



école supérieure du commerce extérieur
Paris • Lyon • Pékin • Mexico

ANGLAIS

**CONCOURS
REUSSITE**

Jeudi 24 avril 2008

Durée : 1 heure 30

NUMERO DE CANDIDAT:-----

Calculatrice autorisée :

Non

Documents autorisés :

Non

Dictionnaire :

Non

**Do not write answers on this document.
Write all your answers on the separate Answer Sheet.**

Part 1. Match the verb with the meaning on the answer sheet.

Example a) = 7

Phrasal Verb	Meaning
a) back out	1) find in a list
b) carry on	2) postpone
c) come across	3) make major changes
d) look into	4) increase
e) look up	5) check
f) put off	6) fire
g) go over	7) withdraw
h) lay off	8) investigate
i) shake up	9) find by accident
j) step up	10) continue

Part 2. Use one of the following words in each of the sentences below utilizing the correct verb form:

buy agree give issue slump

In a gigantic deal this week, British American Tobacco, the world's second-largest international cigarette maker, (1)..... to take over Rothman's (the fourth largest), for \$8.7 billion.

Shares in Marks and Spencer, Britain's biggest retailer (2)..... by more than 10% last week; experts consider this was because the firm (3).....a profits warning.

Europe's postal market is becoming increasingly competitive. Only weeks after the British government (4).....the state controlled Post Office greater commercial freedom, it (5).....Germany's third largest private carrier, German Parcel.

For the following sentences, write the correct preposition and verb form on your answer sheet

1. There's no point (6)..... your car if you can't park. (take)
2. Is there any chance (7).....him..... his mind? (change)
3. Do you have any objection (8).....your working hours? (change)
4. I am in favour (9)..... everyone a day off. (give)
5. I apologize (10)..... before. (write)

Part 3. Complete the text using these words

accounts	current account	lend	overdraft
return	loan	debt	liabilities
salary	cheque	liquidity	spread
wages	customer's	deposits	trade
standing orders	withdraw	holder	notice
assets	percentage		

Commercial banks (1).....in money. They receive and hold (2)....., pay money according to (3).....instructions, (4).....money, etc. There are still some workers who do not have bank (5) Traditionally, in Great Britain, factory workers were paid (6).....in cash on Friday night. Non-manual workers, however, usually receive a monthly (7)..... in the form of a (8)....., paid directly into their bank accounts.

A (9)..... (US checking account) usually pays little or no interest, but allows the (10).....to (11).....his or her cash with no restrictions.

Deposit accounts pay interest and (12).....is required to withdraw money.

(13).....are ways of paying bills at regular intervals. A (14)is a sum of money, lent for a fixed period on which interest is paid. An (15)is an

arrangement by which a customer can run up a debt to an agreed limit, interest on the (16).....is calculated daily.

Banks make a profit from the (17).....or differential between the interest rates they pay on deposits and those they charge on loans. In order to optimize the return on their (18)....., bankers have to find a balance between yields and risk, and between (19).....and different maturities and to match these with their (20).....The maturity of a loan is how long it will last, the yield is its annual (21)....., expressed as a (22)

Part 4. Write a 150 word conclusion (NOT a summary, but a conclusion) to the following text.

With the dramatic increase in international trade and multinational corporations, the chances of interacting with people from different national backgrounds are greater than ever. By the end of the 20th century, the business world had truly become a global village: approximately 80% of US products were competing in international markets. Some 3,500 multinational corporations were based in the United States, and a staggering 40,000 US firms were doing business with overseas customers. Even in a vibrant home economy, endless opportunities exist overseas. As recently as 1970, for example, 66 per cent of the world's investment opportunities were located in the United States; by the end of the century only 33 per cent of those opportunities were located there. Eight of the ten leading chemical companies, nine of the ten leading banks, and all of the leading construction companies for example, lie outside the United States. Among Fortune 500 corporations, the average US multinational corporation has operations in about 17 countries, not to mention major interests in a number of affiliates worldwide. Foreign multinational companies are expanding their US operations; some 300 Japanese companies operate in Michigan alone.

The ability to work with people from other cultures is especially important if you plan a career in management, where international experience is rapidly moving from the "desirable" to the "essential". Whether you are working abroad or with foreign nationals in your own country, cross cultural awareness is the key to effective communication in business.

The following categories show the importance of understanding the rules of the culture in which you hope to do business.

	United States	Japan	Mexico
Social unit	Individual	Group	Family
Authority structure	Egalitarian	Hierarchical	Hierarchical
Basis for authority	Competence	Seniority	Trust
Style of negotiation	Direct	Indirect	Indirect
Decision making	Individualistic	Consensus	Authoritarian
Attitude to conflict/competition	Seeks	Avoids	Avoids
Importance of personal relations	Beneficial	Essential	Essential
Basis for status	Money/competence	Title/position	Title/position
Role of formality	Medium/low	High	High
Sense of history	Low	High	High
Importance of time	High	High in business Low in personal matters	Low

Part 5. Extract a significant word or phrase from each paragraph and write it on your answer sheet to demonstrate that you have understood the essence of the text.

(1) On January 24, financial markets around the world shook: a rogue trader of Société Générale had cost his employer 4.9 billion euros. The bank rushed to sell the trader's assets before setting up a crisis communication team to manage the fallout. Their task: to deal with journalists' requests and the anger of partners, shareholders and clients. Their communication director called two companies specializing in crisis management: Image 7, led by the formidable Anne Méaux, and Harrison & Wolf, Société Générale's corporate communications agency since 2002. The latter agency has an impressive track record, having already managed the Erika tanker shipwreck for French petroleum giant Total and the explosion of the AZF chemical factory in Toulouse in September, 2001.

(2) In less than 24 hours, the team set up its base and prepared a communications strategy, and Daniel Bouton, Société Générale's chairman, prepared himself for a press conference, destined to downplay the scandal. "Increasingly, companies have had to call upon consulting firms specializing in communications in crisis situations," explains Ludovic François, risk management professor associated with the Parisian business school HEC. "They can no longer use the press service departments with which they have good relations. Electronic media now means that anybody can give their opinion," adding that "in a crisis, a PR agency's role is to downplay an extraordinary event—quite the opposite of classic communications work, which is to play up a rather ordinary event."

(3) One of these experts, Christophe Reille, is now managing Kerviel's communication strategy. "It's a rare situation," says François. "A crisis communications expert costs 1,000 to 2,000 euros per day on average." Reille chose a low-profile strategy for Jérôme Kerviel, favoring communication with the judges – and explaining events to the media later. He also organized a photo shoot with an AFP photographer. The snapshots show a gentleman, one who can be seen in the role of "scapegoat" for Société Générale and who is "not trying to flee," but rather cooperating with justice. François believes this is a good approach. "The photos personalized him. Kerviel looks like a nice guy. In a film, he'd be played by Tom Cruise. The fact that he is taking responsibility for his acts gives him credibility." Société Générale's communication strategy is less effective, even if the company's first reaction, to cry fraud and demonize Jérôme Kerviel during the outcry, was a shrewd one. "They implied that he had lined his pockets in the process," François says. "This helped contain the first shockwave, but it's difficult to maintain over the long term. Their choice contradicted the main principles of crisis communications: "transparency, truth and goodwill." Even Bouton's proposal to forsake six months' salary was "clumsy," François believes. "The amount is negligible compared to the sum lost, and what's more, his salary is only a small part of his overall income."

(4) Now, it seems that Société Générale's crisis team is avoiding questions from the press, with Harrison & Wolf's Alquier—who frequently uses public opinion to influence the course of events—refusing to comment. "An investigation is under way. Let the law do its job," he says. It's a stance that surprises François, the analyst adding that it is "difficult to draw quick conclusions on crisis communication strategy. Influencing public opinion is a complex process. The result does not really depend on the strategy. A bad crisis management tactic can still lead to good results."