

ANGLAIS

Session du 9 juillet 2018

Durée totale de l'épreuve : 40 minutes

Rendez obligatoirement le questionnaire et la fiche de réponses.

Comment remplir la fiche de réponses :

Remplissez en majuscules d'imprimerie (A, B, C) à l'intérieur des cases des champs Nom, Prénom, Date de naissance, N°, sur la fiche de réponses selon les données de votre convocation, puis répondez aux questions en portant une croix au **stylo feutre noir** à l'intérieur des cases correspondant aux **réponses justes**. Exemple : si D est la réponse juste de la question 4 :

Q4 A  B  C  D

En dehors de ces indications et coches, la fiche de réponses ne doit comporter aucune annotation, tâche, graffiti.

Pour corriger une case cochée par erreur il suffit de couvrir la case et son remplissage par une couche complète de correcteur blanc. Exemple :

Q42     comme ceci      Q42

Vous pouvez cocher une autre case :      Q42

Vous pouvez re-cocher la case effacée ainsi : Q42

Il ne faut pas essayer de reconstituer la case :

Notation, barème :

Chaque question comporte quatre propositions de réponses, une seule réponse est juste, une seule case doit donc être cochée par question.

Une réponse juste rapporte : **4 points**

Une réponse fautive quel qu'en soit la composition\* coûte : **0 point**

(\* sauf toutes les cases cochées, voir ci-dessous)

Une absence de réponse donne : **0 point**

Toutes les cases cochées à la question donne : **0 point**

(c'est une possibilité d'annuler une réponse à une question)

La correction est réalisée par lecture scanner vous garantissant l'anonymat de correction.

**I. Grammaire** : Complétez les phrases suivantes avec une des quatre réponses proposées.

Q 1. Yesterday it was cold. It's much ... today.

- A. hot
- B. hotter
- C. more hotter
- D. hottest

Q 2. You spoke to Mike yesterday, ....?

- A. isn't you
- B. don't you
- C. won't you
- D. didn't you

Q 3. That is ... bag. Can you pass it to me please?

- A. I
- B. mine
- C. my
- D. me

Q 4. Look at ... insect in my hand. Do you know what it is?

- A. those
- B. these
- C. this
- D. it

Q 5. Jackie went to Canada ... two months.

- A. while
- B. for
- C. during
- D. since

Q 6. I took the train from Lille ... Paris.

- A. in
- B. on
- C. to
- D. at

Q 7. .... does it cost to call a mobile phone in the UK?

- A. How much
- B. How long
- C. How many
- D. How far

Q 8. I ... to live in Grenoble but now I live in Montpellier.

- A. used to
- B. am used to
- C. am getting used to
- D. use to

Q 9. This is the ... cake I have ever eaten!

- A. more delicious
- B. deliciousest
- C. most delicious
- D. more delicious than

Q 10. They are very close friends, ... they haven't seen each other for many years.

- A. therefore
- B. in spite
- C. even though
- D. whereas

**II. Compréhension de texte** : Après avoir lu le texte ci-dessous, sélectionnez la bonne réponse pour chacune des questions portant sur ce passage.

**The History of Email Marketing**

Most of us jump on our work and personal computers several times each day to check our email. It has become a popular method of communication for work, personal relationships, and marketing. You may have noticed you get more emails encouraging you to purchase items than ever before. This is because email marketing has come one of the most popular methods of reaching consumers who make purchases online.

Email came into existence in the 1990's as the internet was starting to become more popular. Businesses quickly figured out this was a great way to reach customers. It was also less expensive than mailing out advertisements to homes. By 1995 the number of email advertisements sent out that year was more than the number sent out by regular mail. Businesses spend a great deal of money creating email marketing campaigns that won't be confused with spam.

In fact, email marketing hit a huge road block when spam filters became so popular. Many email marketing campaigns had to be altered as they were being wiped out by the filters. Businesses were losing money on the marketing campaigns and not getting any results. However savvy computer programmers and businesses soon learned that popular email marketing titles and headlines as well as using their real email address helped get the emails past the various spam filters.

The internet was once used for research, entertainment and work related functions. The idea of shopping online has become very convenient in our society as it allows you to compare prices in a flash. Most of us are too busy to run from store to store. Shopping online has given those in remote locations the chance to get all the gadgets out there they desire. It is only logical that consumers are paying more attention to email marketing since this is the method they are using to do a large portion of their shopping. Email marketing has become mainstream. Almost every website gives the consumer the opportunity to give their email address and consent to being solicited with email advertising.

On the other side of the coin are those who hate getting their email filled up with email marketing ploys. This is why every email sent from a business has to include a link that gives the consumer the opportunity to opt out. Businesses have to respect this choice made by the consumer and remove them from the mailing list. This was the result of legislation stepping in when the idea of email marketing started flooding every email address out there. There are rules and laws in place now to protect consumers against having their privacy invaded. The penalty for violating these laws include expensive fines and the possibility of jail time.

However, with the acceptance of email marketing by consumers comes their demands for popular advertising that meets their needs. Getting the email to the consumer is only half of the battle. The information you send them has to grab their attention and entice them to take the link to your website and make a purchase. Your email should be a teaser that is going to make the consumer curious enough to go directly to your website at that very moment. There is a lot of competition out there and

businesses are having to come up with wittier and smarter email marketing campaigns to keep their consumers interested.

- Q 11. The article says a big advantage of email advertising over paper advertising is ...
  - A. it's more expensive
  - B. it's cheaper
  - C. it's less convenient
  - D. it's faster
- Q 12. Email came into existence ...
  - A. in the nineteen eighties
  - B. at the beginning of internet popularity
  - C. before the internet was popular
  - D. when computers were starting to be introduced
- Q 13. This article suggests that people check their emails...
  - A. rarely
  - B. never
  - C. seldom
  - D. often
- Q 14. Email marketing has come one of the most popular methods of reaching consumers who ...
  - A. sell online.
  - B. buy online.
  - C. bank online.
  - D. job search online.
- Q 15. Successful mainstream email marketing techniques include all of the following **except**:
  - A. popular marketing titles
  - B. automated spam
  - C. using real email addresses
  - D. popular headlines
- Q 16. "By .....the number of email advertisements sent out that year was more than the number sent out by regular mail."
  - A. Ninety nineteen five
  - B. Nineteen nineteen five
  - C. Nineteen ninety five
  - D. Ninety ninety five
- Q 17. Including a link that gives the consumer the opportunity to opt out in a marketing email is ...
  - A. discouraged
  - B. optional
  - C. encouraged
  - D. obligatory
- Q 18. Penalties for violating consumer privacy laws may include:
  - A. being solicited with email marketing
  - B. jail time
  - C. obligation to insert opt out links
  - D. removing the customer's address from a mailing list
- Q 19. A big obstacle for email marketing was/were ...
  - A. home advertising
  - B. spam filters
  - C. popularity
  - D. high costs

**BANQUE D'EPREUVES CONCOURS BACHELOR EGC 2018**

- Q 20.** Email marketing is now accepted by the consumer, therefore it must be all the following **except**:
- A. more intelligent
  - B. enticing
  - C. confusing
  - D. wittier

**III. Vocabulaire :** Sélectionnez la proposition dont le sens est le plus proche du terme souligné.

- Q 21.** Harold works hard to achieve his goals. He is really **determined**.
- A. pessimistic
  - B. optimistic
  - C. driven
  - D. encouraged
- Q 22.** Shelley is a very **intelligent** person.
- A. clever
  - B. beautiful
  - C. fun
  - D. simple
- Q 23.** She is a **fast** reader.
- A. bad
  - B. slow
  - C. quick
  - D. good
- Q 24.** We have a **huge** range of health products.
- A. small
  - B. large
  - C. wonderful
  - D. eclectic
- Q 25.** We need to **employ** more personnel.
- A. train
  - B. inform
  - C. hire
  - D. fire
- Q 26.** Can we look at the **figures** from the 2<sup>nd</sup> quarter
- A. people
  - B. numbers
  - C. teams
  - D. emails
- Q 27.** He is usually **punctual**.
- A. early
  - B. on time
  - C. late
  - D. absent
- Q 28.** My car is very **reliable**.
- A. expensive
  - B. risky
  - C. economical
  - D. dependable
- Q 29.** She decided to **resign** when she was unhappy at her job.
- A. complain
  - B. quit
  - C. job search
  - D. rest
- Q 30.** Why are you so **exhausted**?
- A. energized
  - B. lazy
  - C. tired
  - D. hungry

**IV. Conjugaison** : *Sélectionnez la réponse correcte.*

- Q 31.** Jack .... in Hawaii when he decided to learn to surf.  
A. travels  
B. is traveling  
C. traveled  
D. was traveling
- Q 32.** I usually ... at the office at 9 am.  
A. will arrives  
B. am arriving  
C. arrive  
D. arrives
- Q 33.** He ... on a really interesting project at the moment.  
A. works  
B. worked  
C. is working  
D. will work
- Q 34.** Jenny ... to London last week.  
A. is going  
B. gone  
C. goes  
D. went
- Q 35.** Next week, I ... to meet my new roommate.  
A. gone  
B. have been going  
C. am going  
D. went
- Q 36.** If it's rainy at the weekend, maybe we .... a movie.  
A. are watching  
B. watched  
C. will  
D. will watch
- Q 37.** If I .... in France, I would learn French.  
A. had live  
B. lived  
C. had lived  
D. live
- Q 38.** Walter ..... the piano since he was 7 years old.  
A. plays  
B. has been playing  
C. is playing  
D. will play
- Q 39.** If you had trained more, you ... to complete the marathon!  
A. will be able  
B. could  
C. would have been able  
D. had been able
- Q 40.** He .... his presentation when she arrived.  
A. has already started  
B. had already started  
C. had already starts  
D. would already start