

HERCI / UAC

Licence3 / Tronc commun

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

Année universitaire : 2018-2019

Epreuve d'anglais

Durée : 1 h 30 mns

A) 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 ...

B) Ask questions corresponding to the underlined words:

1) It had taken her 10 minutes to walk home.

2) She stole her daughter's shoes.

3) I flew to New England last year.

4) John will go to the pictures with his sister.

5) Daddy takes us to our village twice a year.

C) Look at the chapter titles from a book about marketing (1-6). Match each with the correct summary (a-f)

1) Channels of distribution	a) How to get information about consumer preferences and the demand for new products
2) Sales forecasting	b) How to make decisions about what to charge for a product or service
3) Market research	c) Ways in which products and services get

4) Product life cycles	to their intended markets
5) Pricing	d) How the sales of a product increase when more people want it and then decrease when other products become more popular
6) Public relations	e) How to keep the high opinion of the people that the company gets in contact with f) How to estimate the future demand for products

**D) Use the terms in the box to complete the paragraph**

product life cycle	decline	growth	maturity	saturated	launched
--------------------	---------	--------	----------	-----------	----------

New products are often the outcome of research and development projects. When the development stage is complete, the project is ready to be ... (1). This stage is usually backed up by a marketing campaign to make consumers aware of it. In the ... (2) phase of the product life cycle, sales and profits rise, as the product reaches ... (3). At this stage, sales of the product reach a peak and profits are at their maximum. Many companies try to extend this phase of the product life cycle and use extension strategies such as finding new uses or new markets for the product, or changing its appearance. When the market becomes ... (4) with competing products, sales start to ... (5). At this stage the company needs to have a new product ready to begin a new ... (6).

**E) Use the term in the box to complete the paragraph.**

free trade	protectionism	tariffs	customs duties	quotas	imports	exports
exchange rates						

The WTO was set up in 1995 to encourage free trade in the global marketplace. It is therefore designed to resist ... (1). No new barriers to trade can be set up, and governments cannot set new ... (2) or ... (3) or increase ones that already exists as these are really taxes that prevent ... (4). Similarly, the WTO opposes the use of ... (5) since these limit the amount of ... (6) coming into a country. This may protect a country's industry in the short term, but if trading partners reply with similar measures, then ... (7) will suffer. The WTO governs trade in many products and raw materials, but the world of finance is largely outside of its scope, therefore it has no control over ... (8).