

C\$ D Session normale**DUREE : 3 HEURES**Compétences à évaluer**CD 2** : Réagir de façon précise et appropriée à un message écrit,**CD 3** : Produire un texte de type et de fonctions variés.**I/EPREUVE****I- La réaction à un message écrit****A- Contexte**

Chaque année, le paludisme tue beaucoup de personnes. Plusieurs laboratoires ont mis en place divers produits contre cette maladie et continuent de faire des recherches pour trouver des remèdes plus efficaces.

B- Supports**Text** : A better deal on Malaria.

1. For the past nine years, the drug company Novartis has been selling Coartem, one of the most effective antimalarial on the market, to public-health officials in the developing world at a loss, totaling^ more than \$ 253 million - not counting the millions spent on Research and Development (R&D). That's added up, the firm reports, to more than 550,00 lives saved. In late January, the company unveiled the first paediatric dose of Coartem - less bitter and easier to swallow than the adult version - which is expected to help in the battle against a disease that kills more than 700,000 children under 5 each year.
2. Coartem is a drug that has virtually no commercial value in the high- margin markets of the global North. "Novartis could be making a lot. more money, making hypertension or diabetes medications that the people in the US and Europe would buy," says Awa Coll-Seck, executive director of "Roll Back Malaria," a global partnership founded with the goal of. halving the world's malaria cases by 2010. "Instead, it's investing real funds in finding medicines that will never be profitable."

- 3- Though malaria is both preventable and curable, many of those in the developing world struggle to get affordable treatment, particularly in sub-Saharan Africa, where the mosquito-borne disease¹ is most prevalent.
- 4- In the past, drugmakers have tried to justify high prices by the amount it takes to make major discoveries. "The critics just got louder and said, 'That's fine, but we've got people dying here,'" says Bradley Googins, executive director of the Boston College Center for Corporate Citizenship. "Companies have realized they can't just simply be bystanders anymore."
- 5- For its part, Novartis now spends more than \$ 1 billion a year on ensuring better access to medicines. The firm has built two research labs dedicated to preventing and curing neglected diseases such as "dengue" fever and tuberculosis and has pledged to eradicate leprosy. But at the core of these programs is Coartem. Developed in 1994, the pill combines artemisinin, a compound derived from a wormwood plant, with lumefantrine, designed by Chinese scientists, which does not kill parasites as quickly but lingers in the blood longer to help prevent resistance.

TIME magazine, March 9, 2009, p. 44.

Note : 1- the mosquito-borne disease = la maladie causée par les moustiques.

C- Tâches

Après avoir lu le texte, tu montreras que tu l'as compris en :

- reconnaissant certains détails du texte ;
- répondant à certaines questions de façon approfondie ;
- complétant des phrases par des informations tirées du texte ;
- reformulant des idées du texte ;
- ordonnant des mots pour obtenir des phrases correctes ;
- traduisant un passage du texte en français.

NB : Tu traiteras les items en anglais, à l'exception de la traduction.

D- Consignes

Item 1 : Write "right" or "wrong" according to the text. Write the number and the answer only.

- 1- Coartem has not been efficient.
- 2- The use of Coartem has preserved 550,000 patients' health.
- 3- The text says that malaria can be avoided.

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- 4- Malaria is a common disease in sub-Saharan Africa.
- 5- Discoveries of drugs cost a lot of money.
- 6- Novartis has failed in its business.

Item 2 : Answer the following questions on the text.

- 1- Is the Coartem business profitable to Novartis? Justify your answer.
- 2- Does Novartis dedicate its business to malaria only? Justify your answer.
- 3- Why do many people still die of malaria in spite of the huge amount of money invested on drug research?

Item 3 : Match the words or phrases in column A with those in column B so as to obtain meaningful assertions. Write the number and the letter only.

<u>A</u>	<u>B</u>
1- Coartem 2- Novartis is one of the companies 3- Malaria 4- The drug company 5- Researches cost a lot of	a) which helps many children to fight malaria by accessing drugs at a low cost. b) money to drugmakers. c) is a very efficient drug. d) has built labs for research on other diseases.

Item 4 : Rephrase the following sentences using the prompts given.

- 1- For nine years, the drug company Novartis has been selling Coartem.
 - It is.....
- 2- Malaria is both preventable and curable.
 - Malaria is but also
- 3- Bradley Googins said, "Companies have realized they can't be bystanders anymore."
 - Bradley Googins said that.....
- 4- "Roll back Malaria" is investing real funds in drug research.
 - Real funds
- 5- If Coartem had been discovered earlier, more children would have been saved.
 - Had

Item 5 : Re-order these words to get meaningful sentences.

- 1- sends / to / Novartis / developing / drugs / world / the /.
- 2- cured / easily / be / and / malaria / prevented / can /.
- 3- say / cost / that / drugmakers / a / discoveries / lot /.
- 4- in / to / research / order / Novartis / prevent / cure / and / malaria / carried out /.

Item 6 : Translate into French

from : "For its part" down to: ".....leprosy." (in paragraph 5)

II- La production d'un texte de tvoe et de fonctions variés.

A- Contexte

Les gouvernements des pays en voie de développement sont véritablement engagés dans la lutte contre certaines maladies qui continuent de freiner leur avancée. L'impact des efforts est visible au sein des populations et il y a bon espoir que des défis majeurs soient relevés.

B- Tâches

Tu t'attacheras à produire un texte explicatif en anglais en :

- respectant le type de texte ;
- respectant la logique interne du texte ;
- construisant des phrases grammaticalement correctes ;
- faisant usage d'un vocabulaire, d'une orthographe et d'une ponctuation appropriés.

C- Consigne

Writing:

Different campaigns against diseases are frequently organized in your country. As a healthcare adviser, write about some of the measures taken by the government to prevent or cure malaria - in order to inform some tourists.

NB: Please, write 20 lines maximum.

END -

F 342

A Session normale

DUREE: 3 HEURES

Compétences à évaluer :

- I- / Réagir à des messages lus ou entendus
- II- / Produire des textes de type et de fonctions variés

L'ÉPREUVE

I- / **La réaction à un message lu** A- /

Contexte

Dans certaines parties du monde, la pertinence de l'apprentissage d'une pluralité de langues n'est pas souvent bien perçue. Dans d'autres par contre l'on y trouve beaucoup d'atouts.

B- / **Support**

Text: The Language of Insularity

1. In his article "No one needs the gift of tongue" (July 12), David Lascelles

makes the common mistake of those who meet mainly educated and Anglophone foreigners or talk with foreigners whose livelihood depends on being able to speak English: hotel personnel, travel agents and the like. For business you cannot rely just on English. It does matter that British teenagers are too often monoglot.

2. If you wish effectively to sell goods or services to someone whose mother tongue is not English, you need, at a minimum, to be able to read and understand your customer's language. Moreover, without the local language you deny yourself direct access to local market intelligence from press, television and radio. Contracts, business and social alike, are limited to those in the country who speak English. You cannot know what you might have learned had you been able to talk to those who did not speak English and you place yourself in the hand of your local representative through whom you acquire whatever local knowledge he chooses to give you.
3. In negotiation, your counterparts can confer among themselves in code, i.e., in their own language, a negotiating advantage. You have no means of yourself checking whether written material about your products and services correctly describes them. You have to take on trust that any agreement which may be binding both in English and the local language has been correctly translated.

4. Fortunately, efficient British firms do not share David Lascelles's views. Recent research sponsored by this institute shows that the job prospects for the graduate of a vocational discipline who has acquired practical knowledge of one or more European languages and some work experience in a European country exceed those of any person except the brightest students of electronics. The insularity typified by David Lascelles is surely one of the reasons for the marked imbalance in the trade in manufacturers between the UK and some of its continental neighbours.

Source: Royce, D.N. (1988) " The Language of Insularity, International Chamber of Commerce UK". In "Open for Business" by Daniel Delporte and Jean-Claude Gadron. Pp. 162-163.

C- Critères d'évaluation:

Après avoir lu le texte, tu montreras que tu l'as compris en:

- reconnaissant certains de ses détails ;
- répondant de façon autonome à des questions ;
- démontrant ta maîtrise de son vocabulaire ;
- en reconstituant certaines phrases à partir des idées du texte ;
- en reformulant certaines de ces idées de façon autonome ;
- traduisant certaines de ses idées dans une autre langue.

NB: Tu traiteras les items en anglais, à l'exception de la traduction.

D- / Tâches:

Item 1: Complete these sentences with information from the text Write down the numbers and your answers only.

- 1 is the heading of Lascelles's article.
2. The understanding of local..... is necessary for success in business.
3. By neglecting local languages, you
4. For local languages, the British require the service of.....

Item2 : Answer the following questions according to the text.

1. Is the knowledge of the English language enough to succeed in business? Justify your answer by quoting a sentence from the text?

2. Find in the text two obstacles that a monoglot is faced with in business.
3. Except the brightest students of electronics, who are more likely to find a job? . I

Item3: Find in the text words or expressions meaning the same or almost the same as the following. Write down the numbers and the letters only.

1. People coming from abroad (Paragraph 1)
2. Articles (Paragraph 2)
3. Discuss (Paragraph 3)
4. Most intelligent (Paragraph 4)
5. Certainly (Paragraph 4)

Item4: Order the following words so as to have meaningful sentences.

1. mistake / Lascelles's / is / a / view / thought / be / to / . /
2. home / key / language / market / local / the / is / The / to / a /
3. won / speakers / Contracts / English / are / the / of / by /
4. with / Some / disagree / Lascelles's / British / view / firms / . /
5. their / local / monoglots / British / on / The / their / sell / representative / goods / to / rely / . /

Item5: Rephrase the following sentences using the prompts given. Don't change their meanings, please.

1. Many British businessmen regret having neglected local languages.
 - Many British businessmen wish.....
2. It is time British teenagers stopped being monoglots.
 - It is time for
3. British businessmen are going to learn customers' languages.
 - Customers' languages
4. Business success depends on languages and the press.
 - Not only.....
5. What about promoting multilingualism?
 - Why not..... ?

Item 6." Translate into French the following passage.

From: "If you wish effectively"

Pown fos "— and radio." (Paragraph 2)

II-/ La production d'un texte de type et de fonction variés A- /

Contexte

De nos jours, les langues occupent une place de choix dans le monde des affaires.

B- / Critères d'évaluation :

Tu montreras ta compétence à rédiger un texte argumentatif en:

- respectant le contexte et le type de texte ;
- respectant la logique interne du texte ;
- construisant des phrases grammaticalement correctes ;
- utilisant le vocabulaire, l'orthographe et la ponctuation appropriés.

C- / Tâche :

Writing

Do you think that learning many languages is a factor of success in business?

Justify your point with convincing arguments.

(Not more than twenty lines)

THE END

R 412

B Session normale

DUREE : 3 HEURES

Nb : Prière écrire LV1 sur la feuille de composition **Compétences à évaluer**

CD n° 2 : Réagir de façon précise et appropriée à un message écrit.

CD n°3 : Produire de façon appropriée des textes de type et de fonctions variés.

L'EPREUVE

I- La réaction à un message écrit A- Contexte

La création d'une entreprise est-elle une affaire de jeunes gens ou de personnes âgées, d'expérience ou d'opportunités, d'un grand niveau d'études ou d'un minimum de savoir ?

B- Support

Text: The story of the paper bag king.

- 1- Award-winning entrepreneur Andrew Mupuya was just 16 years old when he decided to take on the world. That was back in 2008, when both of Mupuya's parents had lost their jobs and could only afford to cover his school fees. "I had to get to meet my basic needs by myself," remembers the Ugandan businessman. "I decided to face the world alone."
- 2- Inadvertently, the government of Uganda came to Mupuya's aid. At the time, officials in the country announced that they were considering a ban on plastic bags to curb environmental damage. Mupuya, who was still in secondary school, immediately saw this as an opportunity to launch a paper bag production company. "I conducted a feasibility study, market research around retail shops, kiosks, supermarkets around Kampala and discovered there is need and potential market for paper bags."

To start out his small operation, Mupuya figured out he needed a capital of 36,000 Ugandan shillings (\$14). He raised the first \$11 from selling 70 kilos of used plastic bottles he had collected over one week. Mupuya then borrowed the remaining \$3 from his school teacher and embarked on his entrepreneurial journey producing paper bags on a small scale. Since then, the business has grown extensively and today, at the age of 21, Mupuya is the owner of Youth Entrepreneurial Link Investments (YELI), the first registered Ugandan company to make paper bags.

The young entrepreneur employs 16 people who produce up to 20,000 paper bags each week. His long list of clients includes restaurants, retail stores, supermarkets, medical centers, as well as multinational companies like Samsung - YELI has made about 1,000 niche bags for the local stores of the electronics company. "Right now I have 72 clients," says Mupuya. "Ninety per cent of our clients always come back."

For now, Mupuya sources his paper from Nairobi, the capital of Kenya. His business is housed in Kasokoso, a slum just outside Kampala's bustling city center. Here, everything is done by hand and with precision. YELI employees turn out thousands of bags daily, cutting the paper manually and then folding it and gluing it appropriately.

But this takes time, and as customer numbers grow, the team cannot keep up with the increasing orders. Mupuya says one of the biggest challenges for his startup right now is supply and demand. "It needs time to produce the right quality and quantity to all clients, because it's run manually," he says. "It's quite hard to catch up with some clients who are used to cheap plastic bags," adds Mupuya. "My next step is to get a machine because I am only able to supply 5% of the demands I have."

Teo Kermeliotis and Jessica Ellis, CNN. January 24, 2014.

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C- Tâches

Après avoir lu le texte, tu montreras que tu l'as compris en :

- reconnaissant des idées maîtresses du texte ;
- exprimant des appréciations personnelles sur le texte ;
- ordonnant certaines idées du texte ;
- démontrant ta maîtrise du vocabulaire utilisé ;
- reformulant certaines idées du texte ;
- traduisant en français un passage du texte.

NB : Les réponses aux items seront données en anglais à l'exception de la traduction.

D- Consignes

Item 1 : Copy out the three (03) tables below. Read the text and fill the tables out with the convenient information. Don't write long sentences ; but, give the precise ideas from the text.

1) Information about the company's manager

Name of the	Age at the start	Age in 2015	Academic level

2) Information about the manager's project

Title of the activity	Reason for choosing this activity	Capital need at the start	Name of the company

3) Project operation

Number of workers	Production rate per week	Number of clients	Problems now

3- To start out his small operation, Mupuya figured out he needed a capital of 36,000 Ugandan shillings (\$14). He raised the first \$11 from selling 70 kilos of used plastic bottles he had collected over one week. Mupuya then borrowed the remaining \$3 from his school teacher and embarked on his entrepreneurial journey producing paper bags on a small scale. Since then, the business has grown extensively and today, at the age of 21, Mupuya is the owner of Youth Entrepreneurial Link Investments (YELI), the first registered Ugandan company to make paper bags.

4- The young entrepreneur employs 16 people who produce up to 20,000 paper bags each week. His long list of clients includes restaurants, retail stores, supermarkets, medical centers, as well as multinational companies like Samsung - YELI has made about 1,000 niche bags for the local stores of the electronics company. "Right now I have 72 clients," says Mupuya. "Ninety per cent of our clients always come back/"

5- For now, Mupuya sources his paper from Nairobi, the capital of Kenya. His business is housed in Kasokoso, a slum just outside Kampala's bustling city center. Here, everything is done by hand and with precision. YELI employees turn out thousands of bags daily, cutting the paper manually and then folding it and gluing it appropriately.

6- But this takes time, and as customer numbers grow, the team cannot keep up with the increasing orders. Mupuya says one of the biggest challenges for his startup right now is supply and demand. "It needs time to produce the right quality and quantity to all clients, because it's run manually," he says. "It's quite hard to catch up with some clients who are used to cheap plastic bags," adds Mupuya. "My next step is to get a machine because I am only able to supply 5% of the demands I have."

Teo Kermeliotis and Jessica Ellis, CNN. January 24, 2014.

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Item 6 : Translate into French.

from : "To start out his small." down to: "..... on a small scale."

(in paragraph 3)

II- La production d'un texte de type et de fonction variés.

A- Contexte

L'entreprenariat est perçu aujourd'hui comme l'un des remèdes à la question du chômage et du sous-emploi. A cet effet, plusieurs politiques sont mises en œuvre avec des formules diverses. Tu es à la porte de tout cela et tu dois te décider et surtout convaincre tes amis de ton choix.

B- Tâches

Tu montreras ta compétence à rédiger un texte argumentatif en anglais en :

- respectant le type de texte ;
- respectant le contexte ;
- respectant la logique interne du texte ;
- construisant des phrases grammaticalement correctes ;
- utilisant le vocabulaire, l'orthographe et la ponctuation appropriés.

C- Consigne Writing

Write a coherent text based on the following question: What do you think is feasible for you in the near future: Working for the government or for the private sector, or setting up your own business? Support your opinion with sound arguments.

(Please, do not write more than twenty lines.)

END -