

Filière:	Toutes les filières du BTS industriel (DSI – SRI- MCW-SE-ELT-ESA- CPI-MA-MI- MPC-AV-AIG-Bâtiment- Énergétique- Productique-Mouliste)
Épreuve de:	La langue Anglaise

Durée :	2heures
Coefficient :	10

### A special businesswoman.

1- Betty Kingston's story is extraordinary. She launched her telemarketing company "Great Guns" six years ago with a £100 grant and £4.000 loan from the Prince's Trust association. The company now employs 100 people with £ 1.5m turnover and nine regional branches and franchises. It's pretty good going for any entrepreneur, but the fact that she is also blind makes it a dazzling achievement.

2- "I ignore being blind. I believe that it is just a practical issue only". Says Betty firmly. "In a telemarketing career, the main tools are voices and ears. When I meet a client, I introduce myself and just say "By the way, I'm blind – that's why I'll be hanging on to my personal assistant Peter's arm".

3- "Great Guns" had modest beginnings. "To start with, I made 100 calls a day from the living room of a shared flat in Basingstoke – random calling for just one client." says Betty. "Once I got a second client, I could hire someone else to help."

4- With someone to drive her and do paperwork, plus help from the Prince's Trust business grows rapidly – "Great Guns" is now one of the UK top marketing companies. While Betty uses a laptop with special software which reads out data to her, her role now is as a motivational leader. She speaks regularly to her staff when they have "employee of the month" presentation, holds directors' meetings, recruits new employees and meets new clients. Her office culture is informal, with daily gifts like refreshment drinks or chocolates

5- Betty is not just popular in the office. People around the UK pay to hear Betty's business expertise. She now has 40 speaking engagements a year. However, it has not been the easiest ride. Over the lifespan of her business, there have been hundreds of business problems, from unpaid bills to recruiting the wrong people. Betty just doesn't let it trouble her. "Worrying as well as getting depressed is a complete waste of time. You need all your energy for the office". She says. Unusually in these workaholic times, she refuses to work 24/7. "I can honestly say that I've rarely worked for more than 8 hours a day. You shouldn't let work consume your life – I value my friends and family too."

6- "Don't call me disabled. I don't think of myself as handicapped. If I hear someone say Betty is disabled, I wonder who they are talking about. I'm just a businesswoman who happens not to see".

### I-COMPREHENSION: 14 POINTS

#### A-Answer the following questions according to the text: 2 points

- How did Betty finance "Great Guns"?  
.....
- According to Betty, what is needed in the telemarketing career?  
.....

#### B- Complete the following chart: 4 points

Betty's responsibilities	Betty's difficulties
1-.....	1-.....
2-.....	2-.....

B



**C- Are these sentences true or false? Justify? 3 points**

1. "Great Guns" was initially successful. ....
2. Betty and her staff work in an official context. ....
3. Betty gives more importance to private and social life. ....

**D- What do the underlined words in the text refer to? 2 points.**

1. it (paragraph 2): .....
2. they ( paragraph4): .....

**E- Find in the text words which have the same meaning as: 3 points.**

1. amazing: (paragraph1): .....
2. employ: (paragraph 3): .....
3. issues: (paragraph 5): .....

**II-LANGUAGE: 14 POINTS****A- Rewrite the following sentences as suggested : 3 points**

1. Some companies have introduced flextime recently.  
-Flextime.....
2. You didn't place your order on time, so we delivered the goods a bit late.  
-If.....
3. "Don't violate the rules of the company."  
-The managing director ordered the workers.....

**B- Circle the appropriate answer: 3 points.**

1. The applicant didn't get the job because he was.....of all.  
a-less qualified      b-the least qualified      c-not qualified
2. The board of directors voted on the project after they.....the consequences.  
a-considered      b-have considered      c-had considered
3. The workers don't feel like.....night shifts.  
a-to work      b- work      c- working

**C- Match the words with their definitions : 4 points**

1. Policy	A. Document showing the goods bought and their prices	1. _____
2. Invoice	B. Item showing what a product looks like	2. _____
3. Sample	C. Person or company that sells products in small quantities	3. _____
4. Display	D. reject from work	4. _____
5. Discount	E. Show to the public	5. _____
6. Dismiss	F. Inspection done by a professional to check accuracy	6. _____
7. Retailer	G. Price reduction	7. _____
8. Audit	H. Rules and regulations	8. _____



**D- Complete these sentences with words from the list : 4 points**

*promoted – share– distribution – subsidiaries –campaign - turnover*

1. Their new advertising..... uses a famous actor.
2. The new employee has been .....thanks to his hard work.
3. The company increased its market.....last year.
4. Our ..... system needs to be improved to increase our sales.

**III-COMMUNICATION: 12 POINTS****A- Complete the following telephone conversation: 4 points.**

-Operator: Hello, E.S.P.D company,.....?

-Caller : Hi, this is Adam from Editaf company.....to  
your manager please?

-Operator: .....please. I'll see if he is available.

*A few seconds later*

-Operator: I'm sorry! The manager is on the other line. ....a message?

Caller : No, thanks. I will call back later.

**B- Writing: 8 points.**

You are karim Rachidi , a BTS holder, living at Zerkouni Street Azrou Morocco.  
Read the advert below and write a letter applying for the advertised position.

Quick point is a local company based in Beni Mellal operating in import and export.  
We are looking for 10 technicians.

**Requirements:**

- BTS degree.
- age between 20 and 30.
- two years experience.
- computer and maintenance skills.
- languages: French and English (spoken, read and written).

**Contact information:**

Quickprint 267 industrial zone. Beni Mellal.  
Beni Mellal, Morocco.

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