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| EXAMEN  Semestre : 1 2  Session : Principale Rattrapage | |  |
| Code : | ETUDIANT(e)  Nom et Prénom : …………………………………………………...  Classe: ………………………………………………….................... | |
| Module : Communication, Culture et Citoyenneté A4  Enseignant(s) :Up Anglais  Classe(s) :4th year classes | | |
| Documents autorisés  : OUI NON Nombre de pages : 4  Calculatrice autorisée  : OUI NON Internet autorisée : OUI NON | | |
| Date : 24/05/2023 Heure: 15h Durée : 1h30 | | |

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| **Observations** | **Nom et Signature du Correcteur** | **Nom et Signature du Surveillant** | **Note**  **/20** | **Code** |

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| **NB :** Les parties réservées aux informations relatives à l’étudiant et à l’administration seront ajoutées au cas où les réponses seront écrites sur les feuilles d’examen. |

**Part 1: READING COMPREHENSION (5 marks)**

Read the text and answer the following questions

1. **Answer the following questions in your own words:**
2. What is a product pitch and why it is important in the business world? **(01,25 mark)**

**……** **A product pitch is a concise and persuasive presentation that aims to generate interest in a product or service. It's important in the business world because it can convince potential customers or investors of a product's value, leading to sales or funding**.**…………**

1. How does a product pitch help distinguish a product from another? **(01 mark)**

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1. **Matching Exercise: (01 mark)**

Match the key elements of a product pitch with their descriptions.

1. Understanding the target audience (…1)
2. Addressing potential objections (….2)
3. Telling a story (…3)
4. Call to action (….4)
5. Tailoring the pitch according to the needs, preferences, and pain points of the target audience.
6. Anticipating and addressing concerns or doubts that the audience might have.
7. Uses storytelling techniques to create a narrative that connects emotionally with the audience.
8. Clearly states the purpose of the pitch and what the presenter aims to achieve.
9. **Say whether these sentences are T (True) or F (False). (01.75 marks)**
10. The body of a product pitch highlights the unique features, benefits, and value proposition of the product. (…T..)
11. Telling a story in a product pitch can help create an emotional connection with the audience. (….T)
12. Addressing potential objections is not necessary in a product pitch. (F…)
13. The call to action in a product pitch is optional and does not need to be emphasized. (F…)
14. The purpose of the introduction in a product pitch is to clearly state what the presenter aims to achieve. (…T)
15. Understanding the target audience is not important when creating an effective product pitch. (…F)
16. The conclusion of a product pitch does not need to communicate what the audience should do next. (F…)

**Part 2: LANGUAGE (8 marks)**

**1.Finish the paragraph by putting the verbs between brackets in the right tense and form. (2.5 marks)**

In the advertising process, the target audience **(1)** **first identified** (to identify/first) and the desired outcome of the campaign is defined. Market research is then conducted to understand the needs and behaviors of the target audience, and a message **(2)** **developed** (to develop) that resonates with them and conveys the desired outcome. Based on the target audience and budget, advertising channels **(3) developed** (to develop) and advertising materials, such as ad copy, visuals, and audio, are created to be attention-grabbing and effective in conveying the message. The campaign **(4) then launched** (to launch/then) across the selected channels and monitored for performance, with evaluations conducted to determine the campaign's effectiveness in achieving the desired outcome. Modifications may **(5)** **be made** (to make) to improve the campaign's effectiveness based on the evaluation.

**2. Put the bracketed verbs in the right tense (future perfect, future perfect progressive) (3 marks)**

A- By next month, our team **will have completed.** (to complete) the project, and … **will have been working**… (to work) on it for six months.

B- I am confident that the team **will have achieved**. (to achieve) great results by the end of the year, as we **will have been putting…..** (to put) in a lot of effort.

1. By the time the meeting starts, I … **will have sent**.. (to send) out the agenda to all team members, and they ………… **will have reviewed**……… (to review) it for an hour.

**3. Rewrite the following questions as embedded questions (indirect). Use these introductory phrases: ‘I’m wondering’, ‘I’m interested in knowing’ (1marks)**

1. How did they attract more investors to their startup?

**I’m wondering how they attracted more investors to their startup**…….

1. What factors contribute to job satisfaction?

… **I’m interested in knowing what factors contribute to job satisfaction**……………….

**4.Fill in the blanks with the appropriate idiomatic expression: (‘eat someone’s hat’, don’t count your chickens before they hatch’, ‘to pay off’) change the form where necessary. (1.5 marks)**

1. The entrepreneur's innovative approach to business **paid off** and attracted investors.
2. Our competitor launched a new product, but  **count their chickens before they hatch…….** if it becomes a bestseller.
3. The CEO's prediction about the market turned out to be wrong. It's a reminder **not to eat one's hat.……………………………………………..**

**Part 3: WRITING (7 marks)**

**Write an argumentative essay about ONE of the following topics. Use specific reasons and examples to explain your answer.**

**Topic 1:** Some people think that competition within a team can only boost its performance. Others believe it is a curse as it can easily turn into an unhealthy competition.

**Topic 2:** Some people argue that job satisfaction is primarily determined by a higher salary. Whereas, others believe there are other factors that have a greater impact.

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**everyone likes a bigger paycheck. But when it comes to feeling good about your job, a high salary isn't everything. In fact, there are other things that matter way more.**

**First off, your job needs to feel important. You want to know that what you do actually makes a difference. Maybe you use your creativity to solve problems, come up with cool new ideas, or even help people directly. Just getting a paycheck for a boring job probably won't keep you happy for long. Imagine being a super artistic person stuck doing data entry all day – the money might be nice, but you wouldn't be able to use your talents and that would be a drag.**

**Second, the people you work with can make a huge difference. Having awesome co-workers who you can work with and laugh with makes going to work way more fun. Also, if you have a good work-life balance, you won't feel burnt out. This means having enough time for yourself outside of work so you can come back feeling refreshed and ready to give it your all. Finally, getting to learn new things and take on challenges at work keeps things interesting. Learning new skills and doing tough tasks makes you feel accomplished and shows you that there's room to grow in your career. All this stuff together creates a work environment where you feel like people care about you, you're respected, and you can do your best work. That feels way better than just having a lot of money.**

**Think about two teachers. One works at a fancy private school and makes a ton of money, but the job is stressful and there aren't many resources. The other teacher works at a public school and makes less money, but they have a great group of colleagues, excited students, and chances to learn new things. Sure, the first teacher has more cash, but the second teacher probably feels way more satisfied because their job is actually rewarding.**

**So, if you're looking for a job that makes you happy, forget just focusing on the money. Look for a job that's meaningful, has a good environment, and gives you chances to grow. These are the things that will really make you feel good about what you do every day. And that, in the end, is way more important than just a big paycheck.**

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***GOOD LUCK!***

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| **Evaluation Rubric** | | |
| **Content** | Introduction | **. /1** |
| Body paragraphs | **. /1.5** |
| Conclusion | **. /05** |
| **Lexical range** | Vocabulary range | **. /1.5** |
| **Coherence /Cohesion** | Linkers/logical sequencing | **. /0.5** |
| **Language** | Grammar, spelling | **. /1** |