

**UNIVERSITE PARIS 1 PANTHÉON –SORBONNE**

**UFR 06 / SGEL**

**LICENCE DE GESTION ET ECONOMIE D'ENTREPRISE**

**EXAMEN DE RATTRAPAGE D'ANGLAIS APPLIQUE A LA GESTION, Semestres 3 & 4**

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Maître de Conférences

**Durée :** 2 heures

**No documents allowed**

**Part One : Vocabulary (5 points)**

***From your knowledge of subjects studied in class, circle the alternative (a), (b), (c) which matches the definition***

1. 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
2. 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
3. Goods used as tools to manufacture other goods :  
(a) finished goods                      (b) consumer goods                      (c) capital goods
4. Compensation paid for the use of intellectual property, especially a patent or copyright :  
(a) wages                      (b) royalties                      (c) dividends
5. Trade names used to identify goods and services in order to distinguish them from competing ones  
(a) trademark                      (b) brand name                      (c) company name
6. Goods that an organization transforms in the production process :  
(a) raw materials                      (b) work-in-progress                      (c) finished goods
7. Continuing 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
8. Evaluation of customers' credit and financial positions in order to establish their reliability and ability to pay debts :  
(a) credit assessment      (b) credit rating                      (c) risk assessment

9. Japanese word for the management philosophy of continuous improvement :  
(a) Karochi (b) Kanban (c) Kaizen
10. Time needed to produce and deliver an ordered product :  
(a) lead time (b) deadline (c) manufacturing time
11. Reliability and ability to pay debts :  
(a) solvency (b) creditworthiness (c) trustworthiness
12. Long-term decisions and plans made by directors setting the course an organization must follow :  
(a) tactical decisions (b) operational decisions (c) strategic decisions
13. The influence that the wider economic situation, the customers, the suppliers and the competitors have on the performance of an organization :  
(a) marketing mix (b) marketing plan (c) business environment
14. Reduction in the unit cost of products achieved as a result of better technology, management and business practices :  
(a) economy of scale (b) economics of scale (c) economies of scale
15. Firms facilitating the distribution of products to customers :  
(a) channel intermediaries (b) wholesalers (c) retailers
16. Process by which an organization offers unique products to satisfy the particular needs of customers :  
(a) centralisation (b) customisation (c) decentralisation
17. A business's stock of raw materials, component part, supplies, work in progress, or finished products :  
(a) delivery (b) storage (c) inventory
18. Person or firm owing money to another person or firm  
(a) creditor (b) debtor (c) debtor
19. Group of customers or potential customers sharing common characteristics :  
(a) niche (b) market segment (c) market position
20. A situation where a new brand or product gains sales at the expense of another of the company's brands or products :  
(a) cannibalisation (b) piracy (c) forgery

## Part Two : Reading (5 points)

### A. Read the text below and address the ensuing comprehension exercise

#### Companies get help finding their gear

Does the Panasonic phone that is gathering dust in your basement still work? Where did you store the Dell monitor your brother gave you after he acquired a wider-screen Samsung? Whatever happened to your original computer – the one you used to write the first draft of your novel?

If millions of people have trouble keeping track of the technology equipment that have accumulated over the years, companies large and small find the task so daunting that many do not even try. But sloppy inventory control can cause major headaches for companies. In January, the credit card company GE Money USA reported that a computer tape containing personal data on about 650,000 customers had disappeared. In 2006, within the space of a few weeks, the Veterans and a desktop computer that contained medical records of 38,000 patients.

Thomas Watson, president and co-founder of Asset Management International, a small Seattle company that tracts the flow of information technology equipment and other fixed assets into, around and out of corporate and government buildings, said the problems were far broader than the well-publicized data losses. Companies that fail to keep track of their technology assets face potential tax and legal consequences. Watson has his own trove of anecdotes about missing equipment. He recalled a manager at an insurance company who told him that 300 computers bought three months earlier for \$600,000 could not be located and had to be written off the books.

And a story circulated at the annual CA World conference in Las Vegas last year, Watson said, about the chief financial officer and the chief information officer of a major company who were inspecting their warehouse. « One of them pointed to a dusty old box and asked the other, « What's in the box? » he said, « They found a \$2 million Sun Microsystems server that had been sitting there for over a year. »

Watson, 35, started AMI in 2003 with Ken Suzuki, a business colleague, to develop a method for the tracking of assets from the warehouse receiving dock to the trash bin. « There is so much activity in IT, » he said. « Teams move, equipment gets shifted around. End users see a fancy new monitor on somebody else's desk and just take it. » After five months of tinkering – yes, in their basements, with only their savings to finance the project- the two partners came up with a product that uses a bar code scanner, software and a database.

AMI landed its first contract in April 2004. The \$30,000 deal was tiny, but the customer, Unisys, was a technology giant. AMI's job was to help Unisys monitor the flow of technology assets through the Transportation Security Administration. That contract helped AMI win a contract with CA, formerly Computer Associates. Watson said he hoped that his company's Relationship with CA would lead to even more business. He aims to double his company's revenue to \$1 million this year and to \$4 million by 2010 by the time-tested entrepreneurial methods of pampering customers and sticking to his knitting.

Other companies promise to track every asset, including desks and light fixtures. AMI focuses on technology equipment. Watson said clients were attracted to the simplicity of his technology and the fact that AMI trains the client's employees to use the technology after AMI has done the initial cataloguing. « We are offering a system that is both foolproof and easy to use, » he said. « If a system isn't easy to use, people will stop using it. »

One fan is Brian McIlrath, an asset management coordinator at Unisys who uses AMI's AssetTract software to tract computer equipment at a consumer products company. » AMI's bar

code scanner is very, very reliable and fast, a huge advantage over manually copying and transferring the information by e-mail,» he said. «I can scan 20 assets in one room in two minutes, whereas if I did that by hand, it would take 10 minutes, and be more error prone.»

Why is it so important for companies to keep a close eye on their technology assets ? Aside from the obvious financial benefits of knowing where the assets are, keeping up-to-date records reduces the risk of theft or loss of confidential information that could expose the companies to lawsuits and public ridicule.

But there are other reasons as well. US law requires publicly traded companies and government entities like school districts to keep accurate count of capital assets ; depending on the circumstances, they could lose government financing, face tax penalties and, in extreme cases, criminal charges for failing to do so.

Not only that, if assets are given away or otherwise disposed, but not taken off the books, companies must continue to pay property taxes on them to state and local governments. Watson cited the case of a company that paid millions of dollars in taxes on 20,000 computers it no longer possessed.

Brent Bowers,© 2008, The New York Times (Distributed by the New York Times Syndicate)

***B. Circle the alternative (a), (b), or (c) that most fully and correctly completes the statements or answers the questions below***

1. The type of problems caused by poor inventory management relate to the loss of
  - (a) sensitive information
  - (b) sensible information
  - (c) company information
2. What type of consequences can companies which care less about the safeguard of data face ?
  - (a) economic and legal
  - (b) fiscal and legal
  - (c) social and legal
3. Why are the senior managers of a company to blame, in the anecdote that circulated at the annual CA World conference in Las Vegas ?
  - (a) because an expensive piece of equipment remained unused for over a year
  - (b) because they failed to fulfill their duty
  - (c) because of their ignorance
4. Why did Thomas Watson and ken Suzuki feel the need to develop a tracking system for computers ? Because computer equipment
  - (a) usually changes hands in companies
  - (b) gets changed now and then in companies
  - (c) gets used by many people inside the company and gets disposed of very quickly with its array of information
5. Who funded their project , in its infancy ?

- (a) the banks
  - (b) themselves
  - (c) their prospective customers
6. What was the key to their success story ?
    - (a) 'The Customer comes first' in their philosophy
    - (b) by word-of-mouth
    - (c) their first client was a big company
  7. How did Watson ensure that their customers could go on using their inventory control system after they had left ?
    - (a) by developing a technology that was simply made of a bar code scanner, software and a database
    - (b) by developing a technology that was user-friendly
    - (c) by training the customer's personnel to use their technology unaided
  8. An advantage of AMI's software over a manual tracking system is that it is fast, reliable and
    - (a) errorprone
    - (b) errorproof
    - (c) errorful
  9. One of the dangers of failing to keep track of computer equipment in companies is that it can be
    - (a) lost
    - (b) damaged
    - (c) stolen
  10. Once a computer or any other piece of technology is replaced, it has to be
    - (a) removed from the ledger
    - (b) written in the accounts book
    - (c) switched off

**Part Three : Grammar (5 points)**

**A. Phrasal verbs : Circle the correct phrasal verb that completes each of the sentences below (2.5 points)**

1. Kaizen philosophy *ties in / ties up / ties down* with current production methods such as *Kanban* or *Just-in-time*.
2. People are speculating that Bertelsmann may want to *sell off / sell out / sell up* to Sony next year.
3. Many people have a lot of money but most of it is *tied back / tied up / tied down* in property.
4. Who has *taken off / taken out / taken over* the family business, following the death of the father ?
5. In the past, lenders often insisted on financial covenants when companies *took off / took out / took over* loans.

6. Good inventory management requires that you replenish before you *run out of / run through / run over* stocks
7. His application for a job as a cost controller has been *turned down / turned up / turned off*.
8. The strike by SNCF railworkers has been *called in / called off / called out*.
9. You have to *fill in / fill up / fill away* the application form before anything else.
10. Machines usually *break in / break up / break down* if they are poorly maintained.

**B. Nominal compounds: Read this short newspaper report and underline all examples of nominal compounds (2.5 points)**

Alpo wins Jordan order

Alpo Holdings has boosted its drive into automobile markets with a \$47.5 m sales contract to build 2,000 bus bodies for the Jordanian government. The order equates to 46 per cent of Alpo's bus parts turnover and is backed by a cash deposit and a \$37 m OECD-supported buyer credit. The order delivery is expected towards the year end after all formalities have been completed.

**Part Four : Writing (5 points)**

***Rewrite the following phrases as nominal compounds***

1. a concession on taxes=
2. a court of law=
3. a report on an accident=
4. a licence to export=
5. a Holiday lasting ten days =
6. a disaster involving chemicals that are highly poisonous=
7. an accident at an oil rig in the North Sea=
8. a record for speed in the air=
9. a problem in the level of congestion at airports=
10. a dispute over pollution caused by gas=

## Key to answers and guidelines to marking

### Part one : Vocabulary (5 points)

#### Answers

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

#### Marking

**0.25 point** for a correct answer. Nothing to be awarded otherwise. No penalty for a blank or a wrong answer.

### Part Two : Reading (5 points)

#### Answers

1. (a) 2. (b) 3. (b) 4. (c) 5. (b) 6. (a) 7. (c) 8. (b) 9. (c)  
10. (a)

#### Marking

**0.5 point** for a good answer. Nothing to be awarded otherwise.

### Part Three : Grammar (5 points)

#### Answers

**A.**

1. ties in      2. sell out      3. tied up      4. taken over      5. took out  
6. run out of      7. turned down      8. called of      9. fill in      10. break down

**B.**

Jordan order, Alpo Holdings, automobile markets, sales contract, bus bodies,  
bus parts turnover, cash deposit, buyer credit, order delivery, year end

#### Marking

**0.25 point** for each correct answer. Nothing to be awarded otherwise.

**Part Four : Writing (5 points)**

**Answers**

1. a tax concession
2. a law court
3. an accident report
4. an export licence
5. a ten day holiday
6. a highly poisonous chemicals disaster
7. a North Sea oil rig accident
8. an air speed record
9. an airport congestion problem
10. a gas pollution dispute

**Marking**

**0.5 point** for a correct answer. Nothing to be awarded otherwise.