

**INSTITUT UCAC-ICAM**  
**Concours d'entrée- 29 Aout 2020**

<b>A remplir par le candidat :</b>	<u>Cadre réservé à l'Institut</u>
Nom : .....	<b>N° anonyme :</b> .....
Prénom : .....	
Centre de passage de l'examen : .....	
Epreuve de : .....	

<u>Cadre réservé à l'Institut</u>	<b>1<sup>ER</sup> CYCLE DE LA FORMATION</b>	<u>Cadre réservé à l'Institut</u>
Note :	<b><u>Epreuve d'ANGLAIS</u></b>	<b>N° anonyme :</b> .....

**SECTION A: READING COMPREHENSION** 5 marks

*Read the short passage below and write down the letters that correspond to the most suitable answers on the answer sheet.*

**Reading Passage**

Business is an organized approach to providing customers with the goods and services they want. The word business also refers to an organization that provides these goods and services. Most businesses seek to make a profit - that is, they aim to achieve revenues that exceed the costs of operating the business. Prominent examples of for-profit businesses include Mitsubishi Group, General Motors Corporation, and Royal Dutch/Shell Group. However, some businesses only seek to earn enough to cover their operating costs. Commonly called nonprofits, these organizations are primarily nongovernmental service providers. Examples of nonprofit businesses include such organizations as social service agencies, foundations, advocacy groups, and many hospitals.

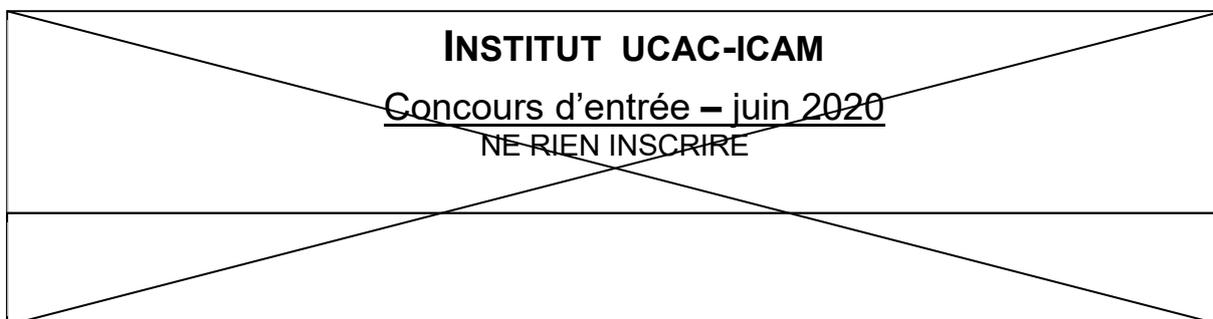
**Business operations**

A variety of operations keep businesses, especially large corporations, running efficiently and effectively. Common business operation divisions include (1) production, (2) marketing, (3) finance, and (4) human resource management. Production includes those activities involved in conceptualizing, designing, and creating products and services. In recent years there have been dramatic changes in the way goods are produced. Monitor, control, and even Flexible, high-tech minutes what it used to accomplish. Today, computers helper form work. Machines can do intake people hours to important development just-in-time inventory.to the amount of goods for wholesale or retail. Many businesses rely communications to allow them to respond quickly to changes in consumer demand. Inventories are thus minimized and businesses can invest more in product research, development, and marketing. Marketing is the process of identifying the goods and services that consumers need and want and providing those goods and services at the right price, place, and time. Businesses develop marketing strategies by conducting research to determine what products and services potential customers think they would like to be able to purchase. Firms that market products for which there is always some demand, such as foods and household goods, often advertise if they face competition from other firms marketing similar products. Such products rarely need to be sold face-to-face. On the other hand, firms that market products and services that buyers will want to see, use, or better understand before buying, often rely on personalized sales. Finance involves the management of money. All businesses must have enough capital on hand to pay their bills, and for-profit businesses seek extra capital to expand their operations. Businesses rely on effective human resource management (HRM) to ensure that they hire and keep good employees, and that they are able to respond to conflicts between workers and management. HRM specialists initially determine the number and type of employees that a business will need over its first few years of operation. They are then responsible for recruiting new employees to replace those who leave and for filling newly created positions. A business's HRM division also trains or arranges for the training of its staff to encourage worker productivity, efficiency, and satisfaction, and to promote the overall success of the business. Finally, human resource managers create workers' compensation plans and benefit packages for employees.

**MCQs**

**1. What does the word 'business' mean?**

- a- The word business refers to an organized approach to depriving customers with the things and services they need.
- b- The word business refers to an undertaken approach that aims at withdrawing goods and services from people.
- c- The word business refers to a concern that doesn't afford consumers what they want.
- d- The word business refers to a venture that makes available goods and services to consumers.



**2. Most businesses seek to make a profit; this means that...**

- a- Their purpose is to achieve revenues that go above the costs of operating the business.
- b- They aim to accomplish revenues that lessen the costs of operating the business.
- c- They aim to reach expenses that exceed the costs of operating the business.
- e- They aim to reach expenditures that surpass the costs of operating the business.

**3. What is the difference between for-profit and non-profit organizations?**

- a- For-profit organizations aim to achieve expenses that exceed the costs of operating the business whereas Non-profit organizations only seek to earn enough to cover their operating costs.
- b- For-profit organizations aim to achieve incomes that decrease the costs of operating the business whereas Non-profit organizations only seek to produce enough to cover their operating costs.
- c- For-profit organizations aim to realize revenues that exceed the charges of operating the business whereas Non-profit organizations only strive to earn enough to cover their operating costs.
- d- For-profit organizations aim to achieve expenditures that overtake the costs of operating the business whereas Non-profit organizations only seek to make enough profit to cover their operating costs.

**4. What is marketing?**

- a- Marketing is the process of identifying the needs of consumers and providing them at the right price, place, and time.
- b- Marketing is the process of identifying, conceptualizing, designing, and creating products and services and sending them to right price, place, and time.
- c- Marketing is the process of identifying, advertising, creating, sending products and services and selling them at the wrong price, place, and time.
- d- Marketing is the process of identifying warehouses and services that wholesalers need and want and providing them at the inaccurate price, place, and time.

**5. The author claims that the HRM involves**

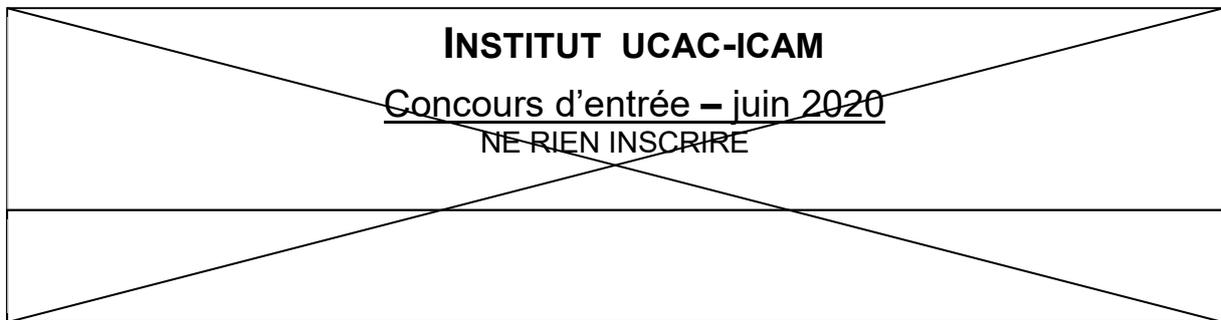
- a- Employing or engaging, keeping new employers to stimulate the overall success of the business.
- b- Recruiting or hiring, keeping new employees to promote the overall success of the business.
- c- Recruiting or hiring, sacking new employees to promote the failure of the business.
- d- Enrolling or contracting, keeping new employees to jeopardize the overall success of the business.

**SECTION B: GRAMMAR**

**5 marks**

*Select the letter that corresponds to the most suitable answer and fill in the answer sheet.*

- 1- By the year 2035, the economy of some African countries \_\_\_\_\_ significantly.
  - a- will increase
  - b- is increasing
  - c- will have increased
  - d- increased
  
- 2- I buy rechargeable batteries \_\_\_\_\_ their higher costs.
  - a- although
  - b- despite
  - c- because of
  - d- as a result of
  
- 3- Fossil fuel energy is \_\_\_\_\_ to obtain as compared to other renewable sources of energy.
  - a- more cheaper
  - b- cheapest
  - c- a lot cheap
  - d- much cheaper



- 4- Businesses \_\_\_\_\_ always rely on effective human resource management (HRM) to ensure their stability.
- a- may
  - b- must
  - c- can
  - d- shouldn't
- 5- Mr ETONDE \_\_\_\_\_ the general manager of this company ten years ago.
- a- has been
  - b- was
  - c- is
  - d- will be

**SECTION C: VOCABULARY AND USAGE**

**5 marks**

*Select the letter that corresponds to the most suitable answer and fill in the answer sheet.*

- 1- Someone who buys directly from the factory and sells to those who retail is a \_\_\_\_\_
- a- retailer
  - b- warehouse
  - c- wholesaler
  - d- consumer
- 2- In all ventures, employees work to \_\_\_\_\_ their living.
- a- win
  - b- earn
  - c- gain
  - d- succeed
- 3- A vacancy has been advertised by the manager of ENEO. Have you submitted your \_\_\_\_\_ already?
- a- demand
  - b- application
  - c- request
  - d- complaint
- 4- To become a competent chartered accountant, one needs a good \_\_\_\_\_
- a- training
  - b- formation
  - c- apprenticeship
  - d- trainee
- 5- In Cameroon and in the world, pastry companies make bread and bake cake from \_\_\_\_\_
- a- floor
  - b- flower
  - c- flour
  - d- flourish

**SECTION D: FRENCH & ENGLISH TRANSLATION**

**5 marks**

*Select the letter that corresponds to the most suitable answer and fill in the answer sheet.*

**D-1: ENGLISH TRANSLATION**

**3 marks**

1. **I have applied for the position of a waiter at la 'Fourchette' restaurant in Douala**
- a- J'ai soumis ma demande pour le poste de serveur au restaurant la 'fourchette' de Douala.
  - b- J'ai appliqué ma demande pour la position de serveur au restaurant la 'Fourchette' de Douala.

# INSTITUT UCAC-ICAM

Concours d'entrée – juin 2020

~~NE RIEN INSCRIRE~~

- c- J'ai soumis ma demande pour le poste de plongeur au restaurant la 'Fourchette' de Douala.
- d- J'ai soumis ma position pour le poste de serveur au restaurant la 'Fourchette' de Douala.

**2. We should sensitize our populations on the economic slowdown caused by this deadly disease**

- a. Nous devons sensibiliser nos populations sur la croissance économique provoquée par cette maladie mortelle.
- b. Nous devons conscientiser nos populations sur le retentissement économique causé par cette maladie mortelle
- c. Nous avons sensibilisé nos populations sur le ralentissement économique causé mortellement par cette maladie
- d. Nous devons sensibiliser nos populations sur le ralentissement économique causé par cette maladie mortelle.

**3. In our cities, billboards are used to display advertisements to attract consumers to buy new products.**

- a- Dans nos villes, les tableaux de bord sont utilisés pour déplacer les publicités en vue d'attirer les consommateurs pour l'achat de nouveaux produits.
- b- Dans nos villes, les panneaux d'affichage sont utilisés pour poster les avertissements en vue d'attirer les consommateurs pour l'achat de nouveaux produits.
- c- Dans nos villes, les panneaux d'affichage sont utilisés pour poster les publicités en vue d'attirer les consommateurs pour l'achat de nouveaux produits.
- d- Dans nos villes, les tableaux d'affichage sont utilisés pour déplacer les publicités en vue d'attirer les consommateurs sur les nouveaux produits.

**D-2 FRENCH TRANSLATION**

2 marks

**4. Apres avoir mené des expériences en laboratoire 'Biopharma' fournit à des prix abordables les produits pour prévenir certaines maladies cutanées.**

- a- After conducting laboratory experiences 'Biopharma' supplies at affordable prices products to prevent some skin diseases
- b- After conducting laboratory experiments 'Biopharma' supplies at affordable prices products to prevent some skin diseases at affordable prices
- c- After conducting laboratory experiments 'Biopharma' supplies at expensive prices products to wipe out some skin diseases
- d- After conducting laboratory experiments 'Biopharma' purchases at affordable prices products to prevent some skin diseases

**5. Selon le code de travail, tous les employeurs devraient assurer leurs employés afin d'être fiable.**

- a- According to the work code, all employers should insure their employees so as to be reliable.
- b- According to the labour code, all employees should insure their employers so as to be reliable.
- c- According to the labour code, all employers should insure their employees so as to be reliable.
- d- According to the labour code, all employers should ensure their employees so as to be trustworthy.