

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

/35

Translate the following sentences into English :

- 1) L'entreprise a délocalisé sa production à l'étranger pour améliorer sa compétitivité et sa marge de profit. Est-ce mieux pour le consommateur ? Cela dépend si les fournisseurs étrangers vendent des produits de bonne qualité. (13+2)
- 2) L'OMC combat généralement les atteintes à la liberté du commerce comme les barrières douanières, tarifaires ou commerciales. (5)
- 3) La demande de nourriture bio augmente (grandit), par conséquent l'offre aussi et plus généralement le développement durable. (4+1)
- 4) Le protectionnisme est l'ennemi du libre-échange. La mondialisation est une bonne chose pour les libre-échangistes mais les petits producteurs et les employés de multinationales ne sont pas toujours d'accord. (8+2)

Grammar section

/25

Fill in the blanks in these sentences with verbs in a suitable form. You may only choose from present simple, present continuous and present perfect.

- 1) Right now I (watch) _____ a movie. I (watch) _____ a lot of movies.
- 2) Rickie (be) _____ my friend. We (like) _____ to talk together. Right now we (talk) _____ about school.
- 3) The police officer (wear) _____ a badge and a gun to work every day.
- 4) Tony's flight from New Jersey (land) _____. We should see him any minute.
- 5) Alison and I (study) _____ for the exam. We (not, want) _____ to fail it!

- 6) Jonas (sing) _____ in the band on Saturdays, and Veda (play) _____ the guitar.
- 7) The police (arrest) _____ two men for the robbery. It is time to question them.
- 8) My uncle (live) _____ in Tennessee.
- 9) The medicine (cure) _____ William's illness. It seems miraculous.
- 10) The bank officers (suggest) _____ that the meeting be scheduled for Wednesday morning. I will try to locate a conference room.
- 11) We (read) _____ the newspaper every morning.
- 12) The ice on the sidewalk (melt) _____. I think the sun is out today.

Insert the correct auxiliary verb in the correct tense from the following list:

can, could, will, would, , should, shall, will, have to, must, or their negative forms.

- 1) I _____ remember the address. (negative)
_____ you even remember the street? (negative)
- 2) When I was a child I _____ understand adults, and now that I am an adult I _____ understand children. (negative, negative)
- 3) Don't try to look at all the pictures in the gallery. Otherwise when you get home you _____ remember any of them. (negative)
- 4) I've come without any money. _____ you possibly lend me 5 dollars?
- 5) _____ you like to come canoeing with me next weekend?
- 6) We _____ take a taxi. Otherwise we'll be late.
- 7) At the holiday camp we _____ to get up at six and bathe in the river.
- 8) I've lost my umbrella! I _____ left it on the bus!

NO HIDING PLACE FOR THE IRRESPONSIBLE BUSINESS

By Alison Maitland

The food industry is blamed for obesity. Mobile phone operators are challenged to protect teenagers from online pornography. Record companies are attacked when they sue music lovers for sharing illegal files on the Internet. Big business is being asked to explain its approach to a growing number of social, ethical and environmental concerns.

"We're facing the greatest demand for our assistance that you've seen in our nine-year history," says Bob Dunn, CEO of Business for Social Responsibility (BSR), a US non-profit advisory organization whose annual membership includes many top multinationals. Microsoft, Lucent and United Technologies have joined BSR this year, as well as Altria, a more obvious target for pressure groups and litigation, as the parent company of both Kraft Foods and Philip Morris.

Industries that until now had avoided the spotlight are finding attention is now focusing on them. Campaigners are beginning to show interest in working conditions in factories in the developing world that make equipment for computer and telecommunications companies. The financial sector has come under pressure after lending to controversial projects in the developing world. In June, a group of leading banks promised to avoid giving loans for socially or environmentally questionable projects.

Oil and mining groups have come under strong pressure this year from a coalition of investors, activists and the UK government to make public their payments to developing countries in an effort to fight corruption.

Some of the world's biggest footwear and clothing brands, including Levi Strauss, Nike and Reebok, have meanwhile taken voluntary measures through the US Fair Labor Association to increase the transparency of their supply chain. They published on the Internet the first independent audits of their supplier factories, along with the steps taken to improve often terrible labour standards.

Companies usually take actions when they face a real or potential threat to their reputation, as when Kraft announced in July it would cut fat and sugar in its food, limit portion sizes and stop marketing in schools. A lawsuit against Kraft over fatty acids was rapidly withdrawn after it said it would address the issue.

A few companies are, however, taking a lead because they believe it will give them a competitive edge. Mr Dunn says the search for competitive advantage is one factor creating interest in corporate responsibility among companies in countries such as Russia, Poland, Turkey and South Africa. In the UK, the trend is also reflected in the sharp rise in social and environmental reporting over the past two years. More than half the FTSE250 companies now produce annual reports, according to Directions, a study published this month by SalterBaxter and Context, two well-known UK consultancies.

Some sectors remain secretive, including hotels and leisure, and software and computer services. But they form a decreasing minority as investor interest, regulation and peer pressure combine to force greater disclosure.

When the first non-financial reports came out more than a decade ago, they focused on the environment. Now 100 of the FTSE250 cover environmental, social and ethical issues. Forty of the fifty largest European companies also produce reports. In the US, however, only 22 of the S&P top fifty reported, the study found. But how much can companies be expected to achieve on their own? What is the role of government? Can consumers have it all, demanding such high standards of companies while refusing to change their lifestyle?

From *The Financial Times*

1. Read the article and answer the following questions:

- 1) What ethical issues do these industries face? Explain in your own words.
 - a. The food industry
 - b. Mobile phone operators
 - c. Record companies
 - d. Computer and telecommunications companies
 - e. The financial sector
 - f. Oil and mining groups
 - g. Footwear and clothing brands
- 2) Which areas of business do not give enough information about social and environmental matters? (make one sentence)
- 3) What examples are given of companies taking positive steps? (make one sentence)
- 4) Which of the following groups of companies have the largest percentage of reports covering environmental, social and ethical issues? (circle or tick the right answer)
 - a. FTSE250 (British)
 - b. US Standard and Poor's Top 50 (American)
 - c. 50 largest companies (European)
- 5) Why are companies in countries such as Russia, Poland and Turkey becoming more interested in corporate responsibility? (Explain in a few sentences /3)

6) Inducing their meanings from the context, use the words underlined in the text to fill the gaps in this small paragraph:

Companies in the oil and mining sector have been taking the issue of corporate much more seriously recently. They are worried about to their reputations due to rumours of and bribery. Government and from other companies has resulted in more in the industry and less secrecy. The aviation industry has also received attention. Senior managers have been criticized for decisions regarding payments to secure contracts.

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Writing /30

Write an essay about one of these two topics: (300 words approximately)

- 1) What can consumers, shareholders and/or employees do to try to change the behaviour of businesses that are behaving unethically?
- 2) Who is responsible for people becoming obese, addicted to unhealthy substances or to wrongful, stupid activities on the web for instance?

Bonus: Write a small paragraph on the text that was at the end of your brochure /10.