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مكتب التكوين المهني وإنعاش الشغل

Office de la Formation Professionnelle
et de la Promotion du Travail

Examen de Fin de Formation

Session Juin 2012

Epreuve : Communication en Anglais

Niveau : T

Durée : 2 HS.

Barème : / 20

VI

Read the text carefully.

Audio-visual advertising was brought into Morocco in two stages. In the first stage, you would have seen commercials in the cinema in the early 1950's. Motion pictures were then the only audio-visual advertising medium. The second stage began in the early 1970's. Businessmen with an eye on increased profits resorted to television to advertise their goods and services. Ever since, television commercials have gained in importance.

The first advertising agency in Morocco was Havas, where many advertisers acquired "the tricks of the trade" which means special skills and knowledge. With the development of advertising and competition between more and more products, the number of agencies has multiplied. In general televised commercials last 30 seconds and this space on Moroccan television costs more than 10.000 MDH. In France to have a 30-second commercial on TV would cost you thirty times as much.)

Many economic analysts agree that advertising agencies are an essential part of the economy of a country. An economist explains that "goods and services would not sell well without agencies. The central fact about advertising is that it informs. It is the means of communication that tells about a product, creates a demand for it, and makes it possible to put it on the market at a reasonable price. In so doing, it helps firms to sell to a larger public. "Indeed it does. It could be argued, however, that advertising makes people buy what has been chosen for them. A Havas man who has been in advertising for thirty years is not of the same opinion. He says: "It is not that advertising makes people buy what they do not want. There are hidden wants in people. It is as simple as that.

In essence, advertising in Morocco is not aggressive as it is in the West where the consumer can't escape from advertisement even if he wants to. For example, the consumer in the larger city in North America can be daily exposed to as many as 2000 advertising messages. In Casablanca, on the other hand, you may come across no more than a hundred in a day.

I- Comprehension:

- A) Answer the following questions from the text : 3/3
- 1- What was the first advertising agency in Morocco, and how did it help advertising?
 - 2- What is the central fact about advertising?
 - 3- Do you think that advertising in Morocco is aggressive?
- B) Are these statements true or false? Justify. 2/2
- 1- Advertising in Morocco is more expensive than in France.
 - 2- Advertising make people buy what they need.
- C) Find in the text synonyms of these words: 1/1
- a- publicity. b- a need.
- D) Find in the text antonyms of these words: 1/1
- a- decreased. b- disagree.
- I- Language:
- A) Put the verbs in brackets into the correct form: 2/2
- Martin Nelson (be) 26 years old, he (obtain) his diploma in automotive technology two years ago. Now, he (work) as an innovation engineer at Motor space. He (start) his own company next year.
- B) Rewrite the following sentences as suggested: 4/4
- 1- We have replaced our diesel engines with hydrogen engines.
Our diesel engines
 - 2- They placed concrete horizontal decks under the floors to resist earthquakes.
Concrete horizontal decks
 - 3- "The aim of the plasticity test is to find out if the material will deform or melt."
The boss explained that
 - 4- "I repaired the machine yesterday, but now it needs control."
The worker said that
- C) Rewrite the following sentences using the words in brackets: 3/3
- 1- Your computer can't be used if it is not repaired. (Unless)
 - 2- He is a good technician but he can't repair the motor. (Although)
 - 3- The welder needed a torch. He wanted to soften the metal. (So as)

II- Writing:

4/4

Write a short essay where you give your opinion about some advertised local products.