



ECRICOME

CONCOURS D'ADMISSION 2017

tremplin

Test d'anglais

14

● Samedi 15 avril 2017 de 13h30 à 15h00

Durée : 1 heure 30

*Candidats bénéficiant de la mesure « Tiers-temps » :
13h30 – 15h30*

CONSIGNES

Aucun document n'est permis.

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Tournez la page s.v.p.

CONSIGNES A LIRE ATTENTIVEMENT

Vous disposez d'un livret et d'une grille de réponse.

Ce livret est un questionnaire à choix multiple (Q.C.M.) comprenant quatre phases de 20 questions à résoudre approximativement en 20 minutes (durée précisée à titre indicatif, afin de gérer au mieux le temps de passation qui ne sera nullement chronométré) :

- 1^{re} phase : Structures
- 2^e phase : Expression écrite
- 3^e phase : Vocabulaire
- 4^e phase : Compréhension

Chaque phase est composée de questions de difficulté variable.
Chaque question est suivie de 4 propositions notées A, B, C, D.

Une de ces propositions, et une seule, est correcte.

- Vous devez utiliser un feutre ou un stylo bille noir pour cocher la case correspondante à votre réponse.
- Vous avez la possibilité de ne noircir aucune réponse.
- Le correcteur blanc est interdit.

Vous devez porter vos réponses sur la grille unique de réponses.

TRES IMPORTANT

Travaillez sans vous interrompre. Si vous ne savez pas répondre à une question, ne perdez pas de temps : passez à la suivante.

Attention, ne répondez pas au hasard :

- Une bonne réponse vous rapporte 3 points ;
- Une mauvaise réponse vous coûte 1 point ;
- L'absence de réponse est sans conséquence (ni retrait, ni attribution de point).

Section 1 – Structures

This section tests your ability to identify appropriate forms of standard written English.

Directions: each question contains a sentence that is incomplete in some way. Beneath each sentence you will see four words or phrases, marked A, B, C and D. Choose the one word or phrase that best completes the sentence.

Example: John Le Carré _____ for his novels on espionage.

- | | |
|---------------------|-------------------------|
| A. famous | C. his fame |
| B. is famous | D. who is famous |

The sentence should read, “John Le Carré is famous for his novels on espionage.”
Therefore B is the correct answer.

Now begin work on the questions.

- 1. ... the candidate said about women is just scandalous.**
 - A. That
 - B. Which
 - C. What
 - D. Whom
- 2. The communications officer ... the information to the press if he had been aware of the critical situation.**
 - A. didn't give
 - B. wouldn't have given
 - C. hadn't given
 - D. won't have given
- 3. From what we understand, the suspect... on the scene of the crime because he was already in prison.**
 - A. can't been
 - B. couldn't been
 - C. couldn't have be
 - D. couldn't have been
- 4. I think today most young people... to speak English fluently.**
 - A. are needing
 - B. have need
 - C. need
 - D. needs
- 5. ... did Steve Jobs practise his presentations before delivering them to the public?**
 - A. How long time
 - B. How many times
 - C. How much times
 - D. How long times

6. *Would you mind ... your TV please, I can't sleep in my flat next door?*
- A. turning down
 - B. to turn down
 - C. turn down
 - D. turned down
7. *Why ... that you would be so late, I was getting worried about you?*
- A. you didn't warn me
 - B. you not to warn me
 - C. you not warned me
 - D. didn't you warn me
8. *The two teams continued to play the rugby match ... the awful weather.*
- A. despite
 - B. although
 - C. in spite
 - D. even though
9. *The manager was so demanding that ... we did, he was never satisfied.*
- A. however
 - B. whoever
 - C. whatever
 - D. whenever
10. *It would appear that ... voted against Donald Trump.*
- A. most of the American women
 - B. most American women
 - C. the most of the American women
 - D. the most American woman
11. *They all wanted to congratulate the Nobel Prize winner, they said he had written...*
- A. a so good book.
 - B. so good a book.
 - C. a such good book.
 - D. such a good book.
12. *Yesterday, ... at the bus stop, I saw two men with guns go into the bank just opposite.*
- A. till I was standing
 - B. as soon as I were standing
 - C. while I was standing
 - D. as I were standing
13. *The newspaper announced that the company had made ...*
- A. a three-million dollar loss.
 - B. a three-millions dollars loss.
 - C. a three millions of dollars loss.
 - D. a three-million of dollars loss.

14. Today many politicians ... by ghost writers.

- A.** has their speeches written
- B.** make their speeches written
- C.** get their speeches written
- D.** do their speeches written

15. Lots of parents say it is more difficult to bring children ... in today's society than in the past.

- A.** out
- B.** up
- C.** through
- D.** off

16. Mr Smith, ... also works for the company, is going to retire next year.

- A.** whose the wife
- B.** whose wife
- C.** of whose the wife
- D.** of whose wife

17. The meeting this morning was twice ... usual.

- A.** longer than
- B.** long as
- C.** as long than
- D.** as long as

18. It would appear that Mrs Black has had health problems ... but nobody knew.

- A.** for many years
- B.** in many years
- C.** many years ago
- D.** since many years

19. When he lived in the UK, John ... on the other side of the road.

- A.** was use to drive
- B.** used to driving
- C.** was use to driving
- D.** was used to driving

20. The Browns don't usually eat breakfast but today it's Sunday so ... bacon and eggs.

- A.** they eat
- B.** they eating
- C.** they're eating
- D.** they've eating

Section 2 – Written expression

Directions: The following sentences have four underlined words or phrases. The four underlined parts of the sentence are marked A, B, C and D. Identify the one underlined word or phrase that must be changed in order for the sentence to be correct.

Example: Fresh, green vegetables are an excellent source vitamins.

- A. Fresh** **C. an**
B. vegetables **D. source**

The sentence should read, “Fresh, green vegetables are an excellent source of vitamins”. Therefore D is the correct answer.

Helen from marketing has had her baby ! He is born yesterday at 11pm.

- A. from** **C. is born**
B. has had **D. at 11pm**

The sentence should read, “Helen from marketing has had her baby! He was born yesterday at 11pm”. Therefore C is the correct answer.

Now begin work on the questions.

21. The Queen Elisabeth, the Queen of England, has been reigning for more than 60 years over her country and the Commonwealth.

- A. The**
B. the
C. has been reigning
D. her

22. Bill Gates, an American multi-millionaire, he created Microsoft some years ago and was Steve Job's biggest rival.

- A. he**
B. some years ago
C. Job's
D. biggest

23. When I saw Julie for the last time, I was convinced that she looked more thinner than ever before.

- A. for**
B. the last time
C. more
D. ever before

24. As she couldn't understand a word of what he had said, she asked to him to repeat.

- A. As**
B. what
C. had said
D. to

25. During the meeting, the staff discussed about the problems that had been encountered over the past year.
- A. During
 - B. about
 - C. encountered
 - D. past
26. Even though they are identical twins everybody says how differents they are.
- A. Even though
 - B. identical
 - C. says
 - D. differents
27. How long do you think it will take you to get back to home because don't forget it's the rush hour now?
- A. How long
 - B. it will take you
 - C. to
 - D. it's
28. If the rain will stop falling, the children will be able to go outside and play.
- A. will stop
 - B. falling
 - C. will be able to
 - D. outside
29. The students have been studied at the university ever since they arrived in Berlin.
- A. studied
 - B. at
 - C. ever since
 - D. in
30. The Human Resources manager has suggested Paul should have a pay rise because he always works so hardly.
- A. Resources
 - B. should have
 - C. rise
 - D. hardly
31. Last week, Susan didn't could work because her daughter was sick, so she had to stay at home.
- A. Last
 - B. didn't could
 - C. since
 - D. had to
32. Pamela said that she would weigh up the advantages and disavantages of the situation before making her decision.
- A. would
 - B. weigh up
 - C. disavantages
 - D. making

33. Jane is so sad because she hasn't had any news from his brother Simon since he went to Canada.
- A. so
 - B. hasn't had
 - C. his
 - D. he went
34. The auditor explained us that he was obliged to go through all the accounts to check for any possible mistakes.
- A. explained us
 - B. go through
 - C. for
 - D. any
35. Mr Dalton told his friends he worked like a trader in the city but in fact he does the cleaning for a firm of traders.
- A. told his
 - B. like a
 - C. in fact
 - D. does
36. When did this women decide to stay at home with their children instead of working?
- A. this
 - B. to stay
 - C. their
 - D. working
37. The company director said that he couldn't attend the meeting but fortunately an unexpected last minute event made that possibly.
- A. couldn't attend
 - B. an
 - C. made that
 - D. possibly
38. There are many aspects of education that interest me but the one what captivates me is how to teach children with an exceptionally high IQ.
- A. There are many
 - B. that interest me
 - C. what
 - D. how to teach
39. Our company usually works with two subcontractors, each of which are based in the south of France.
- A. usually works
 - B. subcontractors
 - C. each
 - D. are
40. After the Brexit which was voted by the British people in June, they are many unanswered questions which need to be solved.
- A. which
 - B. they
 - C. need
 - D. to be solved

Section 3 – Vocabulary

Directions: In this section, each question is a sentence with a word or phrase underlined. Below each sentence are four choices and you should select the one that has the closest meaning to the underlined word or phrase.

Example: It was not until the nineteenth century that a bridge was built over the river at Bordeaux.

- A. created** **C. constructed**
B. prepared **D. linked**

Here the word “constructed” is closest in meaning to “built”, so C is the best answer.

Now begin work on the questions.

41. My visit to Asia was a dreadful experience for many reasons.

- A.** frightening
B. fantastic
C. incredible
D. horrible

42. We were all very puzzled by the way she reacted.

- A.** pleased
B. excited
C. bewildered
D. irritated

43. The situation has improved since the changes in the management.

- A.** got better
B. got worse
C. got complicated
D. got stressful

44. It's good to know that there is someone you can always rely on.

- A.** connect with
B. call
C. count on
D. exchange with

45. The logistics department supplied all the necessary equipment.

- A.** provided
B. ordered
C. installed
D. asked for

46. It is illegal to conceal money in offshore banks.

- A.** pay
B. disclose
C. withdraw
D. hide

47. *My friend came to fetch me from the airport.*
- A. pick me off
 - B. pick me out
 - C. pick me down
 - D. pick me up
48. *After the disaster, the wave of solidarity was huge.*
- A. enormous
 - B. necessary
 - C. astounding
 - D. wonderful
49. *When the president spoke to the board of directors his words were ominous.*
- A. encouraging
 - B. threatening
 - C. promising
 - D. cheerful
50. *The latest message said that they had arrived in Shanghai.*
- A. final
 - B. earlier
 - C. most recent
 - D. delayed
51. *She reckons it must have been the neighbours who called the police.*
- A. supposes
 - B. knows
 - C. says
 - D. calculates
52. *All of the sporting events were called off because of the snow.*
- A. cancelled
 - B. changed
 - C. upset
 - D. disturbed
53. *The e-mail she received said she would be refunded in the next few days.*
- A. informed
 - B. reimbursed
 - C. paid
 - D. reconnected
54. *The chief financial officer was appointed last week.*
- A. sacked
 - B. interviewed
 - C. named
 - D. announced
55. *After the coffee break, we will have to resume our negotiations to find a solution.*
- A. summarize
 - B. repeat
 - C. synthesise
 - D. restart

56. *The old lady was shocked when the art expert told her that the painting was an authentic masterpiece by Picasso.*
- A. valuable
 - B. estimated
 - C. genuine
 - D. complete
57. *The performance by the young pianist was outstanding.*
- A. unusual
 - B. disappointing
 - C. surprising
 - D. exceptional
58. *Now at the end of our agenda, it's time to look at miscellaneous items.*
- A. diverse
 - B. strange
 - C. mistaken
 - D. misplaced
59. *Even though all the details were not clear, I understood roughly the contents of the contract.*
- A. carefully
 - B. hardly
 - C. approximately
 - D. thoroughly
60. *The young couple purchased a flat in the heart of London last Friday.*
- A. rented
 - B. bought
 - C. visited
 - D. located

Section 4 – Reading comprehension

Questions 61-70

Some companies promise that they can make us all read at five times the speed. But given what we know about the brain, what's realistically possible? Most of us manage to read about 200 words per minute. Some companies selling speed-reading apps have claimed recently they can help anyone exceed 1,000 words per minute. That means you could read *War and Peace* in around 9 hours, and *Moby Dick* in 3 and a half.

The theory behind all speed-reading techniques involves getting words more efficiently to the fovea, a tiny section at the centre of the retina that gives us the sharp vision we need to accurately identify shapes, including letters. As we read, we shift our focus from word to word – an eye motion called a saccade. The trouble is that sometimes the new word we're focusing on isn't quite centred on the fovea, which slows down our ability to recognise and read it.

Many speed-reading methods involve making sure that new words are always in just the right place for the fovea to recognise. The people behind a new app called Spritz (released earlier this year) realised that the easiest way to do that is by flashing the words up, one after another, in the same small box. By focusing on that box, the reader can identify each new word without having to shift their gaze. For no extra effort, reading becomes much faster.

But Sally Andrews, a professor of cognitive psychology at the University of Sydney, says that effective speed-reading isn't quite that simple. In an analysis published after Spritz hit the headlines this year, she said that it's the time it takes to comprehend words that can slow us down. Unfamiliar and long words, in particular, take more time to recognise and understand. Spritz is asking us to process the written word at a similar pace to how we do speech, Andrews told *BBC Future*. But if we fail to catch a word in speech we can use other cues such as intonation or the speaker's hand gestures to fill in the gap. These cues are missing from the written words presented by Spritz.

But comprehension is not necessarily impossible, as fans of Spritz might argue. This may be because Spritz readers are subconsciously relying on their prior knowledge or experience to fill in any words they miss. Provided the style of writing is familiar, a Spritz reader's brain might still have some ability to guess any missing words and work out the meaning of a text. "I would argue that what people are doing is not actually understanding what the author has written but picking up words and phrases," says Andrews. "The more they know already, the greater the degree of that fragmentary information they'll pick up." In fact, other speed-reading techniques also generally require the reader to fill in the gaps they miss. PhotoReading, for instance, is a trademarked system in which the reader takes multiple 'passes' over a book, starting with the chapter headings and adding more and more detail with each pass. Andrews says that people using these speed-reading techniques are only ever processing an incomplete version of the text. These techniques work for some people, but push them too far and the gaps between the words you catch become so large that the text becomes impossible to understand. Research suggests that comprehension tends to drop drastically when people try to process more than about 500 words per minute. In other words, there are fundamental constraints on the speed at which we can take in new information, says Andrews.

But perhaps reading isn't the only way to 'upload' information to the brain. In 2011, a team of four neuroscientists from Japan and the US claimed to have found a way to enhance the digestion of basic knowledge. First, they asked people to identify the differences between three subtly different objects while their brains were scanned. Later on, the scientists asked each person to repeatedly perform a

different task that – without their knowledge – recreated the same pattern of brain activity. Afterwards, the volunteers were much faster at discriminating that particular object from the other two than if they had trained only by looking at the shapes. Crucially, the fact that the people were unaware of the learning made it much more efficient, say the researchers. However, people might be able to get a speed boost simply by improving their spelling, says Andrews. So will impeccable spelling, smart technology and new knowledge about the brain eventually allow us all to understand text at rates above 500 words per minute? “That’s the \$64m question,” says Andrews. “I don’t have an answer.”

Adapted from *BBC Future*, 23 September 2014

61. Which piece of information has not been taken correctly from the text?

- A. With the help of some firms we could multiply our reading-speed by 5
- B. The majority of the population can read 200 words per minute
- C. Normally, it takes 9 hours to read *War and Peace*
- D. With a speed-reading app, you could read *Moby Dick* in 3 hours 30 minutes

62. The fovea is:

- A. an app which recognises new words
- B. a large part of the retina
- C. an efficient theory behind speed-reading techniques
- D. part of the eye which is essential to focus on what we see

63. How many academic researchers are mentioned by name in this article?

- A. one
- B. two
- C. four
- D. five

64. “Spritz” is the name of:

- A. a speed-reading technology developed by researchers in 2011
- B. the name of the person who created the new speed-reading app
- C. the boxes used in different types of speed-reading techniques
- D. a program that presents the words of a text in a box

65. According to Sally Andrews:

- A. it’s easy to do speed-reading
- B. our reading speed is slower because it takes us time to understand words
- C. with Spritz we can read quicker than we can speak
- D. Spritz uses intonation and gestures to help with reading

66. According to the text, if Spritz readers understand what they speed-read, it is probably because:

- A. Spritz readers have good brains
- B. they practise on a regular basis
- C. they count on prior knowledge
- D. they are fans of Spritz

67. PhotoReading:

- A. has not yet had its patent registered
- B. uses the same speed-reading technique as Spritz
- C. uses a technique where a book must be looked at several times
- D. concentrates mainly on the titles of the chapters in a book

68. Which of the following is not given as a reason why comprehension decreases with speed-reading techniques?
- A. The need to add more and more detail
 - B. Trying to process more than 500 words per minute
 - C. Large gaps between words
 - D. Fundamental constraints
69. In the first sentence of the final paragraph of this text, the word "upload" appears in quotation marks because:
- A. the journalist is quoting Ms. Andrews
 - B. the word is being used metaphorically
 - C. the idea is trademarked by a company
 - D. the source of the idea is uncertain
70. In the conclusion of this text, Ms. Andrews says she doesn't have an answer to:
- A. a project costing \$64m
 - B. how to understand 500 words per minute
 - C. how to improve people's spelling
 - D. whether new findings about the brain will help us to read faster

Questions 71-80

The troubling evolution of corporate greenwashing

Environmentalist Jay Westerveld coined the term "greenwashing" in 1986 to describe outrageous corporate environmental claims. Three decades later, the practice has grown vastly more sophisticated. The term greenwashing was invented in the 1980s, back when most consumers received their news from television, radio and print media – the same media that corporations regularly used for high-priced, well-produced commercials and print ads. The combination of limited public access to information and seemingly unlimited advertising enabled companies to present themselves as caring environmental institutions, even as they were engaging in environmentally unsustainable practices.

But the greenwashing practice dates back even earlier. Westinghouse's American electrical nuclear power division was a greenwashing pioneer. Threatened by the 1960's anti-nuclear movement, which raised questions about its safety and environmental impact, it fought back with a series of ads proclaiming the cleanliness and safety of nuclear power plants. One advert, featuring a photograph of a nuclear plant near a lake proclaimed that "We're building nuclear power plants to give you more electricity," and went on to say that nuclear plants were "odorless [...] neat, clean, and safe". Some of these claims were true: in 1969, Westinghouse nuclear plants were producing large amounts of cheap electricity with far less air pollution than coal plants. However, given that the ads appeared after nuclear accidents had already occurred in Michigan and Idaho the word "safe" was arguable. Westinghouse's ads also ignored concerns about the environmental impact of nuclear waste.

In the mid-1980s, the oil company Chevron commissioned a series of expensive television and print ads to convince the public of its environmental concern. Entitled *People Do*, the campaign showed Chevron employees protecting bears, butterflies, sea turtles and all manner of cute and cuddly animals. The commercials were very effective – in 1990, they won an advertising award and subsequently became a case study at Harvard Business School. Environmentalists awarded them the gold standard of greenwashing – the corporate practice of making entertaining sustainability claims to cover a questionable environmental record. As critics pointed out, many of the environmental programs that Chevron promoted in its campaign were relatively inexpensive when compared with the cost of Chevron's ad budget: environmental activist Joshua Karliner estimated that Chevron's butterfly preserve cost \$5,000 per year to run, while the ads promoting it cost millions of dollars to produce and broadcast. The *People Do* campaign also ignored

Chevron's tarnished environmental record: while it was running the ads, it was also violating the clean air act, the clean water act and spilling oil into wildlife refuges.

By the early 1990s, consumers were becoming aware of sustainability concerns: polls showed that companies' environmental records influenced the majority of consumer purchases. This interest in the environment brought an increased awareness of greenwashing; by the end of the decade, the word had officially entered the English language with its inclusion in the Oxford English Dictionary. Since then, the trend has only increased: a 2015 Nielsen poll showed that 66% of global consumers are willing to pay more for environmentally sustainable products. Among millennials, that number jumps to 72%. "People are getting more aware of the rarity of the Earth and the ways that our actions impact it," says Jason Ballard, CEO of TreeHouse. At the same time, he notes, greenwashing has become more complex. "It's the dark side of a very positive development," he says.

Another trend, says Jonah Sachs, CEO of a branding agency, is linking sustainability claims to other issues, such as personal health. "There's this perception that personal health and environmental sustainability are two sides of the same coin," he says. "Sometimes this is true, but many times it isn't. Bottled water is a great example: in terms of health, it's much better than soda or other drinks, but in terms of the environment and sustainability, it's ridiculous."

The water industry uses images of mountains and lakes to sell its products. And many companies spend millions of dollars trying to convince the public that their bottled water isn't only good to drink, but is also good for the planet. In 2008, Nestle Waters Canada even ran an ad claiming: "Bottled water is the most environmentally responsible consumer product in the world". Five years later, the International Bottled Water Association announced that bottled water was "the face of positive change" because the industry was using less plastic in its bottles and relying more on recycled plastic. However, only about 31% of plastic bottles end up getting recycled, which means that "the face of positive change" creates millions of tons of garbage every year, much of which ends up in landfills or the ocean.

And the water that goes into the bottles is often equally unsustainable. One company claims that it "has a team of experts dedicated to watching over each one of our 13 spring sources" to ensure responsible water production. This sounds promising until one considers that those springs are in California, which has had a severe lack of water for five years.

Greenwashing may have taken on a new shape in the last decade, but it's still as dark as ever.

Adapted from The Guardian, 20th August 2016

71. Which is the best definition of greenwashing as seen in the text?

- A. Action to save the environment carried out by environmentalists.
- B. Company strategies to protect the environment.
- C. False declarations in advertising by companies in favour of the environment to hide their unsustainable behaviour.
- D. Consumers' awareness of the environment.

72. Jay Westerveld:

- A. became interested in greenwashing in 1987.
- B. worked in the media.
- C. paid to use the term greenwashing.
- D. invented the word greenwashing.

73. In the 1980s, which of the following was not a source of information for consumers?:

- A. the TV
- B. the same media as three decades later
- C. the radio
- D. the press

74. Westinghouse is a company which:

- A. was one of the first companies to practice greenwashing.
- B. threatened the anti-nuclear movement in the 1960s.
- C. raised questions about safety and environmental impact.
- D. fought against nuclear waste in adverts.

75. Westinghouse and Chevron are both mentioned in the document because:

- A. they are both American companies.
- B. they both made ads with sustainability claims.
- C. they both won awards for their adverts.
- D. they both make a lot of money.

76. Chevron spends:

- A. \$5,000 on cute and cuddly animals.
- B. lots of money running expensive environmental programmes.
- C. as much money on promotion as on protecting animals.
- D. millions on advertising its butterfly protection campaign.

77. According to the text, in the 1990s:

- A. the more consumers became interested in the environment, the less interested they became in greenwashing.
- B. the majority of consumers were not influenced by the environment.
- C. surveys indicated that what consumers bought was affected by what companies did for the environment.
- D. all consumers were ready to pay more for environmentally sustainable products.

78. Jonah Sachs says:

- A. bottled water is a trend.
- B. sustainability is an issue.
- C. it's not always possible to link personal health and environmental sustainability.
- D. personal health and environmental sustainability both cost money.

79. The water industry:

- A. sells images of mountains and lakes.
- B. spends millions telling the consumer that bottled water is good for both health and the environment.
- C. recycles well over a third of its plastic bottles.
- D. says that bottled water will change your face.

80. Advertising for bottled water can be seen as greenwashing because:

- A. the water that goes into bottles is often unsustainable despite company claims.
- B. bottled water is the most environmentally responsible consumer product in the world.
- C. bottled water isn't only good to drink, but is also good for the planet.
- A. plastic bottles create millions of tons of garbage every year.