

Examen d'admission

Examen d'admission	<p><i>Discipline : Anglais (1^e langue) - IBM</i></p> <p><i>Date :</i></p> <p><i>Lieu de l'examen : Lausanne</i></p> <p><i>Nombre de page(s) ci-après : 9</i></p> <p><i>Durée de l'examen : 90 minutes</i></p> <p><i>Moyen auxiliaire autorisé : Aucun</i></p>
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Candidat-e	<p><i>Nom : Prénom :</i></p> <p><i>Date de naissance :</i></p> <p><i>Filière et lieu de formation choisis :</i></p> <p><i>.....</i></p>
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Correcteur	<p><i>Note obtenue :</i></p> <p><i>Remarques sur l'examen :</i></p> <p><i>.....</i></p> <p><i>.....</i></p> <p><i>.....</i></p> <p><i>.....</i></p> <p><i>Nom du correcteur :</i></p> <p><i>Signature : Date :</i></p>
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ENTRANCE TEST – ENGLISH

Part I	:	Reading	Maximum points :	15
Part II	:	Grammar and Vocabulary	Maximum points :	25
Part III	:	Writing	Maximum points :	20

Total 60

Score / 60

I. READING

Read the following article on the Indian economy. This is a review of the book “The Turn of the Tortoise” by TN Ninan.

Then do exercises a) and b) on page 4.

Handicapped and stumbling but still in the race

At the start of 2016, the numbers suggest it really is the turn of the Indian tortoise to race ahead. With annual gross domestic product growth of 7.4 per cent in the third quarter, India is expanding faster than China or any large economy and is sparkling when compared with recession-hit emerging markets such as Brazil. TN Ninan is, however, more of a stolid realist than a nationalistic cheerleader for India or for Narendra Modi, its prime minister.

Ninan, chairman and former editor of the Business Standard newspaper, implies in this survey of India’s economy since the 1991 reforms that its moment of glory comes almost by default. While others have fallen by the wayside, India plods and stumbles onwards, propelled by the sheer size of a domestic market of 1.3bn people and the need to catch up with nimbler rivals. “India is the world’s last great business frontier,” he writes.

India, as Ninan says, is compared unfavourably with China and other Asian successes to the east rather than with struggling African economies to the west. And India is a nuclear power that has sent a satellite to Mars. But, yes, India’s transport infrastructure is bad; governments have crippled industry over the years with laughably counterproductive policies (including penalising large companies and so ensuring that China took charge of every internationally traded sector from garments to white goods); basic state education and healthcare are shockingly poor; and corrupt politicians and obstructive bureaucrats are many and powerful. “Put it all together, and the system is manifestly dysfunctional,” says Ninan, noting that in 2014 India’s average per capita income was lower than those of Laos, Zambia and Sudan.

The two big Indian failures he identifies are in government (which can be fixed, albeit with difficulty) and in manufacturing (which can also be fixed, but not in a way that will recreate the mass employment of industrial revolutions before the robotic age).

Successive Indian governments are blamed, among other things, for focusing on tertiary rather than basic education, for creating an unwieldy welfare state (among the handouts in Tamil Nadu are rice, food mixers, goats, laptops, free electricity for weavers and cash and gold for those getting married), and for slow justice and bad labour laws. Officially, there are 30m Indians in formal employment, just 6 per cent of the total workforce, and most of them are state employees - although the statistics are contradicted by other data. India is indeed what Harvard professor Lant Pritchett called a “flailing state”, with officials unable to implement even the sensible policies handed down from the top.

India finally freed product markets in the 1990s from the Kafkaesque rules that had governed them, but has proved unable to liberalise the key factors of production - labour and land. “Indeed,” writes Ninan, “most producers looking for alternatives to China are not looking at India. Its rigid labour laws remain a handicap, its workers are not always as productive, the infrastructure is deficient, and dealing with the authorities is a nightmare. Almost all countries in east Asia offer easier working environments.”

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a) READING COMPREHENSION

Are these statements about words and expressions from the first three paragraphs true (T) or false (F) ?

- 1) An activity that is *recession-hit* is affected because the economy is getting smaller.
- 2) A *cheerleader* is someone who criticises a person or situation.
- 3) If something happens by *default*, it has been planned.
- 4) If someone *falls by the wayside*, they remain important in a particular situation.
- 5) If you *plod*, you walk fast.
- 6) If you *stumble*, you fall while walking.
- 7) A *counterproductive* policy has good results.
- 8) A *dysfunctional* system is efficient.

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b) VOCABULARY COMPREHENSION

Match the following expressions 1) - 7) from the article to their meanings a. - g.

- 1) mass employment
 - 2) tertiary education
 - 3) unwieldy welfare state
 - 4) slow justice
 - 5) flailing state
 - 6) sensible policies
 - 7) easier working environments
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- a. better conditions for business to operate
 - b. efficient government decisions and actions to improve the economy and society
 - c. state benefits allocated in an inefficient way
 - d. university-level teaching
 - e. when large numbers of people have jobs in particular industries
 - f. when legal decisions are not made quickly
 - g. a country and government that are not collapsing, but operating very inefficiently

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II. GRAMMAR AND VOCABULARY

a) **PROOF-READING**

Read the text below about marketing.

- **In most of the lines 1 – 12, there is one extra word.** It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines however are correct.
- If a line is correct, write **CORRECT** at the end of the line.
- If there is an extra word in the line, write **the extra word** in the space provided on the right.

CUSTOMER-CENTRIC MARKETING

0 How annoyed do you get by those pop-up ads that suddenly appear on your screen?✓.....
00 Today companies know that what we look at online, they can discover our THAT
1 interests, our likes, our needs and then use of this data and customer analytics to
2 put the customer at the centre of their marketing design and delivery. What that
3 means they have to think like their customers: how convenient is it the business
4 for customers? What extra value can be built in to keep up customers interested
5 and then find a hook that appeals to them? The collected consumer data allows
6 companies to create tailor-made advertising which targeting the individual and to
7 build long-term relationships with customers, giving to them a reason to be
8 emotionally involved in the products. In fact, because finding new customers is
9 ten times more than expensive. So these days retaining existing customers just
10 makes no sense for companies to go the extra mile. With all this knowledge and
11 the multichannel relationships sellers have with their consumers, it is more
12 important than ever so to send the right message to each consumer, and pop-up ads
may not be the way to go as they can annoy rather than encourage consumers just	
as cold-calling and mailshots used to do.	

b) **VOCABULARY**

Read the text below about graduates and apprentices.

- Choose the correct word to fill each gap from **A, B, C** or **D**.
- For each question **1 – 10**, circle the correct letter (**A, B, C** or **D**). There is an example at the beginning (**0**).

GRADUATES VERSUS APPRENTICES

In the past, school (0) B were encouraged to (1) ___ on a university education because it would guarantee a quick route to a good job with security and benefits. People spoke of apprenticeships in a particularly (2) ___ way, rarely applauding their value and suggesting this course to those who were considered academically weak.

However, the business world has changed considerably since those days and the current thinking is that recruiting apprentices is a better option for companies. Furthermore, apprenticeships which provide both work experience as well as giving them a(n) (3) ___ for university study, seem to offer the best of both worlds for companies and employees.

In today's fast-changing world, it is imperative that companies have staff who can connect the (4) ___ and who have the ability to (5) ___ opportunities when faced with them. When employing graduates, it can take quite a long time before they understand the company and its work culture, whereas the apprentices not only have sector-relevant skills as they have been (6) ___ these ever since they started, but they also (7) ___ in much more quickly.

Research has shown that today many employers regard graduate skills as being somewhat (8) ___ from practice and the necessary industry knowledge so that they are unable to make an immediate impact on the business. Employing graduates can often mean having to (9) ___ teams in order to accommodate them instead of them being able to contribute effectively to the team. It is therefore widely recognised that having an apprenticeship system within a company (10) ___ several invaluable benefits.

- (0) **A** finishers **B** leavers **C** enders **D** workers
- 1) **A** train **B** learn **C** embark **D** educate
- 2) **A** pejorative **B** indignant **C** offended **D** disrespected
- 3) **A** budget **B** account **C** leverage **D** allowance
- 4) **A** spots **B** dots **C** points **D** marks
- 5) **A** spot **B** dot **C** glance **D** glimpse
- 6) **A** rehearsing **B** reviewing **C** honing **D** appraising
- 7) **A** sit **B** set **C** fit **D** come
- 8) **A** separated **B** distanced **C** split **D** divorced
- 9) **A** familiarise **B** rejig **C** expose **D** accustom
- 10) **A** confers **B** educates **C** reveals **D** discloses

c) **GRAMMAR - VERBS**

Complete the following sentences with the appropriate form of the verbs between brackets..

- 1) When Carol yesterday, I
 my report on our annual sales figures. (call / complete)

- 2) I for this company for more than ten years and I
 to stay there for some more time. (work / intend)

- 3) Thomas is an author. He novels and travel memoirs
 since he was twenty-two. Altogether, he three novels
 and a collection of short stories. (write / write)

- 4) Sarah to travel. She
 abroad almost every summer. Next year, she plans to go to Peru. (love / go)

- 5) We were late because we had some car problems. By the time we
 to the train station, Susan for us for more than two
 hours. (get / wait)

- 6) By this time next summer, you your studies. On
 the other hand, I anything.

- 7) I and you
 in some new high paying job. (complete / not accomplish / (still study / work)

- 8) Bettina is still unemployed. However, if she more job
 applications, she a chance to find a job. (write / have)

- 9) The accounts of the company regularly by a strict tax
 expert. He's going to do it next week, so all files as
 soon as possible. (check / should prepare)

III. WRITING

BUSINESS LETTER

Write a letter of 150 – 200 words considering the situation below.

You work in the HR department of an export-import company and you can observe that staff motivation has decreased.

Your manager would like to improve the level of staff motivation in the company and has asked you to write a letter giving details of current levels of motivation and suggesting ways to improve it.

Write a letter to your manager (on the next page), including the following points :

- Explaining how you assess current motivation levels
- Stating the reasons for the current levels
- Suggesting ways to improve the situation

Area with horizontal dotted lines for writing.

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