

PART I : GRAMMAR AND VOCABULARY

— Question 1

- A) It was such a hard decision to make
- B) I couldn't reach the top shelf because I was not enough tall.
- C) The water was too salty to drink it.
- D) I wanted to find out about new developments in technology but we have so few information.

— Question 2

- A) The meeting took rather longer than I had expected.
- B) Today is the worst day I've had in a long time.
- C) Melissa earns the same amount of money than me.
- D) What is the more crazy thing you heard lately?

— Question 3

- A) I have lived in Spain since four years.
- B) Have you been to the meeting last night?
- C) The President arrived in Poland on Friday.
- D) My father taught me to fight and be strong.

— Question 4

- A) The marketing exam was really easy, isn't it?
- B) Can you tell me where did you file the information?
- C) Which team wonned the game?
- D) You have seen Francis anywhere?

— Question 5

- A) We may not be go to Italy next summer after all.
- B) You ought to make sure you haven't forgotten anything important.
- C) You really must to lock the door when you leave the room.
- D) We had a party last night. I must have spend all morning clearing up the mess.

— **Question 6**

- A) I will call you as soon as I have finished my homework.
- B) Next week, we are going to a conference on globalisation.
- C) What time your train will leave tomorrow?
- D) Will you be waiting at the station when she arrives?

— **Question 7**

- A) We can't go along here because the road is been repaired.
- B) This building, which is the oldest surviving example in the country, is said the most expensive house in Canada.
- C) I locked myself out the other day. I stupidly left my keys in the bedroom.
- D) Hundreds of people had their homes destroyed by the hurricane.

— **Question 8**

- A) I've been thinking about buying a new laptop for a while but I haven't decided which one to get.
- B) They haven't been knowing each other for very long.
- C) Sophie has been playing the piano for more than eight years.
- D) When she discovered her plane was delayed, Julia has been travelling for more than three hours.

— **Question 9**

- A) I am very serious about learning a new language.
- B) Neil was responsible of finding a new roommate to share the apartment.
- C) Don't worry; we are safe from the virus in this part of the country.
- D) The students will need to concentrate themselves on their exam papers.

— **Question 10**

- A) We totally forgot both room's numbers.
- B) There are three women scientists working for the company.
- C) Womens issues are high on most political agendas these days.
- D) These keys are yours. They are definitely not mine!

— **Question 11**

- A) Most of this book is interesting.
- B) It's one of the most important reason for his dismissal.
- C) It's the most hardest exam I have ever done.
- D) Most French people find English difficult.

— **Question 12**

- A) What's the name of the man who owns your company?
- B) Wich country do you come from?
- C) Whom were you just talking to?
- D) Whose this briefcase belong to?

— **Question 13**

- A) I told my friend she needn't to help me with my homework.
- B) We needn't spend much time on this topic. It's not going to be in the exam.
- C) You needn't an umbrella: it's not going to rain today.
- D) We needn't have bought the book as it's already in the library.

— **Question 14**

- A) This books have all been damaged in the fire.
- B) Everyone has done a good job today.
- C) Each of the cars in the parking lot are new.
- D) Neither of the computers are working.

— **Question 15**

- A) A great deal of time has been wasted on meaningless reports.
- B) A lot needs to be done before we can regain the employees' confidence.
- C) My patience is really being tested today. I can't wait to go home!
- D) His car is being repaired for the race at the end of the month.

— **Question 16**

- A) He was used to study a lot and always had good grades.
- B) He used to do a lot of internships when he was a student.
- C) I am used to live in Spain, but now I live in France.
- D) Being in the fourth year now, we are used to the amount of work required.

— **Question 17**

- A) That's a great news.
- B) My luggage was lost at the airport so I had to buy some new suitcases.
- C) How many time have I got left to finish the test?
- D) How many questions did Peter get right in the general knowledge quiz?

— **Question 18**

- A) Do you think he will success the exam?
- B) I am looking forward to working with you.
- C) Would you mind telling me where the closest subway station is?
- D) David Winterbottom has just become the new responsible for Finance.

— **Question 19**

- A) I have ever been abroad, but I have travelled widely in France.
- B) He hasn't to be worried about the exam as he has revised a lot.
- C) I'm unsure about the relevance of this question.
- D) Did you realize that the exam was today?

— **Question 20**

- A) Had he revised more, his marks would have been better.
- B) Unless you have excellent reasons, I fear you will be fired.
- C) If only nuclear bombs wouldn't have been invented.
- D) I wish that you told me about that before I booked the tickets.

— **Question 21**

- A) The scientist maintained that there is really no such thing as reincarnation.
- B) I'm sorry, I imagine that it must have been a terrible experience for you.
- C) He can't see me because he was looking completely in the wrong direction.
- D) Do you have time to help me revise for my biology test tomorrow?

— **Question 22**

- A) She was looked up to by all her employees.
- B) I can't put up this treatment with any longer.
- C) Don't put it off until tomorrow, do it now.
- D) In my job, I deal a lot of paperwork.

— **Question 23**

- A) Participate in class is a good way to improve my English level.
- B) My new company is only at five miles from my new office.
- C) I am very sensible about homeless people.
- D) All the others students are coming to the party. Why aren't you?

— **Question 24**

- A) My former boss was awful. He'd invariably find something for me to do at five o'clock.
- B) We would get up early every Sunday to go to church.
- C) I wish she stopped criticizing me.
- D) He'd have gone with her if she'd asked him earlier.

— **Question 25**

- A) She hasn't read the essay, nor has she prepared her oral presentation.
- B) I was completely relieved until I received my acceptance letter from ESDS.
- C) In recent years, people adapted to the harsh living conditions in Antarctica.
- D) The contracts have signed and dated in front of witnesses.

— **Question 26**

- A) Will you be having a party for your eighteenth birthday next week?
- B) It will be past midnight by the time I get home.
- C) This time next year, I will have finished my first semester at IESEG.
- D) Sometimes I get the impression that no matter how hard we try, nothing is ever going to change.

— **Question 27**

- A) Although you've got good qualifications, I can't offer you the job.
- B) Despite of his bad start in life, he managed to become the head of the company.
- C) In spite of the fact that she had revised thoroughly for her exam, she didn't get into ESSCA.
- D) I loved watching "The Big Bang Theory", though I still prefer "Game of Thrones".

— **Question 28**

- A) If Fleming hadn't discovered penicillin, there would be far more fatalities every year.
- B) If the island were still a tourist attraction, last week's earthquake should have caused far more deaths.
- C) If you had been driving more slowly, you could have stopped in time.
- D) Had the film been released in the summer, it would not had been so successful.

— **Question 29**

- A) You need to fill up this customs declaration.
- B) He fell down the floor and hurt himself.
- C) The plane took off at an incredible speed.
- D) I let Elizabeth in on the secret.

— **Question 30**

- A) I would strongly suggest you to negotiate with this company.
- B) Working from home is not the same than working from an office.
- C) I can't come out tonight, I haven't made my homework yet.
- D) Like you all know, the final exam is scheduled for April 6th.

PART II : READING COMPREHENSION

The Crème Brûlée Man's Marketing Strategy Quickly Gains Him 12,000 Twitter Followers

Who needs a budget for marketing when you have Twitter? That is what the Crème Brûlée Man thinks. The Crème Brûlée Man, also known as Curtis Kimball, owns a small business pushing around a cart making creme brulees for the public in San Francisco. Because he is never in the same spot, he relies on Twitter to let his fans know where he will be setting up for the day. The Crème Brûlée Man started his business after making creme brulees one day and realizing this is something he could really do. His inspiration also came from his brother who is the Magic Curry Man. Each day the Crème Brûlée Man sets out to a new location in order to serve his brulees to as many people as possible. Customers who are already fans of his talent can go onto Twitter to see his location for the day.

In little under a year the Crème Brûlée quickly gained over 12,000 Twitter followers. Curtis Kimball knows that most of his business comes from using Twitter because that is the only way fans are able to find him. Not only does Kimball use Twitter as a way for fans to locate his cart, but also to let them know what he will be serving for the day. He tries to get fans involved and asks for suggestions on what he should make and where he should set up his cart for the day. Doing this gives him the ability to build personal relationships with his customers.

Curtis Kimball is always coming out with new flavors to be served. [...] He keeps things entertaining as he torches the brulees right in front of the customers. Customers love the cool, creamy filling with the warm caramelized, sugary top. Rated with four and a half stars, the Crème Brûlée Man's social media strategy has been a complete success. Changing his locations daily gives people a reason to follow him on Twitter.

Article from www.grandsocialcentral.com, September 7, 2011

Les affirmations suivantes sont-elles correctes ou incorrectes dans le texte ?

— **Question 31**

- A) Curtis Kimball spends \$12,000 a year on marketing and advertising.
- B) He sometimes operates from a store in downtown San Francisco.
- C) His products are also available online.
- D) Curtis Kimball's website indicates where he sets up for the day.

— **Question 32**

- A) Curtis Kimball changes his location on a weekly basis.
- B) The Magic Curry Man is related to Curtis Kimball.
- C) Curtis Kimball studied pastry and bakery before starting his business.
- D) Curtis Kimball only sells crème brûlée in San Francisco.

— **Question 33**

- A) Curtis inspired his brother to start up in the food business.
- B) Curtis encourages his customers to suggest new flavors.
- C) The two brothers often use the same spot.
- D) If you don't have Twitter, you can't find out what the flavors of the day are.

— **Question 34**

- A) Curtis is constantly creating new flavors.
- B) Only Curtis chooses his locations.
- C) Curtis also goes to other cities with his cart to sell crème brûlées, not just San Francisco.
- D) He heats up the cream and caramelizes it to serve the brûlées warm.

— **Question 35**

- A) Customers can place individual orders and pick them up at the truck.
- B) Customers never know in advance what the Crème Brûlée Man will be serving for the day.
- C) Curtis puts the finishing touch to his crème brûlées in front of the customer.
- D) Curtis has regular customers.

After Brexit, England will have to rethink its identity.

It was once a byword for calm, but that nation is no more. Instead England has become jittery and impulsive.

The negotiations over Britain's relations with Europe, the controversy surrounding the border in Ireland and the continuing power of Scottish national sentiment are obliging the English to think harder than usual about the way they are and what they want.

For the past three centuries (since the Acts of Union in 1707) their national identity has been so folded in their role as the senior power in the British federation that they are unaccustomed to self-examination. At times condescending, at times complacent, they have rarely needed to question their place in the world. Thanks to Brexit this is changing, and quickly.

National identities are not usually fluid. As the accumulated residue of long histories, they evolve at a stately pace, like coral; they can hardly be cast aside as a mere whim of fashion. But the past 18 months have cast sharp doubt on such assumptions. England's national identity is undergoing a fast and furious overhaul.

A country that was once a byword for steady, imperturbable (sometimes maddening) stodginess has suddenly revealed itself to be fractious, impulsive and jittery. A land of fair play and cautious pragmatism (don't rock the boat, no need to frighten the horses, steady as she goes) has become moody and quarrelsome. Thanks to Theresa May, the idea that we are in any way "strong and stable" has lost all credibility.

There has long been an ambiguous quality to Englishness. The Spanish-American philosopher George Santayana described the English as "the most disliked of men... except where people need someone they could trust", and many have echoed his words. But today's England feels like a country that has fallen out of love with itself – mistrusting its elites, scornful of its media, and famously

impatient with experts. It is willing even to denounce its own judges as bootlegging “enemies of the people”.

“Think” less, runs the slouching new sign of the times. “Feel” more. Self-deprecation is one thing; this is something stronger. Deprived of its reputation for reliability, England can only be a shadow of its former self.

*Adapted from an article by Robert Winder in The Guardian,
Monday 8th January 2018*

Les affirmations suivantes sont-elles correctes ou incorrectes dans le texte ?

— **Question 36**

- A) England has always been jittery and impulsive.
- B) Due to its feeling of superiority, England has always felt its status in the world was assured.
- C) National identity can fluctuate.
- D) National identity cannot be rejected on impulse.

— **Question 37**

- A) England is having to look again at how to distinguish itself as a nation.
- B) Historically England has always been calm and composed.
- C) England has often missed out on things due to its pragmatic attitude.
- D) Theresa May has made England a solid and unchanging country.

— **Question 38**

- A) George Santayana doesn't like the English because he thinks they can't be trusted.
- B) The media is admired by the English.
- C) England has famous experts.
- D) England trusts its elite.

— **Question 39**

- A) Judges are no longer seen as allies of the people.
- B) England judges everyone as bootleggers.
- C) A sign of the times is to think of England as being unreliable.
- D) A sign of the times is not to reflect too much but to feel more.

— **Question 40**

- A) England has always been seen as a trustworthy country.
- B) England has always been seen as a deprived country.
- C) With Brexit, England can never be as strong or healthy as it used to be.
- D) Brexit is casting a shadow on England's dependability.