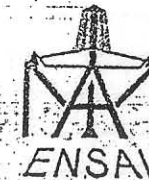


CONCOURS D'ENTREE A L'ENSAI
ENTRANCE EXAMINATION INTO ENSAI



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EPREUVE/PAPER
ENGLISH LANGUAGE
(Pour Francophone)

EXAM ID

7

Durée/Time : 1H Coefficient : 1

Centre.....N° Table.....

Nom/Surname.....Prénoms/Names.....

Date de Naissance.....Lieu de Naissance.....
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Diplôme d'Entrée.....Option.....
Entry Qualification.....Specialisation.....

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Read the following passage and answer the questions that follow.

WEALTH, TASTE AND CACHET AT BARGAIN PRICES

Clar Dowdy looks at whether 'exclusive' brands can be discounted without compromising their desirability as prestige items.

Discounted luxury is an oxymoron. When so called "exclusive" brands sell lines off cheaply, it is often to the detriment of their carefully honed image. Woe betide the brand owner that off-loads excess product at the end of the season without giving its positioning due consideration. As Tyler Brule, founder of the style bible Wallpaper puts it, heavy discounting can play havoc with a brand's reputation if its is "embraced by the wrong suburb".

Lacoste learnt the pitfalls of discounting on the high street to its cost in the US. Selling off merchandise cheaply seemed to be the answer to having produced too much to sell at the original price. But when wealthy consumers saw their chauffeur sporting the alligator marquee "the brand lost cachet and had to be withdrawn", says Nirmalya Kumar, professor of marketing at London Business School. Lacoste has since been reintroduced to the US market.

"When you discount a brand on a frequent basis without a good reason, such as end of season, that cheapens the brand", says Mr Kumar.

Luxury is all about exclusivity. Once a brand becomes attainable, it is in trouble. A lot of luxury brand companies are posting losses because of just that, says Nic Hall, director of consumer understanding at Research International. "My definition of luxury is unattainable, or attainable only with a great deal of effort".

A Gucci key-ring is within the budget of many people and Mr Hall accuses Gucci, along with Chanel and Christian Dior, of downgrading itself.

Many brands have used the factory outlet to off-load end-of-line products. Though that environment can seem unglaorous – one step up from a service station.

But there is another way. Outside Lugano sits the shopping mall Foxtown where luxury rubs shoulders with more luxury. This environment seems to work for both the brands and their customers. 3Gucci and Prada and Ralph Lauren are all together and they love it," says Mr Brule, now CEO of creative agency Winkreative.

It works for the brands as they are far enough removed from their expensive central outlets, where they are on sale at full price, and they appreciate the safety in numbers. A sale can also be endowed with a bit of status. Many stores put on "invitation only" sales as a way of treating their best customers and press contacts.

"Private sales act as a filter," says Sam Grange, associate director at Added Value, Paris. He cites the luxury chain L'Eclaireur, which gets shot of its unwanted Dolce & Gabbana, Issey Miyake and Comme des Garçons in this way.

This is a controlled environment, adding (perceived) value to the experience of buying at a low price. Can luxury retailers pull the same trick at a virtual mall? The order books of Yoox seem to show there is considerable appetite on the internet for cheap chic, albeit old chic. Yoox was set up three years ago in Italy by Federico Marchetti, its chief executive, previously in mergers and acquisitions and luxury goods with Lehman Brothers. Its model is straightforward: take last season's clothes and accessories from 300 exclusive brands and sell them online at a massive discount.

The company sells to more than 15 European countries and was launched in the US last autumn. Despite having little marketing support, this is now Yoox's fastest-growing market, already representing 10 per cent of its monthly turnover.

1. Woe betide the brand owner.
- a) Success will be enjoyed by the brand owner
- b) We support the brand owner
- c) Misfortune will be suffered by the brand owner
- d) Do not trust the brand owner
- e) A very good brand

2. The style bible Wallpaper

- a) The Wallpaper ultimate style reference guide
- b) The bible style wall decoration guide
- c) The designer Bible's paper catalogue
- d) The Wallpaper guide to style in biblical times
- e) The Wallpaper is sold in the market

3. But when wealthy consumers saw the chauffeur sporting the alligator marquee

- a) But when the rich saw poorer people playing games with alligators
- b) But when the rich saw poorer consumers wearing Lacoste clothes
- c) But when better-off consumers observed that their drivers were wearing alligator-skin diving gloves
- d) But when wealthy people noticed that top sportsmen's drivers wore Lacoste brands garments.
- e) But when every driver wore Lacoste shirts

4. That cheapens the brands

- a) That makes the brand less expensive
- b) That makes many people want to buy the brand
- c) That makes the brand much better known
- d) That spoils the image of the brand

5. "My definition of luxury is unattainable or attainable only with a great deal of effort"

- a) My definition of luxury can only be understood if you make a great effort.
- b) For me, luxury means that which is beyond the financial means of the majority of people
- c) I have made a great effort to define luxury
- d) Luxury is based on putting much effort into making great deals
- e) Luxury is not common

6. Many brands have used the factory outlet to off-load end-of-line products

- a) Many brand-new products are loaded onto lorries at the factory exit
- b) Branded products are unloaded from the end of the production line.
- c) End-of-line branded products are often sold at low prices at factory outlets
- d) Factory outlets have special lines for unloading outmoded products
- e) Several brands are off loaded into lorries and the end of the lines

7. One step up from a service station

- a) selling petrol and diesel also
- b) having an image that is only just better than that of a filling station
- c) the factory exit has one more step than a service station exit
- d) located very close to a filling station
- e) Improve on the service station

8. Outside Lugano sits the shopping mall Foxtown where luxury rubs shoulders with more luxury

- a) People near Lugano walk shoulder-to-shoulder to defend luxury products
- b) A man called Lugano sits outside a shopping mall call Foxtown where luxury for-fur products are sold.
- c) There is near Lugano, a shopping mall where a large number of luxury brands sell their products together.
- d) One of Foxtown's specialities are luxury shoulder creams

9. They appreciate safety in numbers

- a) They think that it is better for luxury brand sellers to be grouped together in the same place
- b) They think that they will be safe from people wishing to steal their luxury products if they are all together
- c) They prefer safes with number combination locks
- d) Many of them evaluate their safety
- e) They always buy shirts with numbers

10. Many stores put on "invitation only" sales as a way of treating their best customers and press contacts

- a) Many stores only allow customers to buy products
- b) Many stores treat their best customers to a free clothes-pressing service
- c) Many stores invite only selected customers to buy sale items
- d) Many do not allow members of the press corps to attend sales
- e) Many stores welcome only the best customers into their premises

11. Gets shot of

- a) Increases stocks of
- b) makes holes in
- c) sells off
- d) Destroys
- e) kills with a gun

12. Can luxury retailers pull the same trick at a virtual mall?

- a) Can luxury retailers have the same success on the internet?
- b) Can luxury retailers also sell designer-knitted pullovers at a mall?
- c) Can luxury pullover retailer sell the same amount at a virtually-completed mall?
- d) Can luxury retailers be tricked into selling on the internet?
- e) Can luxury retailers trick customers who come to the mall?

13. Cheap chic, albeit old chic

- a) Inexpensive, although unfashionable, designer products
- b) Items that are old and in poor taste
- c) Old products manufactured from poultry feathers
- d) Products that are unfashionable but not inexpensive
- e) All old chickens are sold at very cheap prices

14. Straightforward

- a) ahead
- b) linear
- c) uncomplicated
- d) slim
- e) Not far ahead

15. It's over

- a) expenses
- b) depreciation
- c) sales
- d) payroll
- e) return over

Choose the right answer in each case

16. As of this company, you will be in charge of five departments.

- a) managing
- b) manager
- c) management
- d) managed
- e) manager

17. There were 200 working for the firm.

- a) salaries
- b) employers
- c) employed
- d) employees
- e) employment

18. He paid her a for her well-dressed appearance.

- a) compliment
- b) complement
- c) praise
- d) money
- e) remark

19. They are building a new 25- office block in the Bastos neighbourhood.

- a) story
- b) high
- c) tall
- d) storey
- e) rooms

20. Please could you to extension 502 please?

- a) put me off
- b) put me out
- c) put me through
- d) put me in
- e) put me away

21. The problem because of an argument about overtime.

- a) risen
- b) arose
- c) came
- d) arise
- e) caused

22. What time did they Yaounde?

- a) arrive to
- b) reach at
- c) arrive in
- d) arrive
- e) arrive by



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23.a new technique known as neuromarketing can provide images of brain activity at crucial moments of retail choice.
a) It has been told that b) It is said that c) I was said that d) It was told that e) It is that
24. The Italian police have raided bank offices as the into the Parmalat affair widens
a) inquiry b) survey c) investigator d) investigative e) investigation
25. He studied management and at university and is now working for a leading multinational company in Douala.
a) economy b) economies c) economics d) the economic e) economics
26. The government encourages unemployed youths to their own businesses.
a) make up b) put up c) set up d) lay down e) stand by
27. She was given a list of shops that gave to students.
a) percentages b) discounts c) refund d) bargain e) changes
28. After losing his job his was low.
a) morale b) moral c) feeling d) sentimental e) filling
29. If you go to the reception area, they will give you all the you need to know.
a) fact b) information c) informing d) information e) news
30. Check your answers to your best.
a) make sure you have made b) be sure you have made c) be sure you have do d) make sure you have done e) make certain
31. My uncle this company in 1963
a) has found b) founded c) found d) has founded e) started
32. The British government to have a system of biometric passport security in place by 2015. a) may pledged b) may have been pledged c) has pledged d) has pledging e) had pledged
33. When you your coat up, you can go to the manager's office.
a) have hung b) have hanged c) hunged d) have been hanging e) hanged
34. Nobody went to the meeting?
a) did he b) does he c) do they d) did they e) does they
35. The company ... well for the last five years.
a) is doing b) is making c) has been doing d) has made e) has been
36. Traditional telephone companies are worried that they will be the first to be ruined the internet protocol telephone revolution unfolds
a) as b) like c) whereas d) as though e) when
37. Owing to globalization thousands of jobs in Europe will continue
a) to be lost b) on to be lost c) to be lust d) having been lost e) to loss
38. The company is recruiting a new team of
a) 21-to-25 year olds b) 21 to 25 years' old c) 21-to-25 years olds d) 21 to 25 year old e) 21 to 25 year plds

39. The company owes its successful position to the General Manager's skill negotiator
a) of the b) of a c) of d) as a e) in
40. five years the government won the election.
a) It is --- since b) There are --- go c) There were --- since d) It was --- that
41. the next ten years, there will be many changes in the eurozone.
a) By b) Within c) Inside d) Before e) During
42. I can say is that the company is going to be taken over.
a) All which b) All c) All this d) All what e) All that
43. We are looking forward you in ENSAI Ngaoundere next year.
a) to see b) welcoming c) welcome d) to seing e) to seeing
44. By the time they got to the office, the manager
a) had left b) left c) would have left d) has left e) did leave
45. They the problem of inflation.
a) discussed about b) discussed on c) discussed d) discussed of e) discosed
46. I'll phone you when I home. a) will get b) got c) get d) have got e) did get
47. Book is that? It's John's. a) Who's b) Whose c) Which d) What e) Who has
48. What? I'm watching television. a) do you do b) you do c) are you doing d) you doing
49. Which language in Brazil? a) people speak b) speak the people c) does people speak d) do people speak e) did people
50. The sales manager doesn't mind late.
a) working b) the work c) to work d) work e) worked
51. At this time last week I Soundly.
a) have slept b) have been sleeping c) slept d) was sleeping
52. They here for two hours now.
a) have been waiting b) are waiting c) waited d) were waiting
53. If Robert yesterday, he'd have played tennis. a) hasn't been b) wouldn't have been c) hadn't been d) weren't e) did not
54. Julius lives in a house.
a) big old red brick b) old red brick big c) old brick big red d) big red brick old
55. Mary last week. a) has her hair cut b) has had her hair cut c) has her hair cut d) has cut her hair
56. Hilton is hotel in Yaounde a) the b) a c) an d) some e) them
57. Which of the following is correct?
a) A number of books are on the table
b) The data he presented is very good
c) A series of operations was carried out on the sick child
d) Ahmadou likes to ran
e) None of the above

74. Please (submit) your application before two o'clock
a) in b) hand down c) hand out d) hand off e) hands off

75. Paul and John (are friendly with) each other. a) get by with b) get along with
c) get over with d) get through with e) get together with

76. Were you able to (recover) your stolen laptop?
a) get back b) take back c) go back d) come back e) collect back

77. Someone (illegally entered) the warehouse last night.
a) broke away b) saw through c) saw into d) broke into e) came into

78. After stopping in Lagos, the ship (travelled towards) Douala.
a) made to b) passed up c) went over d) headed for e) sail to

79. Mr Sambo was (hit by a car) yesterday on his way to work.
a) run up b) run through c) run over d) run out e) run into

80. Please (read) the instructions carefully before starting the work.
a) watch out b) look up c) let down d) go over e) look out

81. Mambo (resembles) her mother more than her father.
a) takes after b) goes after c) looks after d) calls after e) went after

82. The Minister's secretary (interrupted) to tell him he had a telephone call.
a) cut out b) cut in c) took in d) call out e) took out

QUESTIONS 83 TO 100 Choose the correct answer in each case

83. Scientists hard to find a new and effective treatment which most feared diseases.
a) have been struggling/will cure b) struggled/had been curing
c) will struggle/have cured d) are struggling/are being cured
e) have struggled/ were curing

84. In two years, many of our school friends and then we no hardship in keeping our international business going.
a) graduated/had had b) are graduating/ have had c) have graduated/ will have
d) graduate/ would have e) will graduate/ will have

85. The girls a game called 'bomb' for almost ten minutes when the teacher suddenly the classroom.
a) have played/ will enter b) were playing/entered c) are playing/comes
d) had been playing/entered e) played/was entering

86. It is five months since we over this company.
a) have taken b) had taken c) will take d) are taking e) were taking

87. When I into him on the street, he said he abroad for business affairs that evening.
a) ran/was going b) will run/would go
c) had run/ is going d) have run/will be going
e) ran/will go

88. The government action into increasing taxes as soon as they by the IMF authorities.
a) takes/will be urged b) took/had been urged c) is taking/have been urged
d) had taken/were urged e) will take/have urged

58. James has M.Sc degree in Food Science and Technology.
a) the b) an c) a d) some e) some

59. She won't make me a) to laugh b) laugh c) laughing d) laughed e) to laughing

60. It's the first time such fun. A) I've been having b) I would have c) I had
d) I've had e) I had

61. I was sure immediately. a) will accept b) is accepting c) not accept
d) would accept e) can accept

62. He is a old friend of mine. I haven't many years.
a) during b) since c) for d) while e) in

63. Joseph Atangana is one of the boys who on time.
a) are b) is c) were d) was e) shall

64. I saw Mary looking at in the mirror.
a) hisself b) themselves c) himself d) herself e) by herself

65. Everybody responsibility.
a) accepts their b) accepted their c) accept his d) accepts his e) accepted his

66. He told me he would carry the box
a) hisself b) herself c) themselves d) himself e) by himself

67. Which of the following is correct?
a) Neither the girl nor the boy were in class b) Neither the girl nor the boy was in class
c) Neither the girl or the boy was in class d) Either the girl nor the boy were in class
e) Neither the girls nor the boys was in class

68. You don't like drinking alcohol.
a) don't you? b) don't you c) do you d) didn't e) isn't it?

69. Identify the right sentence below
a) It is right to give raw milk to you baby but first boil it
b) The amount of stucents in our class is thirty five
c) The researcher detected only one species of bacteria in his study
d) The number of schools in the Vina Division is one hundred
e) None of the above

70. Hotel and motel managers usually from guests who have no luggage.
a) require payment in advance b) insist upon an advance payment
c) demand cash or credit card reimbursement d) ask for some advancing deposit
e) seek an advance deposit for reimbursement

71. They while I was cooking dinner.
a) wear cleaning b) was cleaning c) were cleaning up d) had cleaned up
e) had been cleaning up

72. I need home. a) going b) to go c) done d) come e) came

Find the answer that best matches the underlined word or phrase
73. He (disposed of) the old materials a) fell away b) throw away c) went away
d) cut away d) threw away

89. Don't you think it.....time we.....typing the report.
a) has been/have started b) is/started c) will be/are starting
d) was: started e) would be/had started
90. China.....greatly in terms of its cultural values over the past five years
a) changed b) is changing c) has changed d) will have changed e) had changed
91. I feel lucky to have found a well-paid job on time, otherwisefor a job
a) will be looking b) have looked c) am looking d) would be looking
e) were looking
92. Iquite a low grade in the English exam, so Iharder and harder
a) have got/was studying b) got/am studying c) will get/ have studied
d) get/will have studied e) had got/ will study
93. Although the crime scene.....thoroughly, nothing substantial.....
a) is searching/will be found b) has been searched/ has been finding c) was searched/ was found
d) had been searched/were found e) will search/ was found
94. I don't think they.....the meeting seeing as only a few of the members.....in the last hour.
a) could have/ were contacted b) had held/could be contacted
c) will hold/ are contacting d) are holding/will contact
e) can hold/have been contacted.
95. The companywhether the scholarshipin time or not.
a) is debating/will be paid b) debated/were paying
c) had been debating/ was paid d) will debate/could have paid
e) was debating/have been paying.
95. By the time the course schedule..... webasic subjects of French.
a) completes/would have learnt b) will be completed/will have learnt
c) was completing/had learnt d) could be completed/will be learning
e) is completed/will have learnt
96. No books.....out from this library unless you.....the borrowers' card
a) must be taken/are having b) might take/have had c) can be taken/have
d) are taking/ will have e) should be taken/ don't have
97. A new nuclear power plant.....just after the new statute lawby the parliament
a) has been built/ will be accepted b) built/has been accepted c) will build/has accepted
d) is building/is accepted
98. Youbecause you.....too fast a) are stopping / were driving
b) have been stopped/ were driven c) would stop/ had driven
d) were stopped/ were driving e) will stop/had been driving
99. It is five months since we.....to this company
a) have been transferred b) had been transferred c) will transfer d) were transferring
e) are transferred
100. Traditionally, this school.....by donations and the tuitions students pay.
a) has supported b) was supporting c) is supported d) has been supporting
e) supports