

UNIVERSITE PARIS 1 PANTHEON - SORBONNE
UFR 06 / SGEL
Licence de Gestion et Economie d'Entreprise

Examen de rattrapage d'anglais appliqué à la gestion, semestres 3 et 4

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Maître de conférences

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Durée: 2 heures

NOM:

PRENOM:

No. Etudiant:

Part one: Vocabulary (5 points)

Circle the alternative (a), (b) or (c) which matches the definition. Make one choice only.

1. Strategic alliances companies make by combining with or buying others in order to increase their grip on the market they trade in
(a) licensing (b) mergers and acquisitions (c) franchising
2. Company that has taken over another company by buying the majority of its shares
(a) target firm (b) merging firm (c) acquiring firm
3. Merger with or acquisition of either a company's suppliers or its marketing outlets
(a) horizontal integration (b) vertical integration (c) lateral integration
4. Amalgamation of companies producing completely different products or providing totally different services
(a) horizontal merger (b) vertical merger (c) conglomerate merger
5. Price at which goods are sold to shops by the people who produce them, rather than the price at which the customer usually pays in the shop
(a) wholesale price (b) retail price (c) cost price
6. Items that companies need for their operations but which do not directly enter into finished products
(a) supplies (b) raw materials (c) semi-finished products
7. Business expansion by way of market penetration, market or product development
(a) merger activity (b) intensive growth (c) extensive growth
8. Moving into new markets or activities so as to grow, or to reduce or spread risks, often but not always by buying other companies in different fields
(a) diversification (b) globalisation (c) tropicalisation
9. Goods used as tools to manufacture other goods
(a) finished goods (b) consumer goods (c) capital goods
10. Signs that can identify the products of one business from those of another, e.g. a word, a device, a three-dimensional shape, a sound or a smell
(a) trademarks (b) logos (c) patterns
11. Forecasting incomings and outgoings from the organisation in order to better control finance and other resources
(a) earning (b) spending (c) budgeting
12. Large-scale, fully diversified firms
(a) global companies (b) conglomerates (c) giants
13. Documents showing the protection granted by governments giving someone or a

- company the exclusive rights to manufacture, sell or use an invention or new industrial process over a particular number of years
- (a) designs (b) licences (c) patents
14. Compensation paid for the use of property, especially a patent or copyright
(a) wages (b) royalties (c) dividends
15. Workers' particular abilities or capacities, often acquired by training
(a) skills (b) expertise (c) know how
16. Trade name used to identify goods and services in order to distinguish them from competing ones
(a) trademark (b) brand name (c) company name
17. Differentiating one's brands from those of competitors in a particular market
(a) brand image (b) brand positioning (c) brand equity
18. Sales of a company, brand, or product expressed as a percentage of total sales in a given market
(a) market share (b) turnover (c) company sales
19. Goods that an organization transforms in the production process
(a) inventories (b) shares (c) assets
20. Continuous monitoring of stock levels an organization holds through regular checks and sales forecasts in order to influence purchase and production plans
(a) asset management (b) account management (c) inventory management

Part two: Comprehension (5 points)

Read the text below entitled “*Account management*” and answer briefly the ensuing questions in the space provided.

Account Management

Providing credit for customers is an important service, but is one which needs to be carefully managed within certain guidelines. On the one hand, the seller will wish to collect payment as soon as possible, but the terms of payment must also be acceptable to customers who may find better terms available elsewhere. There are a number of dangers in providing large amounts of credit.

For example, when credit is provided, money is tied up in customer accounts. It may be difficult to collect this money quickly. Credit helps to provide finance for the business of the customer. If the customer's business encounters problems which mean that they cannot pay their bills, this will lead to a bad debt.

A lot of time may be spent in account management, for example keeping and maintaining customer records and preparing statements and account reminders. At some stage the provision of credit may lead to a dispute with a customer over the amount of credit, credit periods, etc. and this may affect the selling process.

It is usual to place a credit limit on the account of each customer. These limits will normally depend upon some form of risk assessment. For new corporate customers it may be possible to go to Companies House and obtain statements. These can then be used to assess a company's financial position, but the process may take a lot of time. Another approach may be to contact a credit-rating agency for an assessment of the creditworthiness of a customer. These agencies may provide a same day analysis by computer, analyse the ratios of the business concerned or comment upon the credit position and financial position of the customer concerned.

In some situations it may be possible to ask for references on the creditworthiness of customers and to provide some form of credit clearance. After credit limits have been set for a customer, they may be subject to occasional rises as business contacts and relationships improve.

Credit control is an important part of the role of an organisation. In an ideal world customers would pay promptly, not demand long periods of credit and still be good customers for many years in the future. However, this is not always the case. Organisations may have 'marginal' customers whose reliability and ability to pay debts is not clear-cut. When sales orders are taken, the setting of credit clearance limits and the time allocated to the customer to pay should be judged carefully. Then, if customers exceed the time allocated to pay, they should be reminded about the need for prompt

payment. Some systems allocate four categories of debtor- strong, average, marginal and weak. Different terms and conditions are then offered to each category.

After the transaction has taken place the credit control section will keep up to date with credit accounts and identify where accounts become overdue. There can be a danger of conflict between the sales force and the administrative staff. For example, salespeople in the field may want to concentrate simply upon the process of selling, but they have to take into account whether the customer base they create can provide payment for the purchases they make. This may often involve them in monitoring the accounts of their customers and advising them of due payments from time to time.

(Dave Needham & Robert Dransfield, *Advanced Business*, Oxford: Heinemann, 1995)

Answer these questions as briefly as possible

- 1. What is a bad debt?
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- 2. What is the role of credit?
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- 3. Can you give examples of activities involved in customer account management?
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- 4. Why is it necessary for organisations to carry out a risk assessment before granting credit?
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- 5. How can organisations find out about the creditworthiness of new corporate customers?
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- 6. How many categories of debtor are found in a number of credit rating systems? What are they?
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- 7. What is the basis of their classification?
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- 8. What role does the credit control department of an organisation play once credit is granted?
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- 9. What do salespeople tend to overlook when selling company products to customers?
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- 10. How can companies make sure that their sales forces do not focus only on the process of selling?
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Part three: Grammar (5 points)

A) Complete the following sentences with the appropriate phrasal verb below using the correct tense

tie back, tie down, tie in, tie up, take off, take out, take over, run through, run out of, sell out

1. *Kaizen* philosophywith current production methods such as *Kanban* or *Just in Time*.
2. People are speculating that Bertelsmann may want to to Sony next year.
3. Many people have a lot of money but most of it is in property.
4. If assets are given away or otherwise disposed, but not the books, companies must continue to pay property taxes on them to state and local governments.
5. Female factory workers usually their hair while doing dirty tasks.
6. In the past lenders often insisted on financial covenants when companies loans.
7. Young people enjoy changing jobs partly to gain more experience and partly because they refuse to be by a relationship with a single employer.
8. Even relatively dodgy borrowers take time to their money and come back to the market.
9. At their current rates of cash burn, both GM and Chrysler will money before the end of 2009.
10. Who has the family business, following the death of the father?

B) In the following text, change the underlined verbs in *italics* by using the appropriate **phrasal verb** in the list below. Use the **correct tense**. **Write** the phrasal verb you have chosen in the space provided.

look into, get on, turn out, turn down, put in for, get on with, take on, take on, put forward, take over

“ Not long ago I applied for (1. _____) a post as Regional Sales Manager at ABC plc. The job sounded interesting and the salary would have enabled me to save a sum of money at the end of each month. I would also have been encouraged to accept (2. _____) more responsibility than in my present job where I knew promotion was blocked and it was impossible for me to make progress. (3. _____). My application was refused. (4. _____). I never really understood why but it is true that during the interview I didn't see eye to eye (5. _____) with Mr Pike, the sales Director. It was obvious he wanted to employ (6. _____) a younger person and aggressively challenged every idea I suggested (7. _____). The interview itself only lasted a quarter of an hour. However, this failure proved (8. _____) to be for the best. I stayed in my job at XYZ plc and have just learned that we are going to gain financial control of (9. _____) ABC plc. This gives me particular satisfaction because I've been investigating (10. _____) the changes in the organisation chart. It seems that Mr Pike will now be working under me.”

Part four: Sentence writing (5 points)

Make 10 correct sentences of your own, using any of the phrasal verbs given in part three. Use the phrasal verb only once.

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Key to answers and guidelines for marking

Part one: Vocabulary (5 points)

Answers

1. (b) 2. (c) 3. (b) 4. (c) 5. (a) 6.(a) 7.(b) 8.(a) 9.(c) 10. (a)
11. (c) 12. (b) 13. (c) 14. (b) 15.(a) 16.(b) 17.(b) 18. (a)
19. (a) 20. (c)

Marking: 0.25 point for a correct answer, nothing for a wrong answer or for a blank.

Part two: Comprehension (5 points)

Answers

1. A debt that customers are unable to pay back.
2. To provide finance for business.
3. Keeping and maintaining customer records, preparing statements and account reminders.
4. To help set credit limits on the account of each customer.
5. By obtaining statements from companies House, by contacting a credit-rating agency, or by asking for a reference on the creditworthiness of the customer.
6. Three are four categories of debtor: strong, average, marginal and weak.
7. Debtors are classified on the basis of how promptly they can repay debt.
8. Once credit is provided, the credit control section will keep up to date with credit accounts and identify when accounts become overdue.
9. They tend to overlook taking into account the extent to which their customers are solvent or otherwise.
10. By getting them involved in the process of monitoring customer accounts and of reminding customers when payments are due.

Marking

0.5 point for a correctly written answer. 0.25 point if only the content seems to be satisfactory. Nothing to be awarded for a poorly written or wrong answer, or else for a blank.

Part three: Grammar (5 points)

Answers

A)

1. ties in 2. sell out 3. tied up 4. taken off 5. tie back

6. took out 7.tied down 8. run through 90. run out of 10. taken over

B)

1. put in for 2. take on 3.get on 4. turned down 5. get on with

6. take on 7. put forward 8. turned out 9. take over 10. Looking into

Marking

0.25 point for a correct answer. Nothing for a wrong answer or for a blank.

Part four: Sentence writing

0.5 point for a well-formed sentence, nothing to be awarded otherwise.