

tremplin

Test d'anglais

14

● **Samedi 14 avril 2018 de 13h30 à 15h00****Durée : 1 heure 30**

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

Consignes de l'épreuve en page 2**CONSIGNES**

Aucun document n'est permis.

Conformément au règlement du concours, l'usage d'appareils communicants ou connectés est formellement interdit durant l'épreuve.

Ce document est la propriété d'ECRICOME, le candidat est autorisé à le conserver à l'issue de l'épreuve.

CONSIGNES A LIRE ATTENTIVEMENT

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

VOUS RÉPONDREZ DIRECTEMENT SUR VOTRE GRILLE

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. *Have you ever ... this exam before?*
 - A. sit
 - B. sitted
 - C. sat
 - D. sits
2. *... per week does John go running?*
 - A. How many times
 - B. How much times
 - C. How long times
 - D. How long time
3. *I'm so sorry, yesterday I forgot ... the mail concerning the meeting for next week. I'll do it now.*
 - A. send
 - B. sent
 - C. sending
 - D. to send
4. *When Susan was young, she ... going to the cinema but now she prefers to watch movies in the comfort of her own home.*
 - A. use to love
 - B. used to love
 - C. uses to love
 - D. using to love
5. *If the economic situation were better, this company ... about one hundred new employees.*
 - A. had recruited
 - B. recruited
 - C. recruits
 - D. would recruit

6. *During the Board meeting, it was suggested that instead ... arriving at 8 o'clock, workers could benefit from flexitime and clock in at any time between 8am and 9am.*
- A. of
 - B. to
 - C. from
 - D. off
7. *... you were on the phone Mr Jones called but he didn't want to leave a message.*
- A. As
 - B. While
 - C. Since
 - D. Though
8. *... parked just outside the front door? If they don't move it quickly, they'll get a parking ticket.*
- A. Who is the red car
 - B. Whose the red car is
 - C. Whose red car is
 - D. Who's red car is
9. *According to Scotland Yard, the hackers managed to steal more than ... in online credit card fraud.*
- A. five-hundred thousand pounds
 - B. five-hundreds thousands pounds
 - C. five-hundred thousand of pounds
 - D. five hundreds thousands of pounds
10. *Those were ... negotiations our company has ever had with our suppliers in China.*
- A. the most hard
 - B. the more hard
 - C. the harder
 - D. the hardest
11. *Sales have fallen by more than 30%, if this continues over the next few months the management ... to consider making some workers redundant.*
- A. can have
 - B. may have
 - C. need have
 - D. must have
12. *Johnny Hallyday was probably ... in France.*
- A. the one most well-known rock stars
 - B. one of the most well-known rock stars
 - C. the one of the most well-known rock stars
 - D. one of the most well-known rock star
13. *You will not be allowed to enter the USA ... you have a visa and an up-to-date passport.*
- A. less
 - B. useless
 - C. unless
 - D. at least
14. *People don't recycle their waste enough, ... they know that the future of our planet is in danger.*
- A. however
 - B. whereas
 - C. despite
 - D. even though

15. worries scientists most, is the increase in natural disasters that are becoming more and more frequent worldwide.
- A. What
 - B. That
 - C. Which
 - D. Who
16. The witness declared that she ... at the bus stop for 10 minutes when she saw the flames coming out of the building opposite.
- A. waited
 - B. had been waiting
 - C. has been waiting
 - D. is waiting
17. Don't you think that ... should tell the manager that his behaviour with the team is just unbearable?
- A. no-one
 - B. anyone
 - C. someone
 - D. one of we
18. The marketing manager told the CEO that he thought exactly the same thing ... the sales manager about the new strategy he intended to introduce.
- A. as
 - B. than
 - C. that
 - D. like
19. Could you please give me more details about the ... of your start-up, I don't really understand how it works?
- A. set off
 - B. set in
 - C. set down
 - D. set-up
20. Mrs Black was so furious about the decisions made by the committee that she left the room without ... a word to anyone.
- A. to say
 - B. she said
 - C. say
 - D. saying

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. John told the police that if he had thought that he would need to drive his car, he would never drunk so many pints of beer.
- A. told
B. had thought
C. would need
D. would never drunk
22. The Smiths are a huge family; Julia Smith has 8 children, her sister Maggie has 5 girls and 4 boys, his brother Brian has 6 daughters, not to mention their cousins who each have at least 5 kids.
- A. her
B. his
C. their
D. each
23. Have you heard the news? It says in the newspaper that the news members of the local council belong to the mafia, that's something new for everybody to talk about.
- A. the news
B. in the newspaper
C. news members
D. something new
24. The young migrant has done lots of progress in both his written and oral French since he arrived with his family in France last year.
- A. done
B. both
C. written
D. since

25. *In developing countries worldwide, western culture is fastly replacing many customs and traditions, which have been followed by local inhabitants for generations.*
- A. western
 - B. fastly
 - C. which
 - D. inhabitants
26. *More he discovers about corporate finance and its complexities, the more Joshua thinks he would be interested in finding a job in that sector of activity.*
- A. More
 - B. its
 - C. the more
 - D. in finding
27. *It's interesting to compare the minimum age at which people are allowed to drive around the world, most countries allow young people to drive at the age of 18, but in Niger they must be 23 years whereas in some states in the USA, they can start when they are 14 years old.*
- A. most countries
 - B. at the age of 18
 - C. be 23 years
 - D. 14 years old
28. *Nowadays, it's becoming more and more difficult to have a private life as we can find all sorts of informations about people on social networks.*
- A. Nowadays
 - B. it's becoming
 - C. as
 - D. informations
29. *Could you please confirm that you have been informed about the changements before next Thursday at the latest?*
- A. confirm
 - B. about
 - C. changments
 - D. at the latest
30. *Peter always used to love eating seafood but one day after watching a TV programme, he gave in overnight and has never eaten any seafood since.*
- A. used to love eating
 - B. gave in
 - C. overnight
 - D. any
31. *At the moment, we study a new technique, which will enable us to launch an innovation that will put us a step ahead of our competitors.*
- A. we study
 - B. which
 - C. enable
 - D. will put us
32. *I think that you ought to send a remember to all the speakers that we have invited to take part in the seminar next week, I would hate them to forget and not turn up.*
- A. you ought to send
 - B. remember
 - C. to take part in
 - D. not turn up

33. *The new head of department said he would be interesting to look through the figures of the last few months.*
A. interesting
B. to look through
C. the figures
D. the last few months
34. *Due to the heavy traffic on the roads because of the strike today, it is unlikely that the CEO's assistant will get to the office at time to welcome the clients who are arriving from Africa.*
A. heavy traffic
B. it is unlikely
C. CEO's assistant
D. at time
35. *Previous plans to wide the river were abolished after local inhabitants signed a petition against the project.*
A. Previous
B. to wide
C. were abolished
D. signed
36. *The oldest monument in the village has need of lots of renovation, which could require at least £1,000,000.*
A. The oldest
B. has need of
C. lots of
D. at least
37. *Jack explained that just a few minutes after the fire had broken out, he and his wife who were in the room together couldn't see themselves because the smoke was so thick.*
A. had broken out
B. who were
C. themselves
D. so thick
38. *I'll never forget going as a volunteer to Cambodia just after the war, it will always be one of the most incredible experience I have ever had.*
A. I'll never forget
B. as
C. experience
D. ever
39. *Make sure that you tell to the manager that you will be away from the office for several days, he will need to reorganise the team's work schedule.*
A. tell to
B. away from
C. several days
D. the team's
40. *I'd be interested in hearing what you think about our new workmate, he never seems to have anything to say. Nicholas says in his opinion, he's a bit shy but I don't know if I'm agree.*
A. I'd be
B. in hearing
C. anything
D. I'm

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. What is the purpose of this report?

- A. content
- B. detail
- C. aim
- D. result

42. The turnover produced by the start-up in its first year was thoroughly satisfying for its founders.

- A. completely
- B. partially
- C. inevitably
- D. expectedly

43. In the sector of new technologies, the pace of change is probably faster than in many other sectors.

- A. range
- B. speed
- C. variety
- D. kind

44. They were so long and complicated that nobody was prepared to predict the outcome of the negotiations.

- A. end
- B. duration
- C. details
- D. result

45. Recent figures published by the government indicate that the number of people who have been made redundant is increasing.

- A. have retired
- B. have changed jobs
- C. have lost their jobs
- D. feel useless

46. The doctor advised his patient to begin regular swimming after he had recovered from his heart attack.

- A. take up
- B. take in
- C. take back
- D. take out

47. *I find it really hard to believe that these figures are accurate, are you sure there isn't a mistake?*
- A. correct
 - B. up-to-date
 - C. current
 - D. acute
48. *Do you know exactly how many people gathered to listen to the Prime Minister's speech?*
- A. intended
 - B. came together
 - C. stopped working
 - D. promised
49. *When John threatened to leave the company, the Human Resources manager offered him a rise.*
- A. solution
 - B. incentive
 - C. promotion
 - D. pay increase
50. *It's really important to get the vending machine mended as soon as possible.*
- A. replaced
 - B. filled
 - C. moved
 - D. repaired
51. *Mr Mason is in his office right now, I'll put you through with pleasure, Mrs Jones.*
- A. introduce you
 - B. show you
 - C. connect you
 - D. help you
52. *If they want to increase profits, the company will have to change their logistics strategy.*
- A. policy
 - B. politic
 - C. politics
 - D. politician
53. *Regardless of the consequences of their action, the trade unions decided to call all the workers out on strike.*
- A. Although
 - B. Despite
 - C. Whereas
 - D. Nevertheless
54. *In fact, nobody expected such a radical change in direction in the ideas expressed by the management.*
- A. turnover
 - B. turnabout
 - C. turnout
 - D. turnoff
55. *The whole department spent all the week trying to account for the huge loss in sales.*
- A. estimate
 - B. assess
 - C. evaluate
 - D. explain

56. *Have you thought about an alternative solution if you don't reach your objectives?*
- A. face
 - B. support
 - C. achieve
 - D. finalise
57. *Many older people find it difficult to get accustomed to today's digital technology.*
- A. get used to
 - B. use
 - C. accept
 - D. acquire
58. *The candidate's speech represented the mainstream thinking on economics at the time.*
- A. eccentric
 - B. dominant
 - C. heterodox
 - D. uncommon
59. *David said that he had a very bad opinion of his new colleague, even though he admitted hardly having taken the time to get to know him.*
- A. frequently
 - B. strongly
 - C. scarcely
 - D. badly
60. *Nowadays, in business, decision-making is not always easy because there are so many things at stake.*
- A. in consideration
 - B. under discussion
 - C. under way
 - D. at risk

Section 4 – Reading comprehension

Questions 61-70

Nasa's ambitious plan to save Earth from a supervolcano

Lying beneath the tranquil settings of Yellowstone National Park in the US lies an enormous magma chamber. It's responsible for the geysers and hot springs that define the area, but for scientists at Nasa, it's also one of the greatest natural threats to human civilisation as we know it: a potential supervolcano.

"I was a member of the Nasa Advisory Council on Planetary Defense which studied ways for Nasa to defend the planet from asteroids and comets," explains Brian Wilcox of Nasa's Jet Propulsion Laboratory (JPL) at the California Institute of Technology. "I came to the conclusion during that study that the supervolcano threat is substantially greater than the asteroid or comet threat."

There are around 20 known supervolcanoes on Earth, with major eruptions occurring on average once every 100,000 years. One of the greatest threats an eruption may pose is thought to be starvation, with a prolonged volcanic winter potentially prohibiting civilisation from having enough food for the current population. In 2012, the United Nations estimated that food reserves worldwide would last 74 days.

When Nasa scientists came to consider the problem, they found that the most logical solution could simply be to cool a supervolcano down. A volcano the size of Yellowstone is essentially a gigantic heat generator, equivalent to six industrial power plants. Yellowstone currently leaks about 60-70% of the heat coming up from below into the atmosphere, via water, which seeps into the magma chamber through cracks. The remainder builds up inside the magma, enabling it to dissolve more and more volatile gases and surrounding rocks. Once this heat reaches a certain threshold, then an explosive eruption is inevitable.

But if more of the heat could be extracted, then the supervolcano would never erupt. Nasa estimates that if a 35% increase in heat transfer could be achieved from its magma chamber, Yellowstone would no longer pose a threat. The only question is how?

One possibility is to simply increase the amount of water in the supervolcano. But from a practical perspective, it would likely be impossible to convince politicians to sanction such an initiative.

"Building a big aqueduct uphill into a mountainous region would be both costly and difficult, and people don't want their water spent that way," Wilcox says. "People are desperate for water all over the world and so a major infrastructure project, where the only way the water is used is to cool down a supervolcano, would be very controversial."

Instead Nasa have conceived a very different plan. They believe the most viable solution could be to drill up to 10km down into the supervolcano, and pump down water at high pressure. The circulating water would return at a temperature of around 350C (662F), thus slowly day-by-day extracting heat from the volcano. And while such a project would come at an estimated cost of around \$3.46bn (£2.69bn), it comes with an enticing catch, which could convince politicians to make the investment.

"Yellowstone currently leaks around 6GW in heat," Wilcox says. "Through drilling in this way, it could be used to create a geothermal plant, which generates electric power at extremely competitive prices of around \$0.10/kWh. You would have to give the geothermal companies incentives to drill somewhat deeper and use hotter water than they usually would, but you would pay back your initial investment, and get electricity, which can power the surrounding area for a period of potentially tens of thousands of years. And the long-term benefit is that you prevent a future supervolcano eruption which would devastate humanity."

However, those who instigate such a project will never see it to completion, or even have an idea whether it might be successful within their lifetime. Cooling Yellowstone in this manner would happen at a rate of one metre a year, taking of the order of tens of thousands of years until just cold rock was left. Although Yellowstone's magma

chamber would not need to be frozen solid to reach the point where it no longer posed a threat, there would be no guarantee that the endeavour would ultimately be successful for at least hundreds and possibly thousands of years. But to prevent a catastrophe, such long-term thinking and planning may be the only choice, Yellowstone explodes roughly every 600,000 years, and it is about 600,000 years since it last exploded, which should cause us to sit up and take notice.”

Adapted from BBC News Future 17th August 2017

61. Which of the following is an incorrect description of Yellowstone National Park?

- A. It lies beneath tranquil settings.
- B. It lies on an enormous magma chamber.
- C. It lies on a huge threat to civilisation.
- D. It lies on a supervolcano.

62. According to the text, Brian Wilcox was:

- A. an advisor on planetary defense.
- B. a scientist specialized in supervolcanos.
- C. an external Nasa advisor from the California Institute of Technology
- D. a specialist on asteroids and comets

63. What is not true about supervolcanoes?

- A. Scientists have identified approximately 20 supervolcanoes on Earth.
- B. All supervolcanoes erupt every 100,000 years.
- C. People around the world could be the victims of famine because of supervolcanoes.
- D. Supervolcanoes make the climate colder.

64. The majority of the heat generated by the Yellowstone supervolcano:

- A. remains in the gigantic heat generator.
- B. dissolves volatile gases.
- C. dissolves rocks.
- D. evaporates into the atmosphere.

65. Scientists believe that an eruption could be avoided if:

- A. the heat reached a certain threshold.
- B. the heat in the chamber increased by 35%.
- C. 60-70% of the heat escaped from the magma chamber.
- D. the heat in the chamber decreased by 35%.

66. Which of the following is not true about the project to put water into the supervolcano?

- A. It would be sanctioned by politicians.
- B. It would be expensive and difficult.
- C. It would be controversial.
- D. People would not agree to waste water on the project.

67. Nasa's most viable plan is to:

- A. pump water out of the volcano
- B. drill 10 kilometres into the volcano to release the high pressure
- C. gradually reduce the temperature with high pressure water
- D. take the temperature down by 350C

68. Thanks to Nasa's viable plan, the area around Yellowstone:

- A. could produce 6GW in thermal heat.
- B. would have hotter water than usual.
- C. would have cheap electricity for thousands of years.
- D. would be an incentive to geothermal companies.

69. The time scale of the project means:

- A.** that it might not be successful.
- B.** that it will never be completed.
- C.** that it will be successful for hundreds and thousands of years.
- D.** that scientists who started it will never know if it is a success.

70. According to the article, to prevent a catastrophe in Yellowstone:

- A.** we need to act immediately.
- B.** we need to choose long-term planning.
- C.** we should notice that it has been 600,000 years since Yellowstone erupted.
- D.** we must freeze the rock in the magma chamber.

Questions 71-80

As Amazon opens a 'guerrilla shop', have our high streets lost the war?

On London's Oxford Street a row of glittering snowflakes guides shoppers along the golden mile of fashion and department stores. The 750,000 lights floating above Selfridges, John Lewis and Debenhams are a decades-old tradition but events like Black Friday have changed Christmas shopping for ever.

The UK high street has just experienced something of a watershed, what some have called its "Tesla moment". Online fashion website Asos overtook Marks & Spencer in market value terms for the first time despite not having a single store to its name. The comparison with the automotive industry comes because electric carmaker Tesla moved ahead of the 114-year-old Ford Motor Company in market value earlier this year.

The growing might of the Internet will be writ large when the £10bn battle for sales in Black Friday week is tapped out on websites rather than from bargain hunting in stores.

"Online has been a catalyst that has reinforced the fact that we have too many shops in the UK," says Matthew Hopkinson, director at retail consultancy Local Data Company. "Around 10% of the UK retail stock is surplus to requirements, which equates to about 50,000 stores."

It's a frightening statistic for an industry where jobs are already disappearing at an alarming rate. The retail workforce has shrunk from 3.2 million in 2008 to around 3 million today with the British Retail Consortium predicting another 900,000 jobs will disappear by 2025 as companies end their leases on unprofitable stores.

That pace of job reduction has accelerated this year, with the BRC's most recent figures showing the biggest drop in hours worked and employment since it started keeping records in 2008, as the technological revolution in retail reduces demand for labour.

"The Internet is the most powerful marketing channel we have ever seen," says Hopkinson. "It brings with it a massive amount of convenience so you only have to go shopping for the things that you actually want to. You no longer have to do mundane shopping."

Recent industry data shows retailers fighting a losing battle to lure customers into their stores with shopper numbers down more than 9% in October, according to the most recent figures from Ipsos Retail Performance's shopper tracker.

In a further inversion of the norm, some internet-only stores are selling their wares via seasonal pop-up shops. Amazon will open a guerrilla store in central London that will last as long as one of its Black Friday deals.

By the end of the year, Britons will have spent nearly £60bn via their phones and tablets – a figure that equates to more than £1 in every £6 spent on the high street. The trend is expected to continue, with online sales predicted to hit almost £100bn by 2021, according to consultants at Retail Economics.

With the retail market barely growing, the web is sucking sales out of high street stores, making life more difficult for

traditional stores such as M&S, Next and Debenhams, which have long dominated the high street. It also comes at a time when Britons are carefully monitoring their budgets because inflation is eroding their spending power. Some chains have begun to take tough decisions about the future of their stores. M&S has said it will close 30 stores, while a further 45 are being downsized or converted into food-only outlets. But many analysts think retailers will have to go further given the pace of high street change. Mothercare, for example, plans to halve the size of its 150-store UK chain after more than 40% of its sales shifted online.

Retailers are following the consumers' lead after watching online retail sales double over a five-year period. The growth in online spending also holds a mirror up to how we spend our free time. In 2010, 60% of adults went online every day. That figure is now 84%, according to the Office for National Statistics. "It is the structural change in the way people interact with digital technology that is altering the retail industry," says Richard Lim, chief executive of Retail Economics, who also points to a shift in spending to the so-called "experience economy" as Britons spend more on leisure, travel and entertainment.

Until the Brexit blow to sterling, Britons had benefited from 20 years of falling prices as canny retailers imported vast quantities of goods produced cheaply in Asia. There is now an abundance of material possessions," says Lim. "For the past two decades British shoppers have enjoyed persistent deflation so the economic value they attach to purchases is diminishing."

Argos chief executive John Rogers explains a new topsy-turvy retail landscape where 60% of orders originate online but two-thirds of those shoppers turn up in store to collect their toys, kettles and toasters. Despite a plethora of delivery options, 80% of its orders end up being fulfilled the old-fashioned way through the now combined Sainsbury's and Argos store network. Rogers says that it is no longer possible to "delineate" between online and physical sales as customers move seamlessly between the two worlds. "The majority of orders start online but are fulfilled in our stores," he says. "I can't overestimate the importance of that flexibility. I'm a big believer in stores but there is no question that online will continue to grow."

In the coming days retailers will wage a fierce battle for Black Friday sales, an event that will be a litmus test for the key Christmas period, when many bank the lion's share of their annual profits. Rogers is determined that Argos will be one of the winners from these first skirmishes, insisting that if you have the right products at the right prices, the demand is there.

Adapted from The Guardian.com 19th November 2017

71. What does the text not say about Black Friday?

- A. Black Friday has transformed the way people do their Christmas shopping.
- B. Amazon will open a temporary store for its Black Friday deals.
- C. Shops will fight hard to get their share of Black Friday sales.
- D. Shoppers will spend £10bn on Black Friday in stores.

72. "The UK high street has just experienced something of a watershed" means:

- A. high street shops in the UK have reached a turning point.
- B. high street shops in the UK are no longer profitable.
- C. high street shops in the UK are disappearing.
- D. high street shops in the UK have lost market value.

73. Currently in the UK in the retail industry:

- A. 50 000 stores have 10% of the stock.
- B. there are approximately 3.2 million workers.
- C. the number of people losing their jobs is slowing down.
- D. there are too many shops for customers requirements.

74. According to the text, online shoppers:

- A. will be less numerous than in store bargain hunters on Black Friday.
- B. use the Internet because it is practical.
- C. will have spent more than high street shoppers by the end of this year.
- D. spend longer doing mundane shopping.

75. According to the text, in store shoppers:

- A.** are fighting a losing battle with retailers.
- B.** are easily lured by retailers into stores.
- C.** were more than 9% less numerous in October.
- D.** spend on average £6 compared to £1 for online shoppers.

76. Which of these companies is the odd one out (different from the others)?

- A.** Marks & Spencer
- B.** John Lewis
- C.** Asos
- D.** Debenhams

77. What is not true about people in Britain?

- A.** They will have spent £60bn buying phones and tablets by the end of the year.
- B.** They will have spent around £100bn on shopping on the Internet by 2021.
- C.** They are currently paying attention to what they spend because of inflation.
- D.** They have less spending power at the moment.

78. Some retail stores are reacting to the changes due to online shopping by:

- A.** moving just less than half of their sales online.
- B.** changing pace in the high street.
- C.** making all of their stores smaller.
- D.** shutting down and converting the activity in a number of their stores.

79. Richard Lim, chief executive of Retail Economics says:

- A.** because of economic value, Britons are reducing their purchasing.
- B.** Britons are spending less on the “experience economy”.
- C.** British shoppers continue to profit from persistent deflation despite Brexit.
- D.** it is the way that people use digital technology that is changing retailing.

80. For John Rogers, chief executive of Argos, the new retail landscape is topsy-turvy because:

- A.** there is a plethora of delivery options.
- B.** although many people order online, they go to a store to collect their goods.
- C.** despite stores, online will continue to grow.
- D.** of the delineation between online and physical sales.