

HERCI

Année universitaire : 2018-2019

Licence1

Epreuve d'anglais (Intensive English)

Enseignant : Dr (M.C.) C. C. FANOU

Durée : 2h

A) Add a question tag to each of the following:

1) The old houses didn't use to be so comfortable, ...?

2) Switch off the TV, ...?

3) There were more people yesterday, ...?

4) Your brother will come tomorrow, ...?

5) Those shoes are Peter's, ...?

B) Rewrite the following sentences by using the prompts suggested:

1) I have never seen such a beautiful garden.

It is ...

2) What a pity you didn't join us: it was a wonderful party.

I wish ...

3) The news probably shocked them.

They...

4) Nobody could hear anything.

Nothing ...

5) It is several years since I met them in London.

I ...

C) Here are three telephone conversations. Choose the best word from the brackets (1) to complete each sentence. (Don't write full sentences !)

- Good morning. This is Pierre Cagnet. Could I (1) ... to Mr. Roberts, please?
(tell/speak/phone)

box below :

1) own-brand ; 2) brand recognition ; 3) brand ; 4) branded ; 5) brand image ; 6) brand manager ; 7) generic products

My name's Tomas. I'm Portuguese, and I've been (1) ... for Woof dog food for the whole of Portugal and Spain since I left business school last summer.

The Woof (2) ... is owned by a big international group. The market for pet food in Portugal and Spain is growing very fast, as more and more people own dogs and cats, and we're trying to increase (3) ... of Woof through TV advertisements and hoardings in the street. Research shows that people have very positive ideas about it: it has a very positive (4) But the supermarkets have their (5) ... dog food, usually sold cheaper than our product, which is a problem. There are even (6) ... sold just under the name "dog food". We have to persuade people that it's worth paying a bit more for a (7) ... product like Woof, which is far better, of course.

E) Match the words or phrases (1-8) with definitions (A-H) by using figures and corresponding letters only.

- 1) shareholder; 2) co-operative; 3) public; 4) private; 5) sole proprietor; 6) partnership; 7) incorporated; 8) LLC (limited liability company)
- a) a person who owns a business and is the only one responsible for the firm's debts
b) a contract entered into by two or more people in which each person agrees to provide capital and labour in a business
c) a business that is owned by the people who run it
d) to be legally united into one entity, becoming a corporation
e) a business structure in which owners are only partially liable for the business's debts
f) a person or entity that has purchased and legally owns part of a company in shares or stocks
g) a company that does not offer to sell its stocks to the general public
h) a company that sells portions of the company in stocks to the general public.