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

Session 2025, filière ECT

Culture générale en langue anglaise

Durée : 1 heure

Ce que traite le sujet

- I. Reading comprehension (questions 1 à 12)
- II. Grammar and structure (questions 13 à 27)
- III. Vocabulary (questions 28 à 60)

Sujet reproduit sans retouche à partir de la page suivante.

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CONCOURS D'ACCÉS AU PROGRAMME GRANDE ECOLE (GRADE MASTER)

GROUPE ISCAE

Année universitaire : 2025-2026

Samedi 24 mai 2025

Durée : 1 heure

Épreuve : Culture Générale – Anglais

IMPORTANT :

Veillez à mettre votre Nom, Prénom et N° d'examen sur la grille des réponses

INSTRUCTIONS

Il n'est fait usage d'aucun document

Les téléphones portables sont strictement interdits et doivent être éteints

Les réponses aux questions doivent être portées sur la grille distribuée en complément du sujet.

Il ne sera admis qu'une seule réponse par question

Il y a 60 questions totalement indépendantes.

I. READING COMPREHENSION

DIRECTIONS: Read the passage below 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.

PASSAGE:

The rise of digital education has significantly transformed the traditional educational landscape, providing students with greater flexibility, accessibility, and personalized learning opportunities. With the advancement of technology, online platforms, virtual classrooms, and interactive learning tools are now commonplace in educational institutions across the globe.

One of the most profound impacts of digital education is the increased accessibility it offers. Students from remote or underserved regions can now access high-quality educational content and engage with expert educators, eliminating geographical barriers to learning. This development is particularly beneficial in developing countries where access to qualified teachers and resources may be limited.

Moreover, digital tools enable personalized learning experiences, allowing students to progress at their own pace and receive tailored feedback. Adaptive learning systems use algorithms to analyze student performance and adjust the difficulty or focus of material accordingly. This not only enhances student engagement but also improves retention and academic achievement.

However, the shift to digital education also presents several challenges. Not all students have equal access to devices or reliable internet connections, creating a digital divide that can exacerbate existing inequalities. Additionally, some learners struggle with self-discipline and motivation in online environments, leading to lower completion rates and reduced learning outcomes in certain cases.

Educators, too, face challenges in adapting to new teaching methods and mastering digital tools. Training and ongoing professional development are essential to help teachers effectively integrate technology into their instruction. Institutions must also invest in robust digital infrastructure and support systems to ensure smooth delivery and management of online education

Despite these hurdles, the future of education is likely to be increasingly hybrid, blending digital and traditional methods to provide more flexible and inclusive learning experiences. As technology continues to evolve, educational systems must adapt to meet the needs of a diverse and ever-changing student population.

1. Which of the following is NOT mentioned as a benefit of digital education?

A) Increased accessibility
B) Personalized learning
C) Enhanced engagement
D) Improved physical attendance

2. What is a key feature of adaptive learning systems mentioned in the text?

A) They replace human teachers
B) They provide standardized content
C) They adjust material based on student performance
D) They eliminate the need for exams

3. How does digital education benefit students in remote areas?

A) It provides access to quality content and educators
B) It limits their interaction with teachers
C) It reduces their need to study
D) It lessens their chances of academic success

4. According to the passage, what is a challenge some students face in online learning environments?

A) Overcrowded classrooms
B) Limited access to textbooks
C) Difficulty with motivation and self-discipline
D) Tough classroom rules

5. What is required for educators to effectively use digital education tools?

A) Professional development and training
B) Student surveys
C) Reduced teaching hours
D) Elimination of in-person classes

6. What does the term "digital divide" refer to in the passage?

A) The generational gap between students and teachers
B) A lack of standardized curriculum
C) Unequal access to technology and internet
D) Differences in learning styles

7. Which of the following is NOT mentioned as a challenge of digital education?
A) Technical difficulties
B) Low motivation in students
C) Lack of teacher training
D) Inadequate internet access

8. What is the likely future of education according to the passage?
A) A return to entirely traditional methods
B) Complete digitization of all classrooms
C) Elimination of all exams and assessments
D) Hybrid model combining digital and traditional methods

9. What does the passage suggest about the role of institutions in digital education?
A) They should restrain online learning
B) They must reduce the use of technology
C) They need to invest in infrastructure and support
D) They should limit teacher access to new tools

10. How does personalized learning improve student outcomes?
A) By discouraging independent study
B) By tailoring content to individual needs
C) By standardizing educational content
D) By removing feedback from the process

11. Which of the following is NOT a suggested solution to improve digital education?
A) Investing in support systems
B) Providing teacher training
C) Reducing the number of online classes
D) Enhancing digital infrastructure

12. What overall tone does the author use to discuss the future of digital education?
A) Cautiously optimistic
B) Neutral and indifferent
C) Pessimistic and doubtful
D) Harshly critical

II. GRAMMAR AND STRUCTURE

DIRECTIONS: In questions (13–27), select the best answer (A), (B), (C), (D). Then, on your answer sheet, tick the letter of the answer you have selected.

13. Identify the sentence with the correct grammar usage:
A) Neither of the students have submitted their assignments.
B) The data suggests that the trend is declining.
C) There is many factors influencing the outcome.
D) Each of the answers were correct on the test.

14. Identify the sentence with the correct punctuation usage:
A) According to the report; we should expect a delay in delivery.
B) She brought pens, notebooks, and highlighters, to the meeting.
C) We visited Rome, Paris and, Berlin during our trip.
D) The client requested: a timeline, a quote, and a draft.

15. Identify the sentence with proper use of articles:
A) He is looking for the job in the IT sector.
B) They watched a interesting documentary last night.
C) We stayed at a hotel by the beach.
D) She gave me a honest opinion about my work.

16. Identify the sentence with the correct usage of the active voice:
A) The bills were paid by the accountant.
B) The committee was informed of the new policy.
C) The technician repaired the air conditioning unit.
D) The invitations have been sent to all attendees.

17. Identify the sentence with the correct usage of the present perfect tense:
A) She have been promoted twice since 2020.
B) He has taken many courses in marketing.
C) They has just arrived at the station.
D) I had seen that movie last week.

18. Identify the sentence with the correct usage of the infinitive:
A) We hope visiting the museum this weekend.
B) She agreed to participate in the workshop.
C) He offered help us with the setup.
D) They plan attending the webinar later.

19. Identify the sentence with the correct usage of the past participle:
A) We have ate dinner already.
B) The form has been filled out incorrectly.
C) They has driven all night to get here.
D) He have forgot his wallet at the restaurant.

20. **Identify the sentence with the correct usage of the past perfect tense:**
A) She had left by the time we arrived. B) He has completed the report before lunch.
C) They had saw the accident on their way. D) I have found the keys under the couch.

21. **Identify the sentence with the correct usage of the future perfect tense:**
A) By next year, we will completed the expansion. B) She will has received the award by then.
C) I will have learned enough to pass the exam. D) They will have went to the conference already.

22. **Identify the sentence with the correct usage of the adjective:**
A) The soup tastes deliciously. B) He wore a red beautiful jacket to the event.
C) This is a very interesting book. D) She looked happily after winning the race.

23. **Identify the sentence with the correct usage of the apostrophe:**
A) The teachers lounge' is being renovated. B) Its' going to be a long meeting.
C). They read each' others work for feedback. D) The project's deadline is next Friday

24. **Identify the sentence with correct verb tense:**
A) I am knowing the answer to that question. B) She played tennis when it started to rain.
C) They have already finished their homework. D) We was going to the park yesterday.

25. **Identify the sentence with correct pronoun usage:**
A) Each student must bring their own pencil B) This is between you and I.
C) Him and I went to the same college. D) Me and Sarah are planning a trip.

26. **Identify the sentence with correct preposition usage:**
A) She is married with a lawyer. B) The cat jumped in the table.
C) We arrived at the airport early. D) He is good in playing the piano.

27. **Identify the sentence with correct adjective order:**
A) She wore a red beautiful dress. B) They live in a big old house
C) It is a wooden small box. D) I bought a Italian delicious pizza.

III. VOCABULARY

DIRECTIONS: In questions (28–42), select the best answer (A), (B), (C), or (D). Then, on your answer sheet, tick the letter of the answer you have selected.

28. What does it mean "**to scale a business**"?
A) To reduce business operations. B) To compare performance with competitors.
C) To grow or expand business capacity sustainably. D) To calculate profits and losses.

29. What does the term "**synergy**" mean in business?
A) Increased effectiveness through cooperation B) A training method for new employees.
C) Conflict between two departments. D) Cost reduction through outsourcing.

30. Why is **customer retention** important?
A) It reduces employee turnover.
B) It increases advertising effectiveness.
C) Retaining customers is cheaper than acquiring new ones.
D) It allows businesses to expand into international markets.

31. How can **corporate social responsibility (CSR)** benefit a business?
A) By minimizing compliance with regulations. B) By increasing short-term profits.
C) By building brand loyalty and public trust. D) By reducing employee compensation.

32. What is an **elevator pitch**?
A) A proposal delivered while riding an elevator. B) A persuasive speech about a business idea.
C) A document outlining startup investments. D) A sales call conducted remotely.

33. What is the **gig economy**?
A) An economy based solely on large corporations.
B) A system where workers are employed under long-term contracts.
C) A job market based on freelance and short-term work.
D) A trend where companies avoid hiring skilled professionals.

34. What does the phrase "**break even**" mean in accounting?
A) When revenue equals costs with no profit or loss. B) When all liabilities are paid off.
C) When assets exceed liabilities. D) When a company becomes profitable for the first time.

35. What does the term **"carbon footprint"** refer to?
A) The size of a person's shoe.
B) The number of cars owned by a company.
C) The total greenhouse gas emissions caused by an individual or organization.
D) The area of land covered by a factory.

36. In environmental discussions, what does the word **"sustainable"** most closely mean?
A) Cheap and easy to use.
B) Able to continue without causing harm to the environment.
C) Requiring no human involvement.
D) Designed for fast results regardless of cost.

37. What does the term **"greenwashing"** describe?
A) The process of cleaning polluted rivers.
B) A false claim of being environmentally friendly
C) A government program for planting trees.
D) A method for recycling plastics.

38. In ethics, what does the term **"conflict of interest"** mean?
A) A disagreement between coworkers.
B) A conflict between personal and professional interests
C) An argument during a business meeting.
D) A legal battle between two organizations.

39. What is meant by **"environmental justice"**?
A) Making sure all animals have access to clean water.
B) The legal rights of companies to develop land.
C) The fair treatment of all people regarding environmental laws and policies.
D) A system for punishing polluters equally.

40. What does the phrase **"to mitigate climate change"** mean?
A) To ignore environmental problems.
B) To speed up global warming.
C) To reduce the harmful effects of climate change.
D) To deny the existence of climate change.

41. What does the term **"biodiversity"** refer to?
A) The number of cities in a country.
B) The variety of life forms in an ecosystem.
C) The population of one animal species.
D) The spread of disease among wildlife.

42. What is the meaning of **"renewable energy"**?
A) Energy that comes from non-reusable resources.
B) Energy that is created once and cannot be used again.
C) Energy from natural sources that are constantly replenished.
D) Energy from burning fossil fuels.

Directions: This section contains **3 passages**, each followed by several questions **(43–60)**. Read the passages and for each question, choose the one best answer (A), (B), (C), or (D). Then, on your answer sheet, tick the letter of the answer you have selected.

PASSAGE 1:

In recent years, the rise of e-commerce has dramatically changed the way businesses operate. Traditional brick-and-mortar stores are under pressure to **(43)** _____ to a rapidly evolving digital marketplace. Consumers increasingly prefer the **(44)** _____ of online shopping, where they can compare prices, read reviews, and order products from the comfort of their homes.

To stay competitive, many retailers have invested in building robust online **(45)** _____ and enhancing their customer experience. Companies are also focusing on **(46)** _____ logistics networks to ensure fast and efficient delivery.

Despite these advancements, businesses still face challenges such as cybersecurity threats, online **(47)** _____, and the high costs of digital advertising. As the market becomes more saturated, companies that can **(48)** _____ unique value propositions are most likely to thrive.

43. A) transition	B) transport	C) transform	D) translate
44. A) convenience	B) hesitation	C) confusion	D) complexity
45. A) storefronts	B) workshops	C) factories	D) partnerships
46. A) slowing	B) expanding	C) complicating	D) minimizing
47. A) innovation	B) regulation	C) fraud	D) disruption
48. A) deliver	B) discard	C) decide	D) design

PASSAGE 2

Access to clean and reliable water supply is essential for public health and economic **(49)** _____. Governments and organizations work together to improve water infrastructure and distribution systems. Ensuring a continuous supply requires careful **(50)** _____ and management of resources, especially in areas facing drought or contamination.
Advanced technologies like desalination and water recycling have helped **(51)** _____ water scarcity in many regions. However, financing these projects remains a significant **(52)** _____ for local authorities and private partners. Once a water system is upgraded, it is important to maintain **(53)** _____ by regularly monitoring quality and repairing pipelines. Ultimately, success depends on community engagement and strong institutional **(54)** _____ .

49. A) development	B) constraint	C) limitation	D) reduction
50. A) planning	B) information	C) plans	D) recognition
51. A) mitigate	B) ignore	C) create	D) construct
52. A) obstacle	B) leadership	C) investment	D) advertising
53. A) sustainability	B) branding	C) profits	D) exposure
54. A) culture	B) governance	C) finances	D) balance

PASSAGE 3:

Environmental pollution is one of the most pressing challenges of the modern era. Rapid industrialization and urbanization have led to significant environmental **(55)** _____, affecting air, water, and soil quality.
Pollutants released from factories, vehicles, and agriculture contribute to a **(56)** _____ of natural ecosystems and public health. Air pollution causes respiratory diseases and contributes to global **(57)** _____ by increasing the concentration of greenhouse gases in the atmosphere.
Efforts to combat pollution require strong environmental **(58)** _____ from governments, as well as active participation from businesses and individuals. Policies that regulate emissions, promote renewable energy, and encourage recycling are essential steps.
Public awareness and education also play a crucial role in shaping eco-friendly behavior and reducing the overall **(59)** _____ footprint. If societies continue to ignore these issues, future generations may face irreversible environmental **(60)** _____.

55. A) innovation	B) degradation	C) preservation	D) promotion
56. A) recovery	B) balance	C) disruption	D) sustainability
57. A) warming	B) cooperation	C) development	D) conservation
58. A) leadership	B) production	C) environment	D) population
59. A) carbon	B) tourism	C) building	D) health
60. A) situation	B) disaster	C) solution	D) benefit

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