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

Session 2023, filière ECS

Culture générale en langue anglaise

Ce que traite le sujet

- I. Reading comprehension (questions 1 à 11)
- II. Structure and grammar (questions 12 à 35)
- III. Vocabulary (questions 36 à 60)

Sujet reproduit sans retouche à partir de la page suivante.

Résumé des parties, chapitres de cours liés et autres années :
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I. READING COMPREHENSION

Directions: This section contains 2 passages, each followed by a number of questions (1- 11). 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.

PASSAGE 1

Advanced marketing involves strategic approaches to understand, engage, and deliver value to customers. Key components include market segmentation, positioning, digital channels, customer relationship management (CRM), data analytics, optimization, and ethical considerations. By segmenting markets, businesses tailor their strategies to specific customer groups. Effective positioning helps brands differentiate themselves. Digital channels offer vast opportunities for engagement and analysis. CRM builds long-term customer connections. Data analytics informs decision-making, while optimization maximizes results. Ethical marketing builds trust and reputation. Mastering these strategies drives success in today's dynamic marketplace.

1. What is a key component of advanced marketing?
   A. Traditional advertising methods
   B. Market segmentation
   C. Indiscriminate targeting of customers
   D. Ignoring customer preferences
2. How does positioning contribute to marketing success?
   A. By treating all brands as equals
   B. By differentiating a brand from its competitors
   C. By offering products at lower prices
   D. By ignoring customer needs
3. What is a primary focus of digital marketing?
   A. Considering data analytics
   B. Ignoring online channels
   C. Ignoring today's dynamic market place
   D. Considering traditional promotional tactics
4. What is the purpose of customer relationship management (CRM) strategies?
   A. Ignoring customer preferences
   B. Delivering personalized experiences
   C. Avoiding customer engagement
   D. Ignoring data analytics
5. What role does data analytics play in marketing?
   A. Tailoring to specific customer groups
   B. Making data-backed decisions
   C. Avoiding optimization efforts
   D. Informing the need for testing
6. Why are ethical considerations important in marketing?
   A. Mastering the market values
   B. Maximizing profits at any cost
   C. Promoting transparency and responsible practices
   D. Ignoring consumer expectations

PASSAGE 2

Artificial Intelligence (AI) is revolutionizing various industries, and higher education is no exception. One prominent application of AI in higher education is personalized learning. AI-powered adaptive learning systems analyse student data and behaviours to create customized learning paths. By assessing individual strengths, weaknesses, and learning styles, AI algorithms deliver tailored content, resources, and assessments, enabling students to learn at their own pace and focus on areas that need improvement.

AI also plays a crucial role in automating administrative tasks, freeing up valuable time for educators and staff. AI algorithms can automate routine administrative tasks such as grading, scheduling, and record-keeping, allowing educators to dedicate more time to teaching, mentoring, and research.
Another area where AI shines in higher education is data analysis. By leveraging machine learning algorithms, institutions can process vast amounts of data to gain valuable insights. Predictive analytics can identify students at risk of academic difficulties, enabling timely interventions and support. AI-driven data analytics also aid in decision-making processes, helping institutions optimize resource allocation, curriculum development, and student services.
AI-powered virtual assistants and tutors are also making their presence felt in higher education. Intelligent virtual assistants, accessible through voice commands or chat interfaces, provide students with instant information, reminders, and assistance. Virtual tutors leverage natural language processing and machine learning techniques to offer personalized tutoring experiences, supporting students in their learning journey.

7. What is one application of AI in higher education?
    A. Streamlining administrative processes
    B. Promoting private learning
    C. Delivering Artificial Intelligence algorithms
    D. Ignoring data analysis
8. How does AI support personalized learning in higher education?
    A. By providing standardized learning paths for all students
    B. By delivering tailored content and assessments
    C. By dedicating more time to teaching, mentoring and research
    D. By promoting equal learning outcomes for all students
9. How can AI assist in automating administrative tasks in higher education?
    A. By increasing workload for educators and staff
    B. By eliminating the need for administrative tasks altogether
    C. By utilizing AI algorithms to perform routine administrative tasks
    D. By supporting students in their learning journey
10. What is one benefit of using AI-driven data analysis in higher education?
    A. Slowing down decision-making processes
    B. Identifying students who excel academically
    C. Optimizing resource allocation and student services
    D. Identifying students at risk of academic difficulties
11. How can AI-powered virtual assistants support students in higher education?
    A. By making their presence felt
    B. By eliminating the need for human interaction
    C. By offering instant information, reminders, and assistance
    D. By discouraging student engagement and autonomy

II. STRUCTURE AND GRAMMAR

Directions: In questions (12-26), 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.

12. She recommended **me (A) that (B) I take (C)** a few days off **from (D)** work.
13. Most authorities consider **both (A)** dreaming **while (B)** sleep and daydreaming **to be (C)** forms **of fantasy (D).**
14. I tried **to explain (A) him (B)** the problem, but **he had (C)** difficulty **understanding (D)** me.
15. **Mathematical (A)** puzzles are common **into** (B) history because **they (C)** have been used as **intelligence (D)** tests and amusements.
16. Susan **claims (A)**that if she **got (B)** an MBA after finishing **her (C)** bachelor's degree, she might have been considered **for (D)** the position.
17. I don't know **why (A)** you **didn't go (B).** If I **were (C)** you, I **should (D)** have gone.
18. Kate **claims (A)** that if she **got (B)** an MBA after finishing **her (C)** bachelor's degree, she might have been considered **for (D)** the position.
19. Genetic engineering **is helping (A)** researchers unravel the mysteries of **previously (B)** incurable diseases **so that (C)** they can get to **its (D)** root causes and find cures.
20. Kevin **says (A)** he **stopped (B) to travel (C)** internationally **because of (D)** his family.
21. We **regret (A) informing (B)** you **that (C)** your application **has been (D)** denied.
22. The interview **was (A) broadcasted (B) live (C) over (D)** the internet.
23. I'm so glad that he **spoke (A) in my behalf (B)** because I **felt (C)** awful that I couldn't make it **to (D)** the event.
24. **At first (A)** I studied engineering **in (B)** college, **but (C) I ended (D)** getting a marketing degree.
25. It was **a frustrating (A)** situation **because (B)** we were **uncapable (C) of (D)** helping.
26. When the check **came (A),** I tried to pay but John told me to **put away (B)** my wallet and **insisted (C)** that he **paid (D)** for dinner.

Directions: In questions (27-35) select the best answer (A), (B), (C), (D) and tick the corresponding letter on your answer sheet.

27. Which sentence is written in the active voice?
A. Their friends will be caught red-handed.
B. I know nothing about management.
C. English is not taught in elementary school.
D. He was knocked down by a truck.

28. Which sentence is written in the passive voice?
A. By pure coincidence, Rashid came into the store when I happened to be there.
B. My boss has arrived by plane late at night.
C. The project has to be submitted by tomorrow.
D. Canadian artist Leonard Cohen has won numerous awards throughout his career.

29. Which sentence contains a punctuation error?
A. "Please come look at this immediately, Harry!"
B. "Harry please come look at this immediately!"
C. "Harry, please come look at this immediately!"
D. None of the above

30. Which of the following should be avoided in a written speech?
A. Jargons specific only for a group of people
B. Redundancy
C. unsuitable Language
D. All of the above

31. What is the correct revision for the following statement.
"The teams victory was well-deserved."

A. The teams's victory was well-deserved.
C. The team's victory was well-deserved.
B. The team's victory, was well-deserved.
D. The teams victory, was well-deserved.

32. What is the problem with the following sentence? "General Motors is expanding their production line."

A. "General Motors" is singular but the pronoun is plural.
B. "General Motors" is plural but the verb is singular.
C. Everyone knows General Motors is downsizing.
D. The gender of the pronoun is incorrect.

33. Which of the following sentences is an example of a topic sentence?

A. The malls are crowded in December
C. There are no parking spaces
B. Everyone is doing their holiday shopping
D. The lines are way too long

34. Which sentence is an example of a parallel structure error?

A. The directions for the game were terribly complicated and awkwardly phrased.
B. The company manager is intelligent, highly creative, and shares her ideas openly.
C. The featured dishes at the new restaurant were expensive, complicated, and spicy.
D. The team captain is a strong leader, enthusiastic motivator, and good example.

35. Which sentence contains a modifier error?

A. At the end of the meeting, many of the trustees congratulated him for his speech, and promised their support.
B. The speech was given at the end of the meeting and the trustees promised their support.
C. The trustees congratulated the meeting and promised his support.
D. This sentence is correct.

III. VOCABULARY

Directions: In questions (36-49) select the best answer (A), (B), (C), (D) and tick the corresponding letter on your answer sheet.

36. The director's _____ leadership style motivated the team to achieve extraordinary results.
A. quixotic B. benevolent C. expedite D. insidious

37. After facing numerous _____ in his career, he emerged stronger and more resilient.
A. vicissitudes B. continuities C. expeditions D. ameliorations

38. Which word best describes the underlined term in the sentence? The author's use of _____ language painted a vivid picture in the reader's mind.
A. pernicious B. esoteric C. ubiquitous D. facetious

39. The politician's speech was filled with _____ promises but lacked concrete plans for implementation.
A. quixotic B. expedited C. malevolent D. evanescent

40. The scientist's ground-breaking research led to the _____ of a new treatment for cancer.
A. exacerbation B. amelioration C. exaggeration D. mitigation

41. I heard a new company today with which we should co-operate and _____ business with.
A. Create B. have C. do D. make

42. Shortly after he was dismissed from the firm, he decided to _____ himself up in his own business.
A. Set B. put C. place D. hold

43. The artist's work was characterized by its _____ use of colours and textures.
A. quixotic B. esoteric C. evanescent D. vibrant

44. Identify the word that best defines the underlined term in the sentence: The detective's keen _____ enabled him to unravel the complex mystery.
A. acumen B. perniciousness C. ubiquity D. expediency

45. Choose the word that correctly completes the sentence: The company's unethical practices had a(n) _____ effect on its reputation.

A. malevolent B. benevolent C. intrinsic D. extrinsic

46. Select the option that provides the closest meaning to the underlined word: The author's writing style was characterized by its intricate and _____ descriptions.

A. ephemeral B. enduring C. nuanced D. finite

47. The CEO's decision to expand the company's operations overseas was met with _____ enthusiasm.

A. contagious B. infectious C. effervescent D. interested

48. Some of the girls in my group are surprised that I don't wear make-up, but I don't _____.

A. wear B. care C. do D. like

49. I was one of the three candidates _____ for the second interview.

A. interested B. excited C. evicted D. invited

Directions: In questions (50-60) you have to choose the word (A), (B), (C), (D) that is closest in meaning to the underlined word in the sentence and tick the corresponding letter on your answer sheet.

50. We have rather **lofty** expectations for you, son. You will attend college. You will become rich and famous

A. huge B. shaky C. tiny D. lowly

51. The manager stood before his employees. They had never seen him in such a serious mood. "I would be **remiss** if I didn't tell you that your future with this company depends on how hard you work," he stated firmly.

A. diligent B. trustworthy C. important D. not responsible

52. Michael is an **ardent** supporter of his presidential candidate. That became obvious to me when I found out how much time he's donated to the campaign. Perhaps Michael knows what he's doing.

A. old B. intelligent C. foolish D. very strong

53. Your uncle wouldn't even part with a dime to help the kids pay for their trip. That's just one more example of his **penurious** ways. In contrast, many people who have much less money have donated a great deal to the cause.

A. very old B. very wealthy C. very humorous D. very stingy

54. I like that store. All the employees **strive** to make the customers feel right at home.

A. complain B. try C. fail D. clean

55. David hoped that nobody would know that he was in the building. Didn't he realize that parking his new car in the driveway made his presence rather **conspicuous**?

A. important B. expensive C. unfortunate D. noticeable

56. Leyla was convinced that it would be a **lucrative** business. Her friends tried to warn her that it was not a certain road to riches.

A. unprofitable B. costless C. accessible D. cost effective

57. You thought this worthless **replica** was a valuable work of art. But it even fooled a lot of experts. It certainly looked like the real thing!

A. a dishonest act B. something ugly C. valueless D. a copy

58. The company implemented new strategies **to enhance** its operational efficiency and increase productivity.

A. diminish B. improve C. decrease D. hinder

59. The manager's decision had a **profound** impact on the company's success.

A. cute B. shallow C. significant D. moderate

60. The CEO's **acumen** in identifying emerging market trends propelled the company's success.

A. Keen insight or quickness of judgment C. Excessive pride or arrogance

B. Consistency and predictability D. Fearlessness and daring

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