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

Session 2012, filière ECT

Culture générale en langue anglaise

Durée : 2 heures

Ce que traite le sujet

- Structure (questions 1 à 30)
- Vocabulary (questions 31 à 50)
- Reading comprehension (questions 51 à 70)
- Writing (71 à 100)

Sujet reproduit sans retouche à partir de la page suivante.

Résumé des parties, chapitres de cours liés et autres années :
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CONCOURS D'ACCES A LA GRANDE ECOLE DU GROUPE INSTITUT SUPERIEUR DE COMMERCE ET D'ADIMINISTRATION DES ENTREPRISES
ISCAE CASABLANCA

EPREUVE DE :

LV1 ANGLAIS
Durée : 2 heures

VENDREDI 01 JUIN 2012

DE 15h00 à 17h00

Institut supérieur de commerce et d'administration des entreprises
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STRUCTURE:

Directions: Questions (1- 19) 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: *Snakes have an organ in a pit on their heads ..... infrared rays.*

A. Detects *B. a detection of* *C. it detects* *D. that detects*

The sentence should read 'Snakes have an organ in a pit on their heads that detects infrared rays. Therefore you should choose answer (D).

1. Do not ..... without consulting either me or one of the managers from the head office.
A. invest never B. still invest C. ever invest D. already invest

2. If they ..... have not agreed on a theme after three days of deliberation, we'll have no choice but postpone the conference
A. often B. still C. already D. occasionally

3. ..... she possesses such business acumen, she was able to regain control of the company.
A. despite B. because C. even though D. for

4. As mentioned in our earlier announcement, the plane cannot leave the gate .....all passengers are seated and baggage is safely stowed.
A. if B. when C. unless D. but

5. ..... terms of product quality and customer care, our company surpasses the competition.
A. in B. by C. from D. with

6. Though everything depends on weather conditions at this time of the year the shipment is due to arrive by cargo ..... a week.
A. within B. for C. until D. on

7. Debtors are expected to remain .....heavy economic pressure unless the interest rates are lowered.
A. below B. from C. beneath D. under

8. Cable TV revolutionized communications; ....., the very existence of that service is now threatened by satellites.
A. consequently B. moreover C. for example D. nevertheless

9. Hospitals are competing for a shrinking market share; ....., they are attempting to discover the most cost-effective quality care.
A. therefore B. besides C. also D. furthermore

10. An effective paragraph must ..... be unified and ordered but also complete.
A. in addition B. either C. not only D. as well

11. We are on the whole a local company; ....., we can offer services beyond our area as long as it is within the state lines.
A. nevertheless B. meanwhile C. accordingly D. hence

12. In the future, the company will not let its part-time employees ....
A. work overtime B. be working overtime C. overtime work D. as that of the average

13. The increase in layoffs over the past two fiscal periods as caused .....
A. everyone feels less secure B. everyone to feel less secure
C. everyone was felt less secure D. everyone to feel more secure

14. Their monetary unit ..... stronger if they did something about their deficit..
A. will be B. would be C. can be D. should be

15. If he had taken flight 307 as was arranged for him, ... here at the meeting this morning.
A. Would have been B. would be C. will be D. can be

16 .When the shipment ....., he will dispatch it to the proper department.
A . will come in B . is coming in C. comes in D . is going to come in

17. If during our lunch hour you cannot ..... on the phone, try sending us the information by email.
A. get to B. get through C. come by D. get by

18. It is understood that her closest adviser will ..... as president should she resign.
A. take up B. take over C. get by D. come about

19. It is mandatory to ..... all potential hazards before marketing you product.
A. look at B. look to C. look from D. look into

Directions: Read the article on Business Communication. Choose the best word to fill the gap from A, B, C or D below. For each question 20 to 30, mark the right letter on your answer sheet.

One of the most important features in any business is communication. Good communications are required at all .....(20) of the business process. Businesses employ and are owned by various groups of people. Workers, directors and shareholders are three important groups closely ..... (21) with a business. Other influential groups include customers, suppliers and the government.
Communication ..... (22) between these groups. Within .....(23) companies internal communications occur at, and between the various levels. Directors communicate with one another concerning the company's strategy. They ....(24)managers of their plans, and the managers communicate with the other employees. .....(25) are conducted concerning pay and working conditions. Managers communicate decisions and orders and try to .....(26) morale and motivation through good communication. Employees .....(27) communicate with each other, for example over production or wages.
External communication occurs when a company's director or employees communicate with those individuals and groups who ....(28) with the company. Shareholders receive copies of the company's annual accounts, together with the ... (29) of the Chairman and Directors. Government departments require statistical and financial information from the company. An advertising agency is .... (30) about the company's advertising policies. Reliable and effective communication is one of the key elements which leads to efficient management.

20. A. Stages	B. grades	C. parts	D. degrees
21. A. implicated	B. committed	C. involved	D. interested
22. A. takes place	B. takes in	C. takes back	D. takes hold
23. A. singular	B. lone	C. individual	D. unique
24. A. reply	B. show	C. acquaint	D. inform
25. A. interrogations	B. questions	C. negotiations	D. interviews
26. A. grow	B. mount	C. gain	D. boost
27. A. besides	B. also	C. such	D. like
28. A. cope	B. engage	C. deal	D. relate
29. A. files	B. reports	C. articles	D. profits
30. A. enquired	B. prepared	C. consulted	D. warned

VOCABULARY

Directions: In questions 31-50 select the word (A), (B), (C), (D) that best completes the sentence and tick the corresponding letter on your answer sheet.

31. Arranging a ..... is the standard method to purchase one's home without the need to pay the full value immediately.
A. pledge B. deed C. mortgage D. rent

32. Henry Ford is seen as the father of the ..... line used in mass production .
A. assemblage B. assembly C. assembling D. assemble

33. The planned ..... between the two firms will create a new electronics giant.
A. Melting B. acquisition C. merger D. amalgamation

34. Students that ..... classes are likely to do badly in their exams
A. cut B. Skip C. cheat D. sit

35. Following the serious border incidents between Syria and Lebanon, Beirout decided to .... its ambassadors to ..... Damascus.
A. summon B. withdraw C. recall D. remind

36. You are supposed to ..... your speed when you approach a crossroads, not the other way round .
A. slow down B. gather C. reduce D. exceed

37. Don't forget to take the car to the garage to have it ..... before we leave on vacation.
A. serviced B. Tuned up C. overhauled D. parked

38. ..... food- whether produce, meat or grain- must be grown without pesticides, chemical fertilizers and antibiotics.
A. organic B. rich C. starchy D. vegetarian

39. The World Bank's mission is to eradicate poverty by ..... poor countries money for economic development.
A. borrowing B. loaning C. lending D. paying

40. When police entered the home of two suspected money ....., they found a scanner, a colour printer and §10 000 in false bills.
A. deceivers B. swindlers C. counterfeiters D. cheaters

41. .....experiments were conducted to test the validity of the theory.
A. practical B. real life C. field D. marginal

42. The survey is a ..... sample of 588 registered voters with a margin of error of plus-minus 4.4.
A. chance B. random C. hazard D. wavy

43. There no safe level of .....smoke, even a brief exposure can cause harm especially for people suffering from heart or respiratory diseases. .
A. used B. second hand C. shorthand D. stale

44. During recession, Japanese firms keep .....workers on the rolls, cutting only bonuses and overtime
A. redundant B. excessive C. superfluous D. existant

45. Air traffic controllers issued two weeks' formal ..... of strike action in a move that could ground flights coming in and out of the country.
A. notice B. advice C. announcement D. note

46. Some industries hire foreign workers because of shortages of qualified candidates in the local labour ..... .
A. reserve B. tank C. pool D. safe

47. It is sometimes claimed that today's ..... have no sense of responsibility.
A. youngs B. youth C. youngster D. youths

48. For millions of the world's people, globalization means ..... old ways of life and threatening livelihoods and cultures.
A. withdrawing B. extracting C. uprooting D. melting

49. Caring about the environment, promoting democracy and fair trade are necessary if the potential benefits o globalisation are to be .....
A. assumed B. performed C. enacted D. achieved

50. John tried to ..... but was unable to avoid hitting the van, whose driver was hurt.
A. steer B. stall C. break D. speed

READING COMPREHENSION

Directions: This section contains 2 passages, each followed by a number of questions (51- 70). 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

By the mid-nineteenth century, in addition to its natural resources, the USA had accumulated enough capital in the form of factories to productively employ a large amount of labour, or human resources. A nation that still consisted largely of independent farmers could not provide an adequate labour supply for heavy industrialization. But millions of new workers came to the USA from abroad.

As we are all aware, not all these workers arrived voluntarily, slaves were brought from Africa to the south; they were put to work on plantations to extract maximum harvests from the cotton fields. But in the North, the machines that turned cotton into textile were worked by massive waves of immigrants who came willingly from Europe. This vastly expanded pool of labour allowed for large leaps in US national output.

A nation cannot grow forever by finding more natural resources and attracting more workers; thus a country's extensive growth will eventually slow. But intensive growth eventually gradually appears as as better use is made of the labour force. In the USA in the mid-nineteenth century many of the newly arrived immigrants were unskilled and illiterate, but the education policy of their new land meant that their children all received an education, and many were trained in a skill. If a society gives workers more knowledge, they will be able to use machines in a more complex way and to follow more complex instructions, yielding manufactured goods of greater value; this process is often known as investing in human capital. In the late twentieth century, the physical capital is so abundant and natural resources so limited that countries are beginning to appreciate the importance of improving human resources if they are to continue to grow.

51. This passage mainly discusses the national output in terms of
A. The labour force
B. natural resources
C. factories
D. immigration

52. According to the passage, where did the necessary labour force for the new industries come from?
A. unemployed farmers
B. other countries
C. the North
D. the South

53. We can infer from the text that the South's contribution to the growth of industry in the mid 19th century was mainly
A. raw materials
B. skilled labour
C. manufactured goods
D. industrial sites

54. The phrase "massive waves of immigrants" in par 2 means that
A. many immigrants came by ship
B. immigrant families stayed together
C. groups of immigrants came at different times
D. groups of immigrants were greeted enthusiastically

55. The phrase "this vastly expanded pool of labour"(par 2) refers to
A. immigrant workers
B. plantation owners
C. independent farmers
D. European investors

56. From the passage, which of the following can be inferred about the USA in the first half of the 19th century?
A. it was producing large amounts of manufactured goods
B. it was largely agricultural
C. it was fully industrialized
D. it was low in natural resources

57. We can infer from the passage that intensive growth of a nation's economy requires
A. expansion of resources
B. better use of the labour force
C. attracting unskilled workers
D. limiting the human resources

58. The word "leaps"(par 2) is closest in meaning to
A. reports
B. gains
C. initiatives
D. investments

59. According to the passage, what is the end goal of an investment in human capital?
A. providing more valuable manufactured goods
B. educating immigrant families
C. training in use of complex machines
D. developing literacy for all

60. We can infer from the passage that in the mid 19th century the USA placed a high value on
A. European trade
B. education
C. agriculture
D. development of natural resources

TEXT 2

Keeping Your Confidence Up

1 Success seeks to help you more accepting of your genuine strengths. Self- approval unleashes your best traits to be expressed in your work and family life and in the world. How can you learn to accept your successes without panicking? Here are some practical ways to learn to celebrate all your successes.

2 SELF-ESTEEM. Being genuine achiever means you acknowledge your strengths, hunt for your secret talents, and give your best to the world without being a braggart

Build Self-Confidence: Learn from your failures.

3 UNDERSTANDING. Achievement means you are an intense person who expresses who you really are while staying open to growing and changing every day.

Build Self Confidence; Thrive on responsibility

4 CHILD DRIVE. You pay attention to inner urges that speak to you about what work you love to do and what insights you have to give the world.

Build Self- Confidence; Make work fun

5 CURIOSITY. You talk, talk and talk some more to people to find out what makes them tick. You soak up information like a sunbather taking in sunshine.

Build Self Confidence; Take good advice.

6 ENERGY. You maximize your energy by eating, sleeping, exercising, and working in recognition of your own special rythm. You do what makes you feel most alive.

Build Self-Confidence; Keep your energy high.

7 SET GOALS. You dignify life with long-term goals and mark your progression toward them.

Build Self-confidence; Choose commitment

8 STAY FOCUSED. You intensely focus single-mindedly on the most important tasks to accomplish and you say, "No way!" to nifty distractions.

Build Self-Confidence; Accept self-discipline.

9 ERRORS. You make errors every day and know that if you aren't failing at least once a day then you aren't succeeding. You try again to hit the mark after you have missed it.

Build Self-Confidence; Never accept failure as a permanent state.

10 SATISFACTION. You endorse yourself for your wins, follow a consistent set of values, and take humble pride in all your accomplishments.

Build Self-Confidence; Feel gratified.

11 Permit yourself to be a genuine achiever instead of an impostor. Real people aren't imposters – We are the genuine article. Take the risk and be the real Mc Coy.

61. What is the text mainly about?
A. learning from failures
B. setting goals for success
C. success through risk taking
D. how to be successful

62. the word 'thrive' is closest in meaning to
A. survive
B. grow
C. build
D. depend

63. In paragraph 4, the author suggests that
A. we should try not to act like children
B. we must only respond to our inner urges
C. we should follow our youthful impulses
D. we can only teach others when we are older

64. According to paragraph 5 if you ask questions?
A. you will become curious
B. people will talk a lot
C. you will learn more
D. people will listen to you

65. Which of the following statements about failure can be inferred from the text (par 9)?
A. failure can be avoided
B. failure prevents you from succeeding
C. it is difficult to try again after failing
D. you learn when you fail

66. The word 'endorse' (par 10) is closest in meaning to
A. thank
B. approve of
C. focus on
D. analyse

67. The word 'we' (par 11) refers to
A. achievers
B. impostors
C. articles
D. real people

A. constantly changing who you are will make you successful
B. believe in yourself, and you will accomplish what you want
C. passionate people get what they want by stating their views
D. be true to yourself

69. All of the following are recommendations for success EXCEPT
A. celebrate your success
B. acknowledge your strengths
C. hunt for your secret talents
D. do not make mistakes

70. Which of the following best describes the author's presentation of information in the passage?
A. the author describes problems related to success
B. the author explains ways to be successful
C. the author discusses the effects of success
D. the author compares various methods of success

WRITING (71-100)

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

Topic 1

Some people prefer to work for themselves or own a business. Other prefer to work for an employer. Would you rather be self-employed, work for someone else, or own business? Use specific examples to support your choice.

Topic 2

You have the opportunity to visit a foreign country for two weeks. Which country would you like to visit? Use specific reasons and details to explain your choice.

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