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Yaoundé, May 23rd 2014

ESSCA (Management - Finances)

**1st COMPETITIVE ENTRANCE
EXAMINATION**

**ENGLISH LANGUAGE
TIME : 1h30**

Number of pages of text: 10

Conseils méthodologiques

L'épreuve comporte 2 parties.

1re partie :

Grammaire et vocabulaire (50 questions)

Dans cette partie, le candidat démontrera la richesse de ses connaissances linguistiques de l'anglais. Les questions porteront sur le niveau général requis dans l'enseignement secondaire.

2e partie :

Textes de compréhension écrite (20 questions)

Cette partie comporte 2 textes extraits d'articles de presse portant sur l'actualité internationale, des faits de société, des analyses d'événements.

L'évaluation de la compréhension de la langue écrite porte aussi bien sur le sens explicite du texte que sur sa signification profonde ou implicite.

Consignes

Chaque question comporte quatre items, notés **A. B. C. D.** Pour chaque item, vous devez signaler s'il est vrai en l'indiquant sur la grille de réponses en marquant la case sous la lettre V; ou faux en l'indiquant sur la grille de réponses en marquant la case sous la lettre F.

PART I: GRAMMAR AND VOCABULARY

1)

- A. I was not coming yesterday because I was busy.
- B. She does cookies and sells in the market
- C. I live in Barcelona.
- D. My birthday is at August 10th.

2)

- A. She was born on 1983.
- B. My Wedding Anniversary is in July.
- C. We like to go to the movies on Fridays.
- D. I have been though about a solution.

3)

- A. They haven't been finishing the exercise yet.
- B. My friend Lara have been giving me a lot of support.
- C. Look at them. They have danced all night long.
- D. David and Ann have been known each other for years.

4)

- A. I have been a teacher since eight years.
- B. They haven't done all the work.
- C. The baby hasn't been crying for a long time ago.
- D. The doctor hasn't prescribed to me an antibiotic.

5)

- A. They are having dinner this evening at 08:45 a.m.
- B. There's a lot of fruit in the basket.
- C. There isn't no telephone in the room.
- D. Was there nobody at the party?

6)

- A. She's got blue eyes and black hair.
- B. The students have got so many experience
- C. There are trees in the garden
- D. Is that a tree of pear or an apple tree?

7)

- A. Despite poor he is a happy man.
- B. She loves me in spite I am just a student.
- C. I go to school and saw many teachers
- D. The child is playing with her toy.

8)

- A. We listened while the old man told us a fascinated story.
- B. We might have gone to the football match next week.
- C. I attended a great wedded party last night.
- D. I need your now more than ever before.

- 9)
- A. The spacecraft lifted off into space as soon as it exploded.
 - B. People don't swim in that evil stream, don't they?
 - C. The car did not start so the engine failed to ignite.
 - D. She's so beautiful. I, really can't help looking at her.
- 10)
- A. She takes a good salary working by the seaside.
 - B. The mob ran after the thief and tried to kill him.
 - C. Jane is the better student in her class.
 - D. The governments and the governors are meeting now
- 11)
- A. We are going to be late because of his delayance
 - B. You shouldn't trust him because he is not very reliance.
 - C. That is the most amazing movie I am ever watching.
 - D. He was so happy he took everyone out for lunch.
- 12)
- A. Do you have some question to ask?
 - B. George and Cynthia love themselves very much.
 - C. As soon as the match started the lions were scoring.
 - D. No sooner had the match started than the lions scored.
- 13)
- A. Susan is very thin and has got blue eyes.
 - B. Mr. Jenkins writes about his trips round the world.
 - C. The students go to the gym after lunch.
 - D. The girls in this group work very hards.
- 14)
- A. The destruction was caused by the torrential rains last night.
 - B. As he was running late, he walked fastly to school.
 - C. Muhamed Ali was the strongest boxer than most of his rivals
 - D. Nobody should complain about schools fees.
- 15)
- A. I will explain more detailly what I want later.
 - B. In the United States a corporation is chartered as a legal body.
 - C. The key feature of corporations is limited reliability.
 - D. The only thing stockholders risk is what they have paid for their ownership shares.
- 16)
- A. That is actually what happens in practise.
 - B. Mergers are more commonly in friendly takeovers.
 - C. Takeovers became commonplace in the closing decades of the 20th century.
 - D. In the long run, takeovers can help protect a firm's workers.

- 17)
- A. Profits are either paid out to stockholders as dividends nor held as retained earnings.
 - B. That means that stocks are riskier investments than bonds.
 - C. The final way for a corporation to pay for new investments is by reinvesting its profits.
 - D. Entrepreneurs often make decisions on which businesses to pursue.
- 18)
- A. I have made up my mind to decide on what to do.
 - B. He has been teaching here since five years ago now.
 - C. I don't like going out alone this late.
 - D. Thanks to the European bailout Spain was able to survive its recent crisis.
- 19)
- A. Different countries have experienced dramatical uneven economic growth.
 - B. International trade has growing to 20 % of the world's total production.
 - C. From 1948 to 1995, nations have negotiated a series of treaties through the GATT.
 - D. The goal of WTO is "free trade," the open exchange of goods and services.
- 20)
- A. Explosive growth in exchange has transformed the global political economy.
 - B. The most importants developments in trade have occurred in Europe.
 - C. Other East and Southeast Asian countries seek to emulate these successes.
 - D. Advocates of liberal policies in international economics support free markets.
- 21)
- A. Mercantilistic policies favor greater political control over markets and exchanges.
 - B. Liberals tolerate temporary protection of domestic industry in selective cases.
 - C. Policies may also focus at protecting industries.
 - D. Labour groups threaten by foreign competition often lobby government to protect them
- 22)
- A. Iran views the ECO as a commonwealth of Islamic states.
 - B. The OECD provides council on such issues like the reduction of trade barriers.
 - C. The OECD expanded its activities in respond to the end of the Cold War in 1991.
 - D. Serious efforts were channeled toward increasing intra-African trade.
- 23)
- A. At the conference, charter was signed on development industrial for the 1970's.
 - B. Africa also continued to diversifier economic links with extra-African states.
 - C. The World Bank and the UNDP funded a large quantity of major projects.
 - D. Canada's foreign minister visited five African states in March.
- 24)
- A. In February, President Georges Pompidou visited five formal French colonies.
 - B. Conflict between Portugal and Zambia sharpened this year.
 - C. The Congress of the United States appropriated more than 13 billion \$ in aid.
 - D. In 1961, the OEEC was survived by the OECD.
- 25)
- A. Europe acquired technological superiority over the rest of the world.
 - B. The Mediterranean nations maintain a distinguished type of agriculture
 - C. Europe as a whole is particularly noted for its great outputs of wheats and barleys,
 - D. In the late 20th century Europe was self-sufficiency in most basic farm products.

- 26)
- A. Rail networks are well maintained in most European countries.
 - B. In different English-speaking countries recognizable varieties of English have developed.
 - C. The country's official language is Bulgarian, spoke by about 90 % of the population.
 - D. Education is free and compulsory for children from the age of 7 years old to 14 years old.
- 27)
- A. I got home yesterday and had seen my mother cooking rice.
 - B. Everybody were so happy about your success.
 - C. If you looked keenly, you saw the image I was talking about.
 - D. I took two spoonsful of sugar for my coffee this morning.
- 28)
- A. Inflation had been running at over 100% when the government decides to take action.
 - B. To fly is really good fun.
 - C. There are some interesting things seeing in the British Museum.
 - D. I know the keys are here: I remember putting them down somewhere.
- 29)
- A. I was making a presentation when the microphone stopped to work.
 - B. We were just talking about it before you arrived.
 - C. The car was damaged while it parked on the street.
 - D. Speaking to an audience is always stressing.
- 30)
- A. I'm angry about his missing the meeting.
 - B. I was met by a welcoming party at the airport.
 - C. Instead from feeling sorry for yourself, do some work for charity.
 - D. I'm looking forward to see him again.
- 31)
- A. I consider blowing your nose in public to be wrong.
 - B. I delayed to come until the last possible moment.
 - C. You can live your car in that parking space.
 - D. When you finish, that you can take out the garbage.
- 32)
- A. However, it remains unclair whether Russia can sustain a high rate of economic growth.
 - B. Services, including the banking sector, counted for 56 percent of the GDP.
 - C. Boris Yeltsin made economic reform his top priority.
 - D. Russia's annual budget deficit equalled as much as 25 percent of its GDP.
- 33)
- A. Exchange rates rigidness made things difficult for the EMS.
 - B. The role of the EMS has remained essentially in changed.
 - C. Poor economic conditions in the 1970s forced postponement of the Werner Plan.
 - D. It was accepted that the first stage of EMU has already begun.
- 34)
- A. The economic success of EMU depend on whether the euro is accepted.
 - B. He was in London one hour ago when I spoke to him. He can't be here yet.
 - C. One of the major objective of the European Union is to speak with one voice.
 - D. Such collaboration has not always resulted in common action.
- 35)
- A. By 1995 all the former Communist countries of Europe have applied for EU membership.
 - B. Western nations began to start making commercial investments in Eastern Europe.
 - C. In May 2004 the EU formerly admitted ten Eastern European nations.
 - D. The claim that the Hawaiians mistook Cook for a god reflects Western fantasies of domination.

- 36)
- A. Anthropology examines such topics like how people live and what they think.
 - B. In 1859 British naturalistic Charles Darwin published *On the Origin of Species*.
 - C. Theories of social evolution offer an explanation for the success of European nations.
 - D. Harris studied how culture relation to a people's technology, economy.
- 37)
- A. Could you please helped me carry this bag?
 - B. He stood in front of the class and looked at us sad and said he had been sorry.
 - C. Does anyone knows where Bob is?
 - D. He left us in the market and said he was going home.
- 38)
- A. I'm really thirsty. I need any water to drink.
 - B. There are several breads in the basket.
 - C. He went as far to Argentina to look for a wife.
 - D. Ethnology is one of the four subdivisions of anthropology.
- 39)
- A. How many information do I have to pass along?
 - B. E-mail is ideal for routine communication between coworkers.
 - C. The letter is now used primarily for formal correspondence with clients.
 - D. Personal matters or topics that might elicit a highly emotionalized response are best discussed in person.
- 40)
- A. What you said was completely true. I accord with you totally.
 - B. He behaves so well. He is well elevated by his parents.
 - C. How much money you have made today in the market?
 - D. Face-to-face meetings are the safest way of communicating confidential information.
- 41)
- A. Why there is so much noise in this class?
 - B. I saw a mice in the cupboard last night and got so scared.
 - C. My brother studied economic at the University of Yaounde II.
 - D. Meetings allow employees in different departments to become acquainted.
- 42)
- A. After several analysis and tests, it was discovered that the child had a strange disease.
 - B. With FAX, the dark and light areas on text are digitized.
 - C. The division between retailing and wholesaling is now being blurred by new technologies.
 - D. His last novel is so interesting it bored me to tears.
- 43)
- A. Before leaving for school this morning I've brushed by teeth.
 - B. You can trust me. By next week I have done the job.
 - C. He's a good seamstress. Everybody trusts him
 - D. The number of service enterprises in wealthier free-market economies has grown rapidly.
- 44)
- A. Make me a favour and leave that child alone.
 - B. It is not good to speak about your parents to strangers.
 - C. I've not seen my best friend during the beginning of this year.
 - D. He was here a minute ago.
- 45)
- A. A partnership is an association of two or more people who operate a business as co-owners.
 - B. A corporation is a legal entity that exists as distinctive from the individuals who control it.
 - C. Investors control a corporation through a managing body, known a board of directors.
 - D. Individuals or businesses cooperate to create a singular products or service package.

- 46)
- A. The most tallest building of the world is in Dubai
 - B. Eating out can be great fun.
 - C. Which is the nicest of the two skirts?
 - D. When students don't study the tendency is that they blame the teachers for their failure
- 47)
- A. I could see him clearly but I couldn't hear him and then the line went dead.
 - B. I could help you if it's really necessary but I'm really busy right now.
 - C. I could lend you some money but I'd need it back tomorrow without failure.
 - D. He demanded that we have to pay for the repair.
- 48)
- A. It's fun that you should say that. I was exactly thinking the same thing.
 - B. You should have seen the look on her face when she got the promotion.
 - C. You have to pass your exams or the ESSCA will not accept you.
 - D. You mustn't phone me at work. We aren't allowed to have personal calls.
- 49)
- A. He doesn't have to sign anything if he doesn't want to at this stage.
 - B. Corporations traditionally have high tax burdens than other kinds of businesses.
 - C. Bill Clinton former president of the United States of America is said to be very handsome.
 - D. All businesses must have enough capital on hand to pay their bills.
- 50)
- A. Unless you need more space, a small car is big enough for one person.
 - B. When I'm concentrating, please don't do so much noise.
 - C. Unless you've been there yourself, you really don't understand how fantastic it is.
 - D. If you give me some money, I'd pay you back tomorrow.

PART II: READING COMPREHENSION

TEXT ONE

Marketing is the process of identifying the goods and services that consumers need and want and providing those goods and services at the right price, place, and time. Businesses develop marketing strategies by conducting research to determine what products and services potential customers think they would like to be able to purchase. Firms also promote their products and services through such techniques as advertising and personalized sales, which serve to inform potential customers and motivate them to purchase. Firms that market products for which there is always some demand, such as foods and household goods, often advertise if they face competition from other firms marketing similar products. Such products rarely need to be sold face-to-face. On the other hand, firms that market products and services that buyers will want to see, use, or better understand before buying, often rely on personalized sales. Expensive and durable goods—such as automobiles, electronics, or furniture—benefit from personalized sales, as do legal, financial, and accounting services.

If you follow the news on television or by reading the daily newspaper, you're bound to run into economic terms that may be unfamiliar to you. For example, what is the "new economy"? What is an IPO? What is the consumer price index? Economist Frank Bonello, author of *Taking Sides: Clashing Views on Controversial Economic Issues* (2001), answers basic questions such as these, in addition to taking on larger issues, such as the future of Social Security, how to plan for retirement, what is the relationship between stocks and bonds, and why does the Federal Reserve raise and lower interest rates?

Finance involves the management of money. All businesses must have enough capital on hand to pay their bills, and for-profit businesses seek extra capital to expand their operations. In some cases, they raise long-term capital by selling ownership in the company. Other common financial activities include granting, monitoring, and collecting on credit or loans and ensuring that customers pay bills on time. The financial division of any business

must also establish a good working relationship with a bank. This is particularly important when a business wants to obtain a loan.

Business activities are becoming increasingly global as numerous firms expand their operations into overseas markets. Many U.S. firms, for example, attempt to tap emerging markets by pursuing business in China, India, Brazil, and Russia and other Eastern European countries. Multinational corporations (MNCs), which operate in more than one country at once, typically move operations to wherever they can find the least expensive labor pool able to do the work well. Production jobs requiring only basic or repetitive skills—such as sewing or etching computer chips—are usually the first to be moved abroad. MNCs can pay these workers a fraction of what they would have to pay in a domestic division, and often work them longer and harder. Most U.S. multinational businesses keep the majority of their upper-level management, marketing, finance, and human resources divisions within the United States. They employ some lower-level managers and a vast number of their production workers in offices, factories, and warehouses in developing countries. MNCs based in the United States have moved many of their production operations to countries in Central and South America, China, India, and nations of Southeast Asia.

"Business." Microsoft® Student 2009 [DVD]. Redmond, WA: Microsoft Corporation, 2008.

- 51)
- A. Businesses use marketing tactics to decide the goods and services that consumers might need.
 - B. Advertising is a common marketing strategy.
 - C. Household products seldom need to be sold face-to-face.
 - D. Both firms that market household goods and those that market expensive durable goods always rely on personalized sales.
- 52)
- A. Sales is an advertising technique.
 - B. Personalized sales encourage consumers to buy.
 - C. Consumer needs are identified through marketing.
 - D. Research is not important in marketing.
- 53)
- E. When you read the papers you are bound to economic terms.
 - F. Finance manages money
 - G. Profit-oriented businesses seek additional resources to increase their operations.
 - H. Financial divisions of all businesses must obtain loans from the bank.
- 54)
- A. Frank Bonello plans for retirement.
 - B. All economic terms are familiar.
 - C. Finance manages money.
 - D. Frank Bonello answers fundamental economic question in his book.
- 55)
- A. Frank Bonello answers all economic questions in his book.
 - B. Frank Bonello answers mainly basic economic questions in his book.
 - C. Frank Bonello answers only questions on the future of social security.
 - D. Frank Bonello's book is about planning for retirement.
- 56)
- A. The financial department of a bank needs to be in good terms with the bank.
 - B. The bank can obtain a loan from the financial division of any business.
 - C. The financial division of any business works in the bank.
 - D. The financial division of any business establishes a good working relationship with the bank exclusively to obtain a loan.

- 57)
- A. Multinational corporations operate once in one country.
 - B. MNCs move operations to wherever they can find expensive labour.
 - C. MNCs usually operate where they can find the cheapest workforce.
 - D. Expensive labour pools work well.
- 58)
- A. US MNCs recruit low-ranking managers in developing countries.
 - B. MNCs based in the United States have moved all their operations to Central and South America.
 - C. Production workers in offices, factories, and warehouses in developing countries are employed by lower-level managers.
 - D. All multinationals belong to the US
- 59)
- A. US firms try to exploit new markets by opening businesses in other countries.
 - B. Business activities are becoming more and more international.
 - C. China, India, Brazil, and Russia are all Eastern European countries.
 - D. Few firms expand their operations to overseas markets.
- 60)
- A. This text is about business in the US.
 - B. The text is about business operations.
 - C. The writer is concerned with the workings of businesses.
 - D. The text is exclusively about human resource management.

TEXT TWO

Mark Twain's life is important to his writing, for his major works rely upon materials from his Hannibal, Missouri, boyhood and his careers as a Mississippi River pilot, a western miner, and a journalist.

Four years following his birth on November 30, 1835, in Florida, Missouri, Twain moved with his family to Hannibal, where he was shaped by experiences that would be transformed into such works as Tom Sawyer and Huckleberry Finn. When Twain was eleven his father died. Apprenticed as a printer, he began to contribute sketches to his brother's newspaper. As a young man he worked as a printer and journalist in a number of cities, including New York, but returned to the Mississippi River in 1857 to fulfill a childhood dream of becoming a river pilot. He held this job until 1861 when river traffic was halted by the Civil War.

After serving very briefly with the Missouri militia, he traveled to the Nevada Territory with his brother Orion, who had been appointed secretary to the governor. In Nevada he worked as a journalist and as a prospector for silver and gold. By 1864 he was a reporter in San Francisco, and in 1865 he published 'The Celebrated Jumping Frog of Calaveras County' in a New York newspaper. Reprinted widely, the story gave him his first literary fame when it was reissued two years later. He delivered his first lecture in 1866, beginning a forty-year career as a performer whose public image became as famous as his books.

As a California correspondent, he traveled to Hawaii, then known as the Sandwich Islands, and later to Europe, the Mediterranean, and Palestine. His 1867 foreign travels became the basis of his first book, *Innocents Abroad* (1869). While enjoying the popular success of his writing, Twain settled in the East. In 1870 he married Olivia Langdon, daughter of a wealthy merchant from Elmira, New York, and became editor and part owner of a Buffalo newspaper. A year later, he moved to Hartford, Connecticut, where he spent a large portion of his increasing income on a spectacular mansion (now restored as a memorial) on Farmington Avenue.

Twain's prolific writing career stemmed partly from the financial demands of his expensive life style. He turned to a variety of sources for his material: travel, his early life, and history. In 1872 he published *Roughing It*, a collection of irreverent sketches based upon his travels and his western experiences. While *The Gilded Age* (1873), written with Charles Dudley Warner, employed contemporary issues and provided a label for an era, *Tom Sawyer* made use of his Hannibal boyhood. *A Tramp Abroad* (1880) was another travel book, and *The Prince and the Pauper*, a historical comedy. *Life on the Mississippi* recounted the author's pilot days, and *Huckleberry Finn*, by most estimates his greatest work, was a sequel to *Tom Sawyer*.

Beacham's Guide to Literature for Young Adults. Copyright by Gale Group, Inc.

61)

- A. Mark Twain's life is important to his writing because he is a journalist.
- B. Mark Twain's background plays an important role in his writing.
- C. Mark Twain lives in Hannibal and Missouri.
- D. Mark Twain is a writer.

62)

- A. Mark Twain's family settled in Hannibal in 1839.
- B. *Tom Sawyer* and *Huckleberry Finn* were inspired by his Hannibal experiences.
- C. Twain dies at the age of eleven.
- D. He worked as a printer only in New York.

63)

- A. Mark Twain became a river pilot in childhood.
- B. He started working as a river pilot in 1861.
- C. The Civil War terminated river traffic.
- D. Twain dreamed that he returned to Mississippi River in 1857.

64)

- A. Twain fought in the Civil War.
- B. Twain was appointed secretary to the governor.
- C. He worked as a journalist in San Francisco.
- D. He was the publisher of the New York Newspaper.

65)

- A. Twain became famous in 1867.
- B. Twain's public image was not as famous as his books.
- C. His books were more famous than his public image.
- D. His public image and his books were all famous.

66)

- A. Twain ate a Sandwich in Hawaii.
- B. He travelled to the Middle East.
- C. *Innocents Abroad* (1869) was based on his journeys to foreign countries.
- D. Twain settled in the east after enjoying the popular success of his writing

67)

- A. Twain settled in Hartford in 1871.
- B. He spent all his income on a spectacular mansion.
- C. Twain's memorial is on Farmington Avenue.
- D. He was the sole owner of a Buffalo newspaper.

68)

- A. Twain wrote many literary works during his lifetime. .
- B. He had many financial problems.
- C. He used various sources for his writing.
- D. The lived a very simple life.

69)

- A. Twain wrote all his works alone
- B. *Roughing It* was a play.
- C. *The Gilded Age* was published one year before *Roughing it*.
- D. The second half of the 19th century was named labeled after Twain's work.

70)

- A. Hannibal used *Tom Sawyer*.
- B. *Huckleberry Finn* was published after *Tom Sawyer*.
- C. Mark Twain's most popular work is *Huckleberry Finn*.
- D. This text is about a writer.