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

# Session 2024, filière ECT

## Culture générale en langue anglaise

### Ce que traite le sujet

- I. Reading comprehension (questions 1 à 12)
- II. Grammar and structure (questions 13 à 33)
- III. Vocabulary (questions 34 à 60)

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## I. READING COMPREHENSION

**DIRECTIONS: Read the passage and for each question (1-12), 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.**

Water scarcity poses a significant challenge to the Moroccan economy, impacting various sectors and hindering sustainable development efforts. As a country heavily reliant on agriculture, industry, and tourism, Morocco's economy is deeply intertwined with water availability and management.

Water scarcity profoundly affects agriculture, which employs a significant portion of the Moroccan population and contributes substantially to the economy. The sector relies heavily on irrigation, making it vulnerable to fluctuations in water availability. Insufficient water resources lead to reduced crop yields, decreased agricultural productivity, and income losses for farmers. Consequently, the agricultural sector's contribution to GDP (Gross Domestic Product) diminishes, affecting food security and rural livelihoods.

Industries such as textiles, food processing, and manufacturing require substantial water inputs for production processes. Water scarcity disrupts industrial activities, leading to decreased production output, increased operational costs, and loss of competitiveness in global markets. Moreover, industries reliant on water-intensive processes may face regulatory constraints and resource limitations, hindering their growth potential and economic contributions.

Water scarcity affects energy production, particularly hydropower generation, which contributes significantly to Morocco's electricity supply. Insufficient water resources limit the capacity of hydropower plants, leading to energy shortages and increased reliance on costly fossil fuel imports. Additionally, water scarcity poses challenges to water infrastructure development, including dams, reservoirs, and irrigation systems, hindering efforts to enhance water security and resilience.

Beyond sectoral effects, water scarcity exacerbates socio-economic disparities and vulnerabilities in Morocco. Rural communities, often dependent on agriculture for livelihoods, bear the brunt of water shortages, facing income losses, food insecurity, and migration pressures. Urban areas contend with water rationing, inadequate sanitation, and health risks, impacting quality of life and human development outcomes.

Addressing water scarcity is imperative for safeguarding the Moroccan economy's long-term viability and resilience. Mitigating the economic impacts of water scarcity in Morocco requires coordinated efforts and investments in water management, infrastructure, and policy reforms. Implementing efficient irrigation techniques, promoting water-saving practices in agriculture and industry, and investing in water recycling and desalination technologies can enhance water efficiency and resource utilization.

**1. Which of the following is NOT a consequence of water scarcity in Morocco's agricultural sector?**

A) Decreased crop yields
B) Reduced agricultural productivity
C) Increased reliance on rainwater harvesting
D) Income losses for farmers

**2. What challenge does water scarcity pose for hydropower generation in Morocco?**

A) Decreased energy production
B) Decreased reliance on fossil fuels
C) Limited capacity of hydropower plants
D) Enhanced water security

**3. What is a potential consequence of decreased agricultural productivity due to water scarcity in Morocco?**

A) Increased rural development
B) Higher food security
C) Income losses for farmers
D) Reduced reliance on imported goods

**4. According to the text, what impact does water scarcity have on urban areas in Morocco?**

A) Improved sanitation facilities
B) Decreased migration pressures
C) Water rationing and health risks
D) Enhanced quality of life

**5. What is mentioned as a key strategy for mitigating the economic impacts of water scarcity in Morocco?**

A) Ignoring policy reforms
B) Promoting water-intensive industries
C) Investing in water management and infrastructure
D) Expanding agricultural subsidies

**6. How does water scarcity exacerbate socio-economic disparities in Morocco?**

A) By reducing reliance on agriculture
B) By promoting rural development
C) By increasing income inequality
D) By enhancing food security

**7. Which of the following is NOT suggested as a solution for addressing water scarcity in the text?**

A) Implementing efficient irrigation techniques
B) Investing in water recycling
C) Promoting water-saving practices
D) Expanding reliance on unsustainable water resources

**8. According to the text, what is the primary goal of addressing water scarcity in Morocco?**

A) Enhancing water efficiency in industry.
B) Promoting rural migration.
C) Safeguarding long-term economic viability.
D) Increasing reliance on fossil fuels.

**9. According to the text, how does water scarcity affect the competitiveness of Morocco's industries in global markets?**

A) Increases competitiveness due to innovation.
B) Decreases competitiveness due to increased operational costs.
C) Has no effect on competitiveness.
D) Enhances competitiveness due to decreased production output.

**10. What challenge does water scarcity pose for water infrastructure development in Morocco?**

A) Increased availability of resources.
B) Hindering efforts to enhance water security and resilience.
C) Accelerating infrastructure development.
D) Decreasing reliance on water-intensive industries.

**11. Which of the following is NOT a recommended approach for mitigating the economic impacts of water scarcity in Morocco?**

A) Implementing efficient irrigation techniques.
B) Promoting water-saving practices in agriculture and industry.
C) Investing in fossil fuel extraction.
D) Investing in water recycling and desalination technologies.

**12. Which of the following is NOT mentioned as a requirement for addressing water scarcity in Morocco?**

A) Policy reforms.
B) Investment in water recycling.
C) Promotion of unsustainable practices.
D) Infrastructure development.

## II. GRAMMAR AND STRUCTURE

**DIRECTIONS: In questions (13-33) select the best answer (A), (B), (C), (D)**

**13. Identify the sentence with the correct grammar usage:**

A) The company whom I work for is expanding its operations internationally.
B) The marketing team are preparing a presentation for the upcoming product launch.
C) The shareholders, along with the CEO, has approved the merger proposal.
D) Each of the sales representatives have exceeded their quarterly targets.

**14. Identify the sentence with the correct punctuation usage:**

A) The meeting, has been rescheduled for Thursday, January 20th 2024.
B) The quarterly report is due by the end of the month; December 31st, 2023.
C) Please RSVP by Monday, January 15th, to confirm your attendance.
D) The deadline for project submissions is Friday January 10th 2024.

**15. Identify the sentence with the correct usage of the comparative adjective:**

A) This laptop is more cheaper than the one I saw online.
B) John's car is very expensive than mine.
C) She is the most smartest person in our class.
D) The new software is the easiest to use among all the available options.

**16. Identify the sentence with the correct usage of the gerund:**

A) He is reading books in his free time.
B) Running is a good exercise for cardiovascular health.
C) She needs to finish her homework before going out of the door
D) They are planning to visit Paris next summer.

**17. Identify the sentence with the correct usage of the past participle:**

A) She has went to the store to buy groceries.
B) The package has been shipped and is expected to arrive tomorrow.
C) He had gave his presentation before the meeting started.
D) They have ran the marathon every year for the past decade.

**18. Identify the sentence with the correct usage of the conditional tense:**

A) If I will win the lottery, I would buy a new car.
B) She would have passed the exam if she studied harder.
C) He will help you if you asked nicely.
D) If it rains tomorrow, we will cancel the picnic.

**19. Identify the sentence with the correct usage of the subjunctive mood:**

A) If he was the manager, he would have made a different decision.
B) I wish she was here to celebrate with us.
C) It is important that she attend the meeting.
D) I wish I have more time to finish this project.

**20. Choose the option that corrects the grammatical error in the sentence: 'The sales team have all received their bonuses for exceeding their targets.'**

A) The sales team has all received their bonuses for exceeding their targets.
B) The sales team has all received its bonuses for exceeding their targets.
C) The sales team has all received there bonuses for exceeding their targets.
D) The sales team has all received their bonus for exceeding their targets.

**21. Select the sentence that uses correct punctuation:**

A) The meeting has been rescheduled it will now take place on Friday at 3p.m.
B) As discussed during yesterday's presentation, we will implement the new policy next month!
C) Please review the report and provide your feedback by Wednesday, December 15th.
D) Due to unforeseen circumstances we have had to postpone our product launch until further notice.

**22. Identify the sentence with proper use of articles (a/an/the):**

A) I need an advice on how to proceed with the project.
B) She is expert in using computer software efficiently.
C) Please send me informations about the product specifications.
D) He bought new car last week, which he had always wanted.

**23. Select the sentence that uses correct conjunctions:**

A) You can either submit your report today or tomorrow morning.
B) Although it was raining heavily, but they managed to finish construction on time.
C) He worked hard; although, he didn't receive any recognition for his efforts.
D) She not only manages projects effectively but also leads her team well.

**24. Choose the sentence that demonstrates correct conditional structure:**

A) If you would have informed me earlier, I could have rescheduled my appointments accordingly.
B) Unless you don't submit your expense report by Friday, you won't get reimbursed on time.
C) Had she known about the changes beforehand, she wouldn't have made those errors.
D) When he will arrive at the office tomorrow, he will review all pending tasks.

**25. Identify the sentence with the correct usage of the active voice:**

A) The report will be completed by next month.
B) The project will be completed next month.
C) The management implemented the new policy for next year.
D) The presentation has been prepared by the marketing department.

**26. Identify the sentence with the correct usage of the present perfect tense:**

A) She had visited her grandparents last summer.
B) The company announced the new product line yesterday.
C) He has worked at the company for over ten years.
D) They will have completed the project by the end of the week.

**27. Identify the sentence with the correct usage of the infinitive:**

A) She wanted to go to the concert with her friends.
B) They plan to finishing the project before the deadline.
C) He helped her study hard for the upcoming exam.
D) The team decided to meet early to discuss the strategy.

**28. Identify the sentence with the correct usage of the gerund:**

A) The team will be discussing the proposal at tomorrow's meeting.
B) Running is a great way to improve health.
C) He enjoys to play tennis on weekends.
D) They were considering to go on vacation next month.

**29. Identify the sentence with the correct usage of the past participle:**

A) The box has been sent two days ago and is expected to arrive next week.
B) She was giving a presentation at the conference last week.
C) They have went on vacation to the beach every summer.
D) He has drove the same car for ten years.

**30. Identify the sentence with the correct usage of the past perfect tense:**

A) By the time she arrived, the party had already started.
B) I have visited Paris last year during my vacation.
C) He had ate lunch before going to the meeting.
D) They have finished their homework before dinner time.

**31. Identify the sentence with the correct usage of the future perfect tense:**

A) By next month, she will have completed her thesis.
B) They will finish their dinner before the movie starts.
C) He will had arrived at the airport before the flight departs.
D) I will have went to the store by the time you get home.

**32. Identify the sentence with the correct usage of the modal verb:**

A) Employees must adhere to the company's code of conduct at all times.
B) The project could been completed sooner with better coordination.
C) The manager might overlooked the error in the financial report.
D) Customers should been informed about the product recall immediately.

**33. Identify the sentence with the correct usage of the apostrophe:**

A) The clients feedback's was valuable for improving our services.
B) The company's annual report is due next week.
C) We reviewed the employees resumes during the hiring' process.
D) The project's goals are outlined in the teams presentation.

## III. VOCABULARY

**DIRECTIONS: In questions (34-48), select the best answer (A), (B), (C), (D).**

**34. What does the phrase "to touch base" mean in a business context?**

A) To schedule a meeting with stakeholders.
B) To avoid discussing sensitive topics.
C) To briefly connect or communicate with someone.
D) To finalize a project or task.

**35. What does the phrase "to think outside the box" mean in a business context??**

A) To adhere strictly to established procedures.
B) To avoid innovative ideas and solutions.
C) To explore creative and unconventional approaches.
D) To focus solely on traditional methods.

**36. What does the phrase "to get the ball rolling" mean?**

A) To start a physical activity involving a ball.
B) To initiate or begin a process or activity.
C) To bring a meeting to an end.
D) To achieve a goal without much effort.

**37. What does the term "brainstorming" refer to in a professional context?**

A) A method of cleaning one's thoughts for better concentration.
B) A technique for generating creative ideas and solutions through group discussion.
C) A process of documenting business strategies.
D) A practice of memorizing information for presentation.

**38.What does the term "SWOT analysis" stand for in a business context?**

A) Sales, Workforce, Objectives, Training.
B) Strengths, Weaknesses, Opportunities, Threats.
C) Strategic, Workable, Operational, Timely.
D) Software, Workflow, Optimization, Testing.

**39. What is the meaning of the term "Scapegoat" in General English?**

A) A type of animal found in mountainous regions.
B) A person who takes the blame for the mistakes or wrongdoing of others.
C) A type of dessert commonly served at celebrations.
D) A vehicle used for transportation in rural areas.

**40. What is the purpose of market research in marketing?**

A) Market research helps companies set their prices and select distribution channels.
B) Market research helps companies understand customer needs and preferences.
C) Market research helps companies develop advertising campaigns and promotional strategies.
D) Market research helps companies manage their supply chain and inventory.

**41.What is the difference between leadership and management?**

A) Leadership involves inspiring others, while management focuses on planning and organizing tasks.
B) Leadership focuses on short-term goals, while management focuses on long-term strategic planning.
C) Leadership emphasizes individual achievement, while management emphasizes team performance.
D) Leadership is a position of authority, while management is a skill set that anyone can develop.

**42. How can the marketing mix (4Ps) be adjusted to meet changing market conditions?**

A) Companies can adjust the 4Ps to adapt to changes in customer preferences and market trends.
B) Companies can adjust the 4Ps to improve operational efficiency and customer service.
C) Companies can adjust the 4Ps to enhance brand image and reputation.
D) Companies can adjust the 4Ps to meet quality standards and regulatory requirements.

**43. What does the phrase "to beat around the bush" mean?**

A) To speak directly and honestly about a topic.
B) To avoid addressing an issue directly or to speak evasively.
C) To enjoy nature and spend time outdoors.
D) To rush through tasks without paying attention to detail.

**44. What are the advantages / disadvantages of digital marketing?**

**A)** Digital marketing allows for precise targeting but may be less effective for certain demographics.
**B)** Digital marketing allows for precise targeting but may be perceived as intrusive.
**C)** Digital marketing can be efficient, but it is the only viable option for reaching modern consumers.
**D)** Digital marketing is an interesting field but it ca be too complex and risky.

**45. Which sentence best exemplifies the idiom "to cut corners"?**

A) The company invested in high-quality materials to ensure product durability.
B) The construction project was completed ahead of schedule and under budget.
C) The chef decided to use cheaper ingredients in the recipe.
D) The team put in extra effort to deliver exceptional customer service.

**46. What is the PRIMARY role of a manager in an organization?**

A) To perform day-to-day tasks and operations.
B) To set goals and objectives for the organization.
C) To evaluate employee performance.
D) To handle administrative tasks and paperwork.

**47. What does the expression "to see eye to eye" mean?**

A) To have different opinions or perspectives on a matter.
B) To agree or have a similar viewpoint with someone.
C) To avoid making eye contact during a conversation.
D) To be indifferent or apathetic towards a situation.

**48. Which sentence best illustrates the phrase "to have the last laugh"?**

A) Despite facing challenges, Sarah remained optimistic and persevered.
B) The competitor's new product failed to gain traction in the market.
C) Despite initial setbacks, the underdog team emerged victorious in the championship.
D) The project manager was praised for his innovative approach to problem-solving.

**<u>Directions</u>: This section contains 2 passages, each followed by a number of questions (49-60). Read the passages and for each question, choose the one best answer (A), (B), (C), (D). Then, on your answer sheet, tick the letter of the answer you have selected.**

**<u>PASSAGE 1:</u>**

The economy of eastern Europe has undergone significant changes over the past two decades. Twenty years ago, the main industries were completely nationalized, and many companies were owned by the **(49)** _____. These state-owned enterprises did not operate efficiently due to **(50)** _____ hurdles, lack of competition, and mismanagement.

Now, governments in the region are attempting to **(51)** _____ these industries, but the process is fraught with challenges. Finding willing **(52)** _____ has proven to be difficult, as people are hesitant to invest in the old, struggling companies. However, there is a growing willingness among some individuals to **(53)** _____ their money into new ventures, and there are promising signs of a budding entrepreneurial **(54)** _____.

| | | | |
|---|---|---|---|
| **49.** A) nation | B) state | C) country | D) enterprise |
| **50.** A) automatic | B) diplomatic | C) bureaucratic | D) autocratic |
| **51.** A) privatize | B) nationalize | C) enterprise | D) culture |
| **52.** A) corporations | B) firms | C) investors | D) owners |
| **53.** A) save | B) risk | C) sell | D) stock |
| **54.** A) culture | B) commerce | C) concern | D) Society |

**PASSAGE 2:**

The world is facing a pressing environmental crisis due to the rapid **(55)** _____ of natural resources and increasing levels of pollution. In response to these challenges, governments, businesses, and individuals are seeking innovative solutions to promote sustainability and mitigate the impacts of climate change.

One area of focus is the transition to renewable energy sources such as solar and wind power. These clean energy alternatives offer a viable **(56)** _____ to traditional fossil fuels, reducing carbon emissions and dependence on finite resources.

Another key aspect of sustainability is the promotion of **(57)** _____ practices in agriculture. By adopting organic farming methods and reducing reliance on chemical fertilizers and pesticides, farmers can protect soil health, biodiversity, and water quality.

In urban areas, efforts are underway to promote **(58)** _____ transportation options such as biking, walking, and public transit. These initiatives aim to reduce traffic **(59)** _____, air pollution, and greenhouse gas emissions associated with car use.

Furthermore, there is growing recognition of the importance of **(60)** _____ consumption habits among consumers. By choosing products with minimal packaging, opting for reusable items, and supporting eco-friendly brands, individuals can contribute to a more sustainable future for generations to come.

| | | | |
|---|---|---|---|
| **55.** A) depletion | B) augmentation | C) increment | D) accumulation |
| **56.** A) alternative | B) substitution | C) replacement | D) exchange |
| **57.** A) friendly | B) sustainable | C) traditional | D) harmless |
| **58.** A) non organic | B) green | C) high carbon | D) environmentally-friendly |
| **59.** A) run | B) congestion | C) flow | D) drift |
| **60.** A) conscious | B) aware | C) mindful | D) responsible |

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