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

Session 2014, filière ECS

Culture générale en langue anglaise

Durée : 2 heures

Ce que traite le sujet

- Structure (questions 1 à 26)
- Reading comprehension (questions 27 à 36)
- Vocabulary (questions 37 à 60)
- Writing (61 à 100)

Sujet reproduit sans retouche à partir de la page suivante.

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GROUPE ISCAE

Concours d'accès à la Grande Ecole du Groupe Institut Supérieur de Commerce et d'Administration des Entreprises

Épreuve d'Anglais

Durée : 2 Heures

Samedi 31 Mai 2014
De 14h00 à 16h00

STRUCTURE:

Directions: In questions (1- 13), each sentence has four 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: In a person's lifetime, the brain can store 100 trillion pieces of informations
A *B* *C* *D*

The underlined word ***'informations'*** is not correct in this sentence. This sentence should read, ***'In a person's lifetime, the brain can store 100 trillion pieces of information'*** Therefore, you should choose answer ***(D).***

1. According to the press release, the company is planning on introduce several new machines in the coming year.
A B C D
2. The staff was told by their supervisor that the new safety inspection schedule would take effect on the end of the year.
A B C D
3. Your new credit card will bring you benefits that provides greater financial flexibility.
A B C D
4. Last week the President has announced more taxes on many crops grown for overseas markets.
A B C D
5. The computer software industry is one of the most competitive market in today's technologically advanced society.
A B C D
6. We appreciate it your interest in our company and look forward to hearing from you soon.
A B C D
7. Cells carry out the essentially processes that produce energy and sustain life.
A B C D
8. Each banking transaction were handled quickly and efficiently by well-trained tellers.
A B C D
9. Consumers are usually willing to buy more of an item as its price falls beeause of they want to save money.
A B C D
10. Substantial penalties will be charging whenever a customer withdraws funds from the account prior to the maturity date.
A B C D
11. At our company meetings the marketing analyst reported that we have too much sales representatives in Europe these days.
A B C D
12. All passengers must present their boarding passes to the designate agent at the airport gate.
A B C D
13. Although fewer Americans work on farms today, they are too productive that the U.S is now the world's top food exporter.
A B C D

Directions: Questions (14 - 26) 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 sentence. Then, on your answer sheet, tick the letter of the answer you have chosen.

Example: Many mental disorders are believed to result from a combination of emotional, _____, and biological factors.
A. society *B. social* *C. socially* *D. societal*

The sentence should read *'Many mental disorders are believed to result from a combination of emotional, social, and biological factors.'* Therefore you should choose answer *(B).*

14. _____ in fluorescent lamps, television tubes, and other devices.
A. Phosphors are used B. It is phosphors C. To use phosphors D. Using phosphors

15. The tips of some undersea mountains _____ islands in the middle of the ocean
A. to form B. they form C. form D. forming

16. _____ to stop yourself from blinking except for a short period of time.
A. Impossible is B. Impossible C. Is it impossible D. It is impossible

17. _____ of the surface of the earth is covered by water.
A. Three-quarters is nearly B. There is nearly three-quarters
C. It is nearly three-quarters D. Nearly three-quarters

18. By the mid-eighteenth century _____ so many new immigrants entering north America from Europe that the original colonies in the northeast were overcrowded.
A. it were B. were C. there D. there were

19. The overall strength of a country's economy is _____ determines the value of its currency.
A. that B. whose C. what D. it

20. Lately, _____ nobody using the library.
A. there has been B. it has been C. has been D. been

21. I would like to see you tomorrow because _____ several things we need to discuss.
A. they have B. they are C. there is D. there are

22. _____ several weeks for a person to starve to death, but without sleep the body dies in about 10 days.
A. It usually taking B. It usually takes C. It usually take D. Usually it is taking

23. Texas is larger _____ but it has fewer people than California does.
A. of California B. as California C. than California D. that California

24. Astronomers rely on measurements of mass and brightness to determine _____ .
A. how old is a star B. how a star is old C. a star is how old D. how old a star is

25. _____ they lower their prices, we will have to change suppliers.
A. Unless B. However C. Instead D. Therefore

26. He hardly did any work before the exam. ..... , he managed to pass.
A. Although B. Nevertheless C. Despite D. Moreover

READING COMPREHENSION

Directions: This section contains 2 passages, each followed by a number of questions (27- 36). 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

Laser is an acronym for *light amplification by stimulated emission of radiation.* Stimulated emission is a variation of spontaneous emission, a process that occurs in atoms when an electron in a ground, or unexcited state, is knocked into a higher state when energy is applied to the system. As the electron drops back into ground state, a photon, or particle of light is released. As de-excitation occurs in millions of atoms, photons are released in a random fashion and light is emitted in every direction. An optical cavity, the space formed by two reflective surfaces facing each other, is used to control the direction of the beam. There are solid-state, gas, and liquid lasers, and by subjecting lasing materials to various types of energy – electrical, magnetic, or sonic- scientists have been able to control the laser output to suit various functions and applications.

In industry, the laser has proven to be a very versatile tool, particularly for cutting and welding. Lasers are now also used in high-speed printing and in the creation of three-dimensional images, called holograms. Laser tracking and ranging systems have been developed, using light signals to measure distance rather than the radio signals of radar. The use of the laser in biological and medical applications is also rapidly expanding, and the laser is already being used with great success in certain surgical procedures. In the field of communications the laser, used in conjunction with fibre optic networks, is capable of carrying much more information than conventional wires and is setting the stage for the 'electronic superhighway' of the near future.

27. The author's main purpose in this passage is to
A. persuade
B. entertain
C. illustrate
D. inform

28. It can be inferred from the passage that lasers are rapidly becoming
A. obsolete in today's world
B. more limited in scope
C. a vital part of modern society
D. less flexible in their uses
29. According to the passage, scientists have been able to control laser output by
A. controlling the direction of the beam
B. subjecting lasing materials to various types of energy
C. increasing the number of photons traveling in a particular direction
D. using a variety of lasing materials
30. What happens when an electron drops back into ground state?
A. A particle of light is released
B. Excitation occurs
C. Energy is applied to the system
D. There is an increase in the number of photons traveling in one direction
31. In line 14, the words 'in conjunction with' could best be replaced with which of the following phrases?
A. at a crossroads
B. aside from
C. in combination with
D. in addition to

TEXT 2

One theory that integrates diverse findings on hunger, eating, and weight argues that body weight is governed by a set-point, a homeostatic mechanism that keeps people at roughly the weight they are genetically designed to be. Set point theorists claim that everyone has a genetically programmed basal metabolism rate, the rate at which the body burns calories for energy, and a fixed number of fat cells, which are cells that store fat for energy. These cells may change in size (the amount of fat they contain), but never in number. After weight loss, they just lurk around the body, waiting for the chance to puff up again. According to set-point theory, there is no single area in the brain that keeps track of weight. Rather, an interaction of metabolism, fat cells, and hormones keeps people at the weight their bodies are designed to be. When a heavy person diets, the body slows down to conserve energy (and its fat reserves). When a thin person overeats, the body speeds up to burn energy.

32. The passage would most likely be found in a textbook on which of the following subjects?
A. Psychology
B. Social studies
C. Chemistry
D. Biology
33. What is most likely the topic of the paragraph following this one?
A. A different theory on body weight
B. The importance of a proper diet
C. The relation between activity and weight
D. How to keep fat cells from enlarging
34. It can be concluded from the passage that
A. a genetically thin person can easily gain weight
B. it is impossible for genetically predisposed overweight people to lose weight
C. people don't have as much control over their body weight as they might think
D. humans are genetically designed to be overweight
35. The author's attitude toward the subject of weight could best be described as
A. emotional
B. disbelieving
C. depressing
D. scientific
36. The writer's purpose in writing this passage is to
A. inform
B. illustrate
C. criticize
D. compare

VOCABULARY

Directions: In questions (37-46) choose the correct answer (A), (B), (C), (D) and tick the corresponding letter on your answer sheet.

Example **Woman:** It's raining outside! **Man:** Then why don't we stay in for the time being?

QUESTION: What does the man mean? A. He doesn't want to go out at all B. He wants to wait a while before going out
C. It's time for them to go D. He doesn't care to stand and wait

You should choose answer (B) and tick it on your answer sheet

37. Man: I heard you have a part in the school play tonight.
Woman: yes, and I'm on pins and needles.
QUESTION: How does the woman feel?
A. Happy B. Angry C. Nervous D. Confused

38. Woman: Do you get pay raises where you work?
Man: Yes, but they are few and far between.
QUESTION: What does the man mean?
A. He gets lots of raises at his job B. There are no raises given where he works
C. They don't give raises very often D. He has to go far to get a raise

39. Woman: I should tell them they need more decorations
Man: They never listen to anyone, so save your breath.
QUESTION: What does the man want the woman to do?
A. Not say anything B. Hold her breath
C . Make some suggestions D. Listen to the others

40. Man: I think something may be wrong because Vincent wasn't home when I called.
Woman: oh, you are always jumping to conclusions
QUESTION: What is the woman implying about the man?
A. He is thoughtful about things. B. He arrives at opinion very quickly
C. He's always jumping around D. He doesn't know how to make decisions

41. Man: I hope to be a well-known artist someday.
Woman: well, you're certainly on the right track
QUESTION: What does the woman's comment mean?
A. She thinks the man is on a train B. She thinks the man is right-handed
C. She thinks the man doesn't realize what he has to do D. She thinks the man is doing what is necessary

42. Man: I just heard the most incredible news
Woman: well, tell me. Don't leave me in the dark.
QUESTION: What does the woman mean?
A. She doesn't want the news kept from her B. She wants the man to turn the light on
C. She is afraid to be left alone D. She doesn't want to hear the news

43. Woman: Is this computer program similar to the one you've been using?
Man: No, it's a whole new ballgame.
QUESTION: What does the man mean?
A. The programs are alike B. The programs are computer games
C. The programs are very different D. The programs are new

44. Man: We're looking for someone to go fishing with us on Saturday.
Woman: Well, you can count me out.
QUESTION: What does the woman's comment mean?
A. She's making plans to go with them. B. She doesn't want to go.
C. She knows how to count. D. She wants to stay outside.

45. Woman: Aren't you fed up with your roommate?
Man: Not really, I've been wearing earplugs!
QUESTION: What is the woman asking?
A. If he likes his roommate. B. If he has asked his roommate to dinner
C. If he is loosing patience with his roommate D. If he has any problems with his roommate.

46. Man: Are you enjoying your stay here on the islands?
Woman: Oh yes. It's a far cry from winter in the Midwest.
QUESTION: What does the woman mean?
A. The islands are very different from the Midwest B. The islands are a great distance from the Midwest
C. The islands are similar to the Midwest D. The islands make her cry for the Midwest

Directions: Questions (47-60) 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 sentence. Then, on your answer sheet, tick the letter of the answer you have chosen.

Example: A shopping _____ is a group of shops with a common area for cars to park.
A. street B. plaza C. department D. center
You should choose answer (D) and tick it on your answer sheet

47. The black _____ is things which are bought and sold, or money changed illegally.
A. country B. economy C. market D. region
48. A _____ name is the name by which a particular product is sold.
A. mark B. brand C. trade D. company
49. A _____ centre provides information and sells or advertises its goods or services by telephone.
A. call B. calling C. phone D. telecommunication
50. A _____ market is an outside market selling old or used goods at low prices.
A. boot B. fly C. sales D. second hand
51. If someone uses or tries the _____ sell, they try to sell something by being very forceful.
A. aggressive B. easy C. force D. hard
52. A _____ company is a company which controls other smaller companies.
A. daughter B. family C. father D. parent
53. A _____ machine sells you small items such as cigarettes, drinks or sweets if you put coins into it.
A. merchant B. sales C. selling D. vending
54. Market _____ is the proportion of the total market which one company controls.
A. part B. pie C. share D. stock
55. A stock _____ is a place where shares of the ownership of companies are bought and sold.
A. exchange B. mall C. mart D. shop
56. A _____ company is one whose shares can be traded on a country's main stock market.
A. stocked B. stock C. share D. listed
57. An _____ asset is what a company owns which is not material, such as a good reputation.
A. abstract B. intangible C. invisible D. tangible
58. Staff _____ is the amount of employees joining and leaving the company within a period of time.
A. exchange B. leftover C. return D. turnover
59. Blue _____ workers are workers on the factory floor.
A. cell B. collar C. colour D. crawl
60. In a _____ strike most people in a country refuse to work, until they are given something that they are demanding.
A. general B. national C. selective D. total

WRITING (61-100)

Directions: **In this last section you choose one of the two suggested topics. In no more than 250 words, write about the subject.**

TOPIC 1

Do you agree or disagree with the following statement:
'It is not ethical to target children with advertisements, as they are not yet able to distinguish advertising from actual programming in the way adults can. This means that advertising aimed at children is misleading and unfair'. Use specific reasons to support your answer.

TOPIC 2:

Today mainly all developed countries receive great numbers of immigrants. According to you, what causes people to emigrate? Give convincing arguments and examples to support your point of view.

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