disagree with the following statement?

'*Businesses should do anything they can to make a profit*'

Use specific reasons and examples to support your answer.

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