

# *ebs*

*EUROPEAN BUSINESS SCHOOL*

*CONCOURS 2004*

*2EME ANNEE*

*EPREUVE DE LANGUE  
ANGLAIS*

**ECOLE EUROPEENNE DE GESTION**

Etablissement d'enseignement supérieur technique privé reconnu par l'Etat

Diplôme visé par le Ministère de l'Education Nationale

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*PARIS - MADRID - LONDON - NEW-YORK - MÜNCHEN - MILANO - DUBLIN - KALININGRAD*

## I – VOCABULARY :

1) Marquez la bonne réponse par une croix sur cette grille de réponse. Des cercles seront considérés comme des réponses fausses.

1 - I can't stop now, Mary, I'm a bit ..... for time. I'll phone you later.

- a) Lack
- b) short
- c) pushed
- d) rushed

2 - .....will be served during the interval.

- a) Refreshments
- b) Groceries
- c) Nourishment
- d) Foodstuffs

3 - You're off to bangkok you say ? What a.....!

- a) chance
- b) fate
- c) luck
- d) coincidence

4 - My parents were always making.....in public. As a child I felt it very embarrassing.

- a) fuss
- b) quarrels
- c) arguments
- d) scenes

5 - The actors suddenly had the.....in the middle of the performance.

- a) laughter
- b) chuckles
- c) giggles
- d) sniggers

6 - In.....women live longer than men in most countries.

- a) average
- b) the whole
- c) general
- d) reality

7 - There was a large notice in the hotel corridor saying.....fire, press the alarm bell.

- a) in case of
- b) if
- c) on account of
- d) supposing

8- People in wales are.....Labour party supporters

- a) most
- b) predominantly
- c) all in all
- d) entire

9 - At the age of fifty, he finally admitted to himself that it was.....unlikely that he was going to be a pop idol.

- a) greatly
- b) largely
- c) highly
- d) almost

10 - People try to make use of.....in the law to pay less income tax.

- a) loopholes
- b) shortages
- c) gaps
- d) clauses

	A	B	C	D
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

2) Fill in the missing words in the definitions below. Choose from the following :

Accomplice	Bursar	Gossip	Shop steward
Agnostic	Castaway	Hermit	Sibling
Alien	Compatriot	Hooligan	Swindler
Arbitrator	Conscript	Midwife	Toddler
Artisan	Copywriter	Peer	Tycoon
Assessor	Culprit	Picket	Underwriter
Beneficiary	Despot	Predecessor	Ward
	Envoy	Registrar	

11 - A(n) ..... is someone who has been shipwrecked.

12 - A(n) ..... is a person who enjoys talking about other people's private lives.

13 - A(n) .....is a nurse who has been specially trained to advise pregnant women and to assist them when giving birth.

14 - A(n) ..... is a member of a trade union who is elected by the other members in the factory or office where he / she works to represent them.

15 - A(n).....is a rich and powerful businessman or industrialist.

16 - A(n)..... is someone who has committed a crime or done something wrong.

17 - A(n) ..... is a person who helps another person to commit a crime.

18 - A(n) ..... is someone who is made to serve in one of the armed forces of a country whether he/she likes it or not.

19 - A(n) ..... is a noisy, rough young person who causes damage or disturbance in public places

20 - A(n) ..... is a person responsible for keeping official records

<i>1</i>	
<i>2</i>	
<i>3</i>	
<i>4</i>	
<i>5</i>	
<i>6</i>	
<i>7</i>	
<i>8</i>	
<i>9</i>	
<i>10</i>	

## II – GRAMMAR

1) *Directions : Are the following sentences right or wrong ? If wrong, correct them*

*Example :*                      Neither the reporters nor the editor have received their paycheck  
   Neither the reporters nor the editor has received his paycheck

1- Everyone have to use their identification number to activate the computer.

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2 - In the bus sit the musicians, each holding their instrument.

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3 - The boy's blue jeans is so old that they look like a rag.

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4 - Anyone who abuse their children should be punished for their actions.

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5 - No one are as ambitious as he who want to be rich.

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6 - The company has told to adopt Vision 2000 as our aim for the next five years.

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7 - Vision 2000 urges that we adopt a range of international measures to improve productivity.

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8 - Individual managers are asked to implement Vision 2000 in their own departments.

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9 - Having presented the policy in outline, managers have asked their teams what training would they like.

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10 - Most teams have asked to not have theoretical training courses.

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**2) Reverse the order of the cause and the effect by using the verb given. The first has been done as an example**

*Example :*      Poor economic policy has led to a severe crisis in manufacturing. (result from)  
                    A severe crisis in manufacturing has resulted from poor economic policy

11- The fall in inflation stems from strict government control of the money supply in the past five years.  
(bring about)

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12 - Lower taxation led to a spending boom at the end of the last decade. (result from)

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13 - Higher government spending is partly attributable to higher unemployment (account for)

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14 - Lower tax revenue arises from increased numbers of business failures. (give rise to)

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**3) Each of the exchanges below contains one mistake. Underline it and correct it.**

- 15 - A : I'd not rather go via Amsterdam  
B : So you'd prefer to have a direct flight to Stockholm ?
- 16 - A : Do you like tea or coffee ?  
B : Coffe would be very nice, thank you.
- 17 - A : How do you run your monthly meetings ?  
B : I like that they are very informal, more of an open discussion.
- 18 - A : Do you send out a formal agenda ?  
B : Yes, naturally I prefer have an agenda than no real plan.
- 19 - A : Would you like to check the minutes now ?  
B : No, I'd rather we look at them later.
- 20 - A : Shall you lend me your computer, please ?  
B : No, I'm sorry I need it at the moment.

### III – READING COMPREHENSION :

1) *Read the text carefully*

2) *Then in a short essay of about 200 words, say which of these contrasting opinions you agree with.*

- a) Consumers in different countries vary widely in their needs and wants and ingrained consumer habits are hard to change. Marketing departments ignore these differences at their peril.
- b) People desire the same products, no matter where they live. Sensible marketing targets the creation of world brands, standardised products that are marketed in the same way worldwide

#### CONTINENT DIVIDES ON THE BOX

The British swoon with delight over a television commercial showing a balding man who cannot get a photo booth to work and instead loses himself in the pleasures of a good cigar. The French avidly follow the saga of two grandmothers holding forth on the shortcomings of a yoghurt. Neither ad is considered suitable for any other country.

That is the picture all over Europe. Films that aren't home-grown are referred to by advertising executives as NIHs – « not invented here » - and are frowned upon.

A study last autumn by the Alice advertising agency in conjunction with the Ipsos research institute asked 600 consumers from Germany, Britain, France, the Netherlands and Italy to watch 48 ads from all over Europe, all of which had won international awards. Even though the ads had been translated, the consumers liked the films from their own countries best.

The consumers only felt able to apply the label « pan-European » to a few of the advertisements. The films which held their attention were the ones with the simplest situations and the ones which appealed to their emotions or humour.

Five of the 10 best-liked films were British.

Other popular commercials were a Spanish ad which shows a dog called Pippin packing her bags because she feels neglected by her television addict of a master : the Levi film in which a playboy uses his jeans to tow a couple in a car and takes advantage of the situation to seduce the young woman ; and the one about a blushing boy who has just bought some condoms from a woman pharmacist.

Alain Cayzac chairman of RSCG France said : « There are certain 'duty-free' campaigns, which are truly international, such as those by Marlboro, Benetton, Volkswagen and certain perfumes . They show real imagination, valued in all latitudes, and they put across for each of their products a feeling of serenity, fraternity, confidence or beauty. »

But most commercials do not cross borders well. Françoise Bonnal, head of strategic planning at Young and Rubicam, said : « Each country has its own rhythms and sensibilities : the northern countries attach more importance to a rational element, while the south is more sensitive to form. The French and the British think humour and variety are more important, and the Spanish and Italians look for balance. »





