



Concours CAE session 2018

Composition : **Anglais 1**

Durée : **3 Heures**



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Consignes pour les candidats	Merci de ne rien marquer sur le sujet. Pour chaque question de l'épreuve, une seule bonne réponse possible. Répondez sur la grille séparée qui comporte 16 questions (Q1 à Q16). Seules les grilles correctement remplies seront corrigées.
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READING.

Text 1.

Read the following advertisement and select the best answer for each question and mark the letter (A), (B), (C), (D) or (E) on your answer sheet. Questions 1-3 refer to the following advertisement.

Italian Food at its Finest...The Venezia

Under New Ownership
Open 7 Days, 11 A.M.–11 P.M.

COUPON	COUPON	COUPON
\$2 off	50% off	FREE
Any order over \$10 with this coupon. Not valid with other offers. Offer good until June 16.	Buy 1 meal, get 2nd one 50% off with this coupon. Not valid with other offers. Offer good until June 16.	1 liter of soda with delivery with this coupon. Not valid with other offers. Offer good until June 16.

1. What is the purpose of this advertisement?
 - A. To announce a change in business hours
 - B. To advertise a business for sale
 - C. To encourage diners to eat early
 - D. To attract more customers
 - E. To provide publicity to an Italian restaurant
2. What will customers receive if they spend more than \$10?
 - A. 50% off their next purchase
 - B. A liter of soda
 - C. Free delivery service
 - D. A second meal for free
 - E. A \$2 discount on their bill
3. What will happen on June 16?
 - A. A new owner will take over the business.
 - B. The coupons will expire.
 - C. Prices will be further reduced.
 - D. The business will close.
 - E. The coupons will be no more valid with other offers.

Text 2.

Read the following newspaper article and select the best answer for each question and mark the letter (A), (B), (C), (D) or (E) on your answer sheet. Questions 4-6 refer to the following newspaper article.

Technology has upended the world's advertising giants

From <https://www.economist.com/news/business/21739758-advertising-agencies-are-under-pressure-change-archaic-and-inefficient-elements-their>, Mar 28th 2018

IN BUILDING the world's largest advertising company over the past 30 years, Sir Martin Sorrell, chief executive of WPP, has weathered two recessions and survived a global financial crisis. His firm nearly went bankrupt in the early 1990s. Now he must make his hardest advertising pitch yet, to convince the corporate world that image-making agencies like his are not dinosaurs on the brink of extinction.

The world's advertising giants are struggling to adapt to a **landscape** suddenly dominated by the duopoly of Google and Facebook. Some of their biggest clients, such as Procter & Gamble (P&G) and Unilever, are also being disrupted, in their case by smaller online brands and by Amazon. They are cutting spending on advertising services, and also building more capabilities in-house. Consultancies with digital expertise such as Deloitte and Accenture are competing with agencies, arguing that they know how to connect with consumers better, and more cheaply, using data, machine learning and app design.

The resulting picture is an industry under siege. WPP just had its worst year since the financial crisis. (...) The ad giants have conventionally made much of their money from huge fixed contracts with clients, which lock in long-term relationships with multiple agencies. (...) This month Marc Pritchard, chief brand officer of P&G, criticised their model as a "Mad Men" operation that is "archaic" and overly complex in an era when campaigns and ads need to be designed and refined quickly across lots of platforms.

Technological forces are buffeting this model. The first big challenge is disintermediation. Despite the growing **backlash** against the tech giants, Google and Facebook make it easy for firms big and small to advertise on their platforms and across the internet via their powerful ad networks. (...)

The second headache is the rise of ad-free content for consumers, especially on Netflix, and the corresponding disruption of ad-supported television, which has declining viewership globally. This hurts agencies because their biggest clients, including the manufacturers of consumer goods, beverages and pharmaceuticals, use television the most. (...)

Nonetheless, some of the advertising holding companies' woes may prove less threatening than feared. It is far from clear that Google and Facebook will disintermediate agencies in the long run. The agencies all do programmatic buying of digital ads for clients. (...)

Facebook's recent troubles over data privacy could lead to a regulatory **crackdown** that constrains both it and Google, potentially opening up the digital-advertising market to more competitors. (...) The more options there are for placing ads besides Google and Facebook, the more likely advertisers are to seek the help of agencies.

Sir Martin argues that the budgetary pressures that have forced his clients to cut back on advertising are a cyclical problem, not like the structural challenges posed by technological disruption. He believes that big brands will invest more in advertising to protect their positions in disrupted markets. Some analysts agree with this rosy view. (...)

That should be more than enough to keep them alive. "Everybody says that we're dinosaurs but we're not. We're cockroaches," explains Rishad Tobaccowala, chief growth officer for Publicis. "We know how to scurry around, we hide out in the corner, we figure out where the food is, we reconstitute ourselves."

4. What is the text about?
 - A. WPP is looking for the means to survive a global financial crisis
 - B. Due to technological disruption, advertising giants plan to invest more to protect their positions in disrupted markets
 - C. Disintermediation is the foremost reason of advertising agencies' failures.
 - D. Advertising agencies are under pressure to change archaic and inefficient elements of their business models
 - E. Advertising agencies have reconstituted themselves to avoid declining viewership.

5. What is NOT the role of Google and Facebook in advertising industry changes?
 - A. They created and maintain the trend towards direct interaction between consumers and producers, which reduces or eliminates the need for intermediaries.
 - B. They offer their platforms and powerful ad networks to any kind of business.
 - C. They do programmatic buying of digital ads for clients.
 - D. They provide space where audiences are targeted with the help of specific information about their purchasing habits and interests.
 - E. They both lead the digital ad business.

6. What does NOT make part of current challenges for the WPP-like advertising agencies mentioned in the text?
 - A. More and more businesses are developing internal capabilities to advertise.
 - B. There appears more competing digital ad expertise.
 - C. Divers ad-free content is increasing.
 - D. Decreasing share of ad-supported television enables business to reduce ad budgets.
 - E. Potential troubles over data privacy have a great effect on digital advertising.

VOCABULARY.

*Pick up an appropriate definition to the words (in bold in the newspaper article) according to their meaning in **TEXT 2**.*

7. landscape
 - A. all the visible features of an area of land, often considered in terms of their aesthetic appeal
 - B. a picture representing an area of countryside
 - C. the genre of landscape painting
 - D. the distinctive features of a sphere of activity or a situation
 - E. improve the aesthetic appearance of (an area) by changing its contours, adding ornamental features, or planting trees and shrubs

8. backlash
 - A. the play between parts of a mechanism
 - B. a reaction between interacting badly fitting parts in a mechanism
 - C. degree of play between parts of a mechanism
 - D. a strong negative reaction by a large number of people, especially to a social or political development
 - E. the move provoked a backlash from union leaders

9. crackdown

- A. a series of severe measures to restrict undesirable or illegal people or behavior
- B. the fact or process of doing something, typically to achieve an aim
- C. a manner or style of doing something, typically the way in which a mechanism works or a person moves
- D. movement or posture during some physical activity
- E. a legal proceeding brought by one party against another, seeking redress of a wrong or recovery of what is due; lawsuit

GRAMMAR. Error recognition.

In this part of the test, each sentence has five words or phrases underlined which marked (A), (B), (C), (D) and (E). You are to identify only ONE underlined word or phrase that should be corrected or rewritten and mark it in your answer sheet.

- 10. If you want to (A) build your business brand, you can (B) no longer ignore digital advertising, but beware: there are (C) ineffective strategies that can eat your ad dollars (D) in record time, leaving you with (E) a little to show for your advertising efforts.
- 11. Advertising on the Internet is (A) much more cost-efficient (B) than using traditional mass market and niche media, moreover (C) market segmentation and target marketing are more (D) affective on the Internet than any other advertising (E) medium.
- 12. Internet ads (A) can be viewed by millions of people while (B) being displayed all day and night, while television or radio ads generally (C) lasts less than two minutes and (D) are shown a limited number of (E) times per day.
- 13. We are a (A) mid-sized company that does (B) it business (C) in the domestic market, but our ambition (D) is to grow and (E) enter the international market.
- 14. Running digital ads (A) hasn't to be expensive; they're so (B) streamlined and easy to use that even (C) small businesses can log in, (D) set up and have their ads (E) running in an hour.
- 15. You (A) can (B) run ads for as little (C) than \$5 (D) per day on platforms (E) like Facebook and Google.
- 16. You can (A) to choose search advertising, so your ads show up when (B) a target audience (C) is looking for just what you offer or display ads that appear (D) where your (E) most likely prospects roam on the internet.

TRANSLATION (4 points). (à faire au verso de la grille de réponses)

Translate into English:

Quels sont les avantages de la publicité sur internet, notamment par rapport à d'autres formes de publicité ?
Premier avantage à mon sens : avec la publicité en ligne on peut cibler de manière très précise l'audience vers laquelle on souhaite annoncer. Un autre avantage de la publicité sur internet : c'est en général moins cher que via les autres supports. Qu'il s'agisse des supports de communication à créer (ex : bannières) ou du prix des campagnes sur les sites internet, on peut lancer une publicité facilement et sans déboursier des milliers d'euros. Facebook et Google sont pour cela de bons exemples puisqu'en quelques clics et quelques euros, on peut démarrer sa première campagne.