

ANGLAIS

EXERCICES DE SYNTHESE I

EXERCICE I

TEXT: SPONSORSHIP

Sponsorship refers to the investment in social causes or events that support corporate objectives, such as enhancing corporate reputation or increasing brand awareness. Sponsors can associate their name or brand with social causes or events to reach specific target audiences by providing cash and other financial support.

Sponsorship is fundamentally different from traditional advertising because sponsors indirectly persuade target audiences. For instance, traditional advertising seeks to affect consumers directly through the favorable presentation of products. However, sponsorship tries to enhance the perception of the brand and corporate sponsor by associating with events or social causes that are already highly valued among target audiences with the expectation that credibility will transfer from events/causes to the sponsors themselves.

QUESTIONS

I- COMPREHENSION

A- Vocabulary :

1-Find a synonym of “improving”

2-Find an autonym of “modern” B- True or False ? Justify :

- Sponsorship and advertising look alike.

C- Answer these questions :

1- What is sponsorship?

2- What do sponsors get in return?

3- What is the difference between sponsorship and advertising?

II- Translate the first sentence of the text into French.

III- GRAMMATICAL EXERCISES

A- Supply the correct form and tense of the verbs :

- The company used (manage) by itself but now it (ask) for sponsor’s help.

B- Reference sentence : Sponsorship refers to the investment in social causes or events that support corporate objectives.

Question (1) : ? Answer

: Sponsorship

Question (2) :?

Answer : To the investment in social causes or events that support corporate objectives.

C- Supply “some, any or a compound” :

- advertisers do....to attract target audience. D- Put into the passive :

- Saw her cross the street.

E- Put into the reported speech :

- They say, "Newspapers and advertisers have historically shared a symbiotic relationship."

EXERCICE II

TEXT: WELCOME TO THE WORLD OF EXHIBITIONS.

There is no doubt that exhibitions are an extremely powerful sales and marketing tool for the travel industry, whether they are exhibitions aimed at the international travel trade itself or those targeted at members of the travel-buying public.

Relationships are built, contracts are signed and business gets done. We at the International Tourism Trade Fairs Association, ITTFA, aim to make the travel exhibition business as productive and professional as possible.

...Travel trade fairs provide the backbone to the industry and a place in which we can all meet and exchange knowledge and aspirations that will help our industry grow stronger and even more valuable.

QUESTIONS:

I- COMPREHENSION:

A-Vocabulary:

- a- Find a synonym of "supply".
- b- Find an opposite of "weaker".

B- Answer these questions:

- 1- What role do exhibitions play in travel industry ?
- 2- What happen there ?
- 3- What is ITTFA target ?

II- Translate the second paragraph into French.

III- GRAMMATICAL EXERCISES

A- Supply the correct form and tense of the verbs :

- Tourism (be) developed and (grow) more important later. B- Supply suitable relative pronouns :
- The jobs and foreign currency tourism generates will strongly influence our economy.

C- Make a compound word :

- The economy of some countries depends on tourism.

D- Turn into the active :

- New ways are sought to encourage increased participation in travel shows. E- Supply suitable articles where necessary :
- system of education in Madagascar is different from one in United Kingdom.

EXERCICE III

TEXT : GSM

..... The incredible growth of GSM is a big part of why the acronym is now commonly thought of as standing for the Global System for Mobile communications.

As a technology, GSM continues to evolve, with high-band. Width services becoming a reality for the current 2nd Generation technologies. The development path into the 3rd Generation is clearly mapped and brings with it possibilities for new age data and multimedia applications. The GSM network is growing, with wireless satellite and cordless systems offering greatly expanded services including high – speed multi-media data services, in-built support for parallel usage of such services and seamless connection with the Internet and wire-line networks. This will see the true convergence between various communications means and networks becoming a reality which is nothing but 3G.

QUESTIONS:

I- COMPREHENSION

A- Vocabulary :

- 1- Find an equivalent of “development”.
- 2- Find an opposite of “to decrease”. B- Answers the following questions :
- 1- What does “the acronym” in paragraph1 refer to ? What does it stand for ? 2- How does GSM evolve?
- 3- What is the reason of such evolution ?

II- Give a short summary of the text.

III- Translate the following into French : The development path into the 3rd Generation is clearly mapped out and brings with it possibilities for new age data multimedia applications.

IV- GRAMMATICAL EXERCISES

A- Supply the correct form and tense of the verbs :

- If I (be) a ghost, I (try) (frighten) all the people I dislike. B- Choose the correct indefinites to fill in the blanks :
- He earns (a little /little).... money and yet he has (much/many) mouths..... to feed.

C- Supply the right prepositions or postpositions :

- I wish to apply..... the job..... Sales Manager advertised.... “Midi Madagascar..... 22 May. D-

Put into the active :

- Were you interested by the idea ?

E- Put into the direct speech :

- He said he had worked for hours the previous day.

CORRIGES

EXERCICE I

I- A-

- 1- enhancing
- 2- traditional

B- False. They are different

- 1- 1- It invests in social causes or events (with cash or financial support) 2- They can associate their names or brand with social causes or events.

3- Sponsorship persuades target audience indirectly; advertising seeks to affect consumers directly through the presentation of products.

- II- Le parrainage se réfère à l'investissement dans des causes ou événements qui supportent les objectifs de la compagnie comme l'amélioration de sa réputation ou l'accroissement de la notoriété de la marque.
- III - A- to manage – is asking
- B- Q(1) : What refers to the investment in social causes or events that support corporate objectives ?
Q(2) : What does sponsorship refer to ?
- C- Some – anything
- D- She was seen to cross the street.
- E- They say that newspapers and advertisers have historically shared a symbiotic relationships

EXERCICE II

- I- A -1) provide
2) stronger
B- 1) An extremely powerful sales and marketing tool.
2) There are relations, contracts and business.
3) To make travel exhibition business as productive and professional as possible.
- II- Le foires du tourisme constituent le pivot de l'industrie et un lieu où l'on peut tous se rencontrer et s'échanger des connaissances et des aspirations qui pourront aider notre industrie à devenir plus puissantes et même plus valorisantes
- III-
- A- has been developed – is growing / will grow
- B- which / that
- C- Some countries economy depends on tourism.
- D- They seek new ways to encourage increased participation in travel shows. E- The – Φ - Φ- the – the.

EXERCICE III

- I- A- 1- growth
2- to evolve.
- B-
- 1- GSM : Global System for Mobile communications.
2- With high bandwidth services to the 2nd Generation technologies towards the 3rd Generation. Its networking is growing offering expanded multi-services.
3- The demand for multimedia services with pressure on time and mobility.
- II- GSM continues to evolve technologically towards the 3rd Generation which is offering new age data and multi-media services, high speed too.
- III- Le cours de cette évolution vers la 3^{ème} Génération est tracé et apporte des perspectives pour de nouvelles données et des logiciels multimédia.
- IV-
- A- were - would try- to frighten.
- B- little – many

C- for- of-in- on.

D- Did the idea interest you ?

E- He said, "I worked for hours yesterday".

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