

Semestre 4 - Session 2

All gaps have to be filled directly on this question sheet, all the answers that require some composition should be written out on the colored answer paper.

Vocabulary

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Translate the following sentences into English :

1. La publicité fait partie d'une communication efficace. (2+1)

2. Une bonne marque est un atout (= actif dans ce contexte) précieux pour une entreprise. (3+1)

3. Les médias furent informés du début de la campagne de publicité par un communiqué de presse. (3+1)

4. Les valeurs de l'éthique du travail restent très importantes aux Etats-Unis : le mérite, l'économie (*la capacité à économiser*), les efforts récompensés par la réussite. (6+1)

Personne ne sait si cette fusion augmentera la compétitivité de ces deux géants de l'industrie. (2+1)

Grammar

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Write the correct conjugation of the verb (in brackets) to complete each sentence:

1. He _____ to get very angry. (to begin)

2. I _____ my glasses when I fell. (to break)

3. Those kids have _____ five windows playing baseball. (to break)

4. I have _____ studying French. (to begin)

5. He told me that he had _____ all the work himself. (to do)

6. Have you _____ yet today? (to eat)

7. My father has _____ me to talk to you. (to forbid)

8. I _____ him stealing that woman's purse. (to catch)

9. He must have _____ 8 beers last night. (to drink)

10. I _____ down and broke my arm. (to fall)

Use one of the comparative or superlative forms of the adjective in brackets to fill the gaps in the following sentences:

1. I think she is still ill. She looks even _____ last week. (bad)
2. His results are not _____ his colleague's. (good)
3. Which of the three suppliers do you think has _____ range of products? (wide)
4. He has _____ potential than anyone thought. (big)
5. It's becoming _____ and _____ to attract new customers. What we need is a new strategy. (hard)
6. In the last few months, competition has become much _____ (tough)
7. A polite email to a client is _____ an informal email to a colleague. (long)
8. Cancelling a meeting by texting someone is _____ than cancelling a meeting by leaving an answer on their answer machine. (polite)
9. Sending a signed contract by bicycle courier is _____ than faxing a signed contract. (official)
10. She's a lot _____ in the new job than she was in the previous one. (happy)

Choose the correct option

1. The design stage typically lasts _____ two months.
A. for
B. NO PREPOSITION
C. A or B
2. We'll let you know about our decision _____ tomorrow.
A. until
B. by
C. A or B
3. I like working _____ Bill. He's really laid-back.
A. on
B. with
C. along

4. The design process _____ this product is fairly complicated.
- A. for
 - B. in
 - C. along
5. Please inform me _____ your decision.
- A. in
 - B. A or C
 - C. of
6. This is an issue that came up _____ the early stages of the project.
- A. during
 - B. along
 - C. with
7. The demand for our product has risen by 50% _____ the last two years.
- A. over
 - B. among
 - C. with
8. John will be in charge _____ all the technical aspects.
- A. to
 - B. for
 - C. of
9. Are you working _____ the project that I assigned you to?
- A. with
 - B. on
 - C. in
10. I work _____ downtown Chicago/ I work _____ the center (= central part) of the city.
- A. in
 - B. on
 - C. at

Choose the conjunction that fits best.

1. I will go to the concert, but _____ you go as well.
- A. only if
 - B. unless
 - C. only but

2. I brought along a sandwich, _____ I get hungry.
- A. therefore
 - B. in case
 - C. only if
3. _____ she calls me, I feel very happy.
- A. Therefore
 - B. So that
 - C. Whenever
4. Take this photo, _____ you can remember me.
- A. while
 - B. so that
 - C. although
5. I will not talk to him _____ he apologizes for what he did.
- A. until
 - B. while
 - C. because
6. I'll find you, _____ you are.
- A. where
 - B. wherever
 - C. therefore
7. She spoke _____ she knew what she was talking about, but she didn't.
- A. until
 - B. although
 - C. as if
8. _____ the police arrived, we had to end the party.
- A. Until
 - B. Once
 - C. Although
9. I couldn't figure out _____ he said what he said.
- A. why
 - B. once
 - C. because
10. I bought you a birthday card _____ I like you.
- A. while
 - B. because
 - C. why

PART ONE

Questions 1 – 8

- Look at the statements below and at the five extracts from an article about public relations (PR).
- Which extract (A, B, C, D or E) does each statement (1–8) refer to?
- For each statement 1 – 8, mark one letter (A, B, C, D or E).
- You will need to use some of these letters more than once.

Example

Many organisations prefer to delay agreeing on a sponsorship until the latest opportunity. E

- 1 PR strategies lasting around half a year are the most effective.
- 2 There isn't always time to involve the press or hold interviews.
- 3 There are proven advantages of getting PR involved early.
- 4 There are two main goals to any sponsorship.
- 5 PR agencies need to be able to respond to last-minute sponsorship.
- 6 The difficult thing is linking the brand and the sponsorship.
- 7 Sponsorship is less likely to succeed if a good PR strategy is not in place.
- 8 The role of PR has changed greatly in recent years.

A

The most successful sponsorships are those that make PR the lead communications tool. Sponsorship aims to make it famous and to make it work economically for the brand. PR is central to both these aims and should be involved right from the beginning. Currently this is the case in only half of sponsorship strategies. PR needs to get in even before the deal has been signed, where different strategies are being considered. Without viable, well-thought-out PR, the sponsorship has a significantly reduced chance of working.

B

PR is typically involved only when the sponsoring organisation and the marketplace have been analysed and a sponsorship identified, developed and negotiated. This can mean leveraging a sponsorship with limited opportunities for all the elements, such as personal appearances or media access. A PR consultancy has to demonstrate a high level of knowledge, expertise and insight in order to be an active partner. Doing basic PR is relatively easy, but the challenge lies in tying the brand closely to the sponsorship.

C

An in-house team is involved from the start of any project, which helps shape the media value of the activity. Several years ago, sponsorship was managed by the events team and PR would be brought in at a much later stage. Having PR fully integrated doubled results. Today's longer lead-time and ability to take part in better strategic conversations are really paying off. We've had more time, which means being able to think outside the normal product placement routes. This has included setting up partnerships and getting coverage from the media.

D

Even in the highest-profile sponsorships there is the same pressure for word to spread. Nothing truly gets off the ground unless the PR accompanying it is first-rate. The best strategies are those that take anything up to 3–6 months – the longer the better – 'considering every angle before signing a deal'. Of course, sponsors do not always have the time to formulate a considered PR approach. Many deals are signed only weeks before the event occurs, making the role of PR much more limited.

E

It is precisely the ability of agencies to react to late deals that should also play to their advantage. While preferring early involvement, late deals are something they should also promote themselves as being able to manage. Late sponsorship is a 'nightmare' for advertising as late deals make it difficult to buy media slots. This is a scenario where only PR can make a significant impact. The ability of PR to make an impact close to an event may be a reason why many sponsors still don't consider it until this late stage.

PART TWO

Questions 9 – 14

- Read this text taken from a business magazine.
- Choose the best sentence to fill each of the gaps.
- For each gap 9 – 14, mark one letter (A – H).
- Do not use any letter more than once.
- There is an example at the beginning, (0).

Spare me the details

There is a huge gap between what consumers want and what vendors would like to sell them. Lisa Hook, an executive at AOL, one of the biggest providers of traditional ('dial up') internet access, has learned amazing things by listening in on the calls to AOL's help desk. (0) *H*. The help desk's first question is: 'Do you have a computer?' Surprisingly often the answer is no, and the customer was trying to shove the installation CD into the stereo or TV set. The help desk's next question is: 'Do you have a second telephone line?' Again, surprisingly often the answer is no. This means that the customer cannot get on to the internet. (9) And so it goes on.

Admittedly, in America, where about half of all internet households now have high-speed ('broadband') connections, these AOL customers are so-called 'late adaptors', or 'analogues'. But even younger, savvier 'digital natives' or 'digital immigrants' can provide surprising insights for those who care to listen.

Genevieve Bell works for Intel, the world's biggest semiconductor-maker. She has been travelling around Asia for three years to observe how Asians use, or choose not to use, technology. (10) Americans tended to say things like 'my home is my castle' and furnish it as a self-contained playground. Asians were more likely to tell her that 'my home is a place of harmony', 'grace', 'simplicity' or 'humility'. (11)

Even within Western cultures, Ms Bell, who is Australian, has found startling differences in the way people view technology. (12) As she did so, she immediately got a mocking 'Oi, what do you think you are, famous?' from the next table. 'For Americans, adopting technology is an expression of American-ness, part of the story of modernity and progress,' says Ms Bell. (13)

And even Americans, perhaps more prone than others to workaholism, can get frustrated by technology. Chris Capossela, boss of productivity software at Microsoft, commissioned a study where office workers were shadowed (with their consent) after they left the office. (14) Thanks to technology (laptops, Blackberries, smart phones and so on), he says, 'the boundaries of nine-to-five no longer exist.' This creates a new demographic category, 'the enterprise consumer', for whom not only technology but all of life has grown more complex.

- A She recently opened her laptop in a café in Sydney to check her email.
- B He or she is, of course, already on the line to the help desk.
- C The industry is currently hoping to develop these technologies even further.
- D She was especially struck by the differences in how Westerners and Asians view their homes.
- E For many other people, it may be just a hassle, or downright pretentious.
- F They recoiled from gadgets that made noises or looked showy or intrusive.
- G It showed that people feel pressure even in their cars and homes to keep up with the expectation that one is always available.
- H Usually, the problem is that users cannot get online.

Writing

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Write an essay about one of these topics: (250 words approximately)

1. What can consumers, shareholders and/or employees do to try to change the behaviour of businesses that are behaving unethically?
2. Comment on this quote:

"It's all right to tell a man to lift himself by his own bootstraps¹, but it is cruel jest² to say to a bootless man that he ought to lift himself by his own bootstraps."

— Martin Luther King Jr.

3. Comment on this ad:



Bootstraps



by one's own bootstraps means *par ses propres moyens*.

¹

² jest means joke