

Concours CAE session 2025

Composition : Anglais 1

Durée : 3 Heures

Consignes pour les candidats	Read the following texts and do the activities related to them. Choose the right alternative A, B, C, D, E or F where necessary on your provided answer sheet.
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PART I. Reading comprehension and use of English

20/20

(50 %)

Going, going, gone?

Will eBay's unique relationship with its customers become a casualty of the auction site's success?

- (A) Meet the People's Company. Like a democracy, it can be a noisy place where citizens sometimes think the people in charge have no idea what they're doing. But at eBay, the online auction site, the people are in charge. Its customers-the 70 million buyers and sellers who trade here-have the kind of influence that most consumers and businesses can only dream of. It's true, eBay has a business model that doesn't require carrying any inventory. But the real secret of eBay's unlikely success is this: it's a master at capturing the awesome communications power of the internet, tracking customers' every movement so new products and services are tailored to just what they want.
- (B) eBay's customers are its product development, market research, merchandising and sales department-all rolled into one. It's not just that they have made eBay into a global marketplace for almost anything, from a \$1 baseball card to a \$4.9m Gulfstream jet, eBay's customers also tell the world about eBay by word of mouth. They crowd online discussion boards, share tips, point out glitches, and lobby for changes. eBay's customers even police the site by rating each other. Imagine a retailer trying to do this: interview every single person leaving every store, post a list of what each thought of the shopping experience, ask them to write up a merchandising plan and call suppliers to arrange deliveries - and oh, by the way, could they keep an eye out for shoplifting? That's what eBay's customers voluntarily do each day.
- (C) Back in 1995, when Pierre Omidyar unveiled Auction Web, he had much more in mind than simply helping his girlfriend trade Pez dispensers. He aimed to create a market for a wide range of goods, but with a difference. 'I wanted to give the power of the market back to individuals,' says Omidyar. But his biggest breakthrough was the Feedback Forum, a rating system that makes it easy for buyers and sellers to grade each transaction. Amazingly, it works. And positive ratings, which translate to more sales, keep people from going to other sites.
- (D) Some of its most effective ways of getting user input, though, don't depend on the internet. Since early 1999, eBay has regularly flown in groups of sellers and buyers to its headquarters in California to interview them, asking for their views on new features and policies. The result: fewer problems. Even when something does go wrong, eBay can respond quickly. 'They can essentially negotiate with 50,000 users at once and make it work,' says Munjal Shah, CEO of Andale.

(E) Most of all, eBay simply watches. Almost all of its fastest-growing new categories grew out of observing seller activity. After noticing random car sales, eBay created a separate site called eBay Motors. This year, eBay expects to gross some \$3.8bn worth of autos and parts-many of them sold by dealers. 'It's the way of the future,' says Bradley Bonifacius, internet manager at Dean Stallings Ford, Inc.

(F) eBay business is the company's latest offering; a new site providing businesses with an e-commerce platform. It's exciting new territory and dangerous. Many rivals aim to be the biggest places for e-commerce, too, and some are making fast progress. But there's a bigger question. Can eBay's values survive such grand ambitions? Omidyar worries that the growing Glossary participation of large commercial sellers could dilute eBay's unique culture. 'If we lose that, we've pretty much lost everything,' he says. eBay's power made building a business simple compared with everything conventional companies must do. Keeping in touch with all those customers from here on won't be easy.

www.economist.com

Vocabulary

casualty (someone hurt by events)

awesome (huge)

tailored (personalized)

shoplifting (theft from shops)

dilute (weaken)

I.1 Read the article about eBay - Which paragraphs A – F give information about the following things? Choose the right option among the following answer A, B, C, D, E or F related to the above paragraphs.

1. What eBay does when it detects unusual activity by sellers
2. Possible threats to the developing business
3. The different things you can buy on eBay
4. How transactions are evaluated
5. How popular eBay is
6. Why eBay conducts live interviews with buyers and sellers

I.2 Read the text again and say which of the following statements are A- True, B -False. or C -Neither.

7. Customers take on a number of functions, which means that eBay incur conventional operating costs in a number of areas.
8. In addition to not providing storage and delivery, eBay's customers are its product development, market research, merchandising and sales department.
9. eBay started out as an internet-based auction site.
10. As a development strategy, eBay is creating new categories and sites after observing shareholders activities.
11. Diluting eBay's uniqueness by becoming a commercial e-commerce is the main opportunity to eBay's future success.

I.3 Complete the article with the missing words

The essential guide to starting your own online business

If you are thinking of (12) _____ (A. sell B. advocating C. purchasing D. trading) on eBay, then there are a few simple questions that you should ask yourself before you start. It's one thing to (13) _____ (A. auction B. place C. purchase D. order) a few personal items from time to time but actually running your own online (14) _____ (A. platform B. business C. site D. sales) is a different thing

altogether. What special (15) _____ (A. quality B. quantity C. characteristics D. feature) does your product have that make it unique? How much (16) _____ (A. inventory B. inventories C. stock exchange D. bill) will you need to stock to keep your (17) _____ (A. suppliers B. clients C. funders D. management) supplied? How will customers (18) _____ (A. guarantee B. perform C. use D. rate) transactions after a sale? You can find the answers to all these questions and more in Kathleen Morton's new book *Online Business-The Easy Way*. Kathleen shares her secrets in this new book that could set you off on the road to becoming a successful online (19) _____. (A. retailer B. wholesaler C. stockholder D. investor). Order now!

I.5 Complete the following profile of Pierre Omidyar, the founder of eBay, with appropriate forms of the verbs.

Pierre Omidyar is today at the head of one of the internet's biggest success stories: eBay. Born in France, Pierre moved to the USA at the age of six when his father was given the opportunity of (20- A. work B. working C. worked D. works) _____ at John Hopkins university. During his school years in the US Pierre started (21- A. written B. writes C. wrote D. writing) _____ computer programs for six dollars an hour. (22-A. knowing B. to know C. known D. know) _____ how important computers would become in the future, he decided (23- A. apply B. applied C. to apply D. applies) _____ for a place at Tufts university. After (24-A. graduate B. graduation C. graduates D. graduating) _____ in 1988, Pierre then worked as a software developer before (25-A. create B. creating C. creates D. created) _____ his first start up 'Ink Development Corporation' in 1991. The company produced software that enabled computers (26-A. to read B. read C. reading D. reads) _____ instructions given by pen and not through a keyboard. Five years later he succeeded in (27-A. sell B. to sell C. selling D. sold) _____ the company to Microsoft. It was not until 1995 that he came up with the idea of (28-A. launch B. launched C. launches D. launching) _____ a website which would serve both as a market for (29-A. exchange B. exchanging C. to exchange D. exchanged) _____ collectors' items and as a forum where collectors could meet (30-A. to discuss B. discusses C. discuss D. discussed) _____ their passion. From a hobby it soon became a full-time occupation and after (31-A. rename B. renaming C. renamed D. renames) _____ eBay, the world's most open marketplace was born. Now a billionaire, Omidyar has set himself a new goal: (32-A. get rid B. got rid C. getting rid D. gets rid) _____ of 99 per cent of his fortune during his lifetime by (33-A. finance B. financed C. finances D. financing) _____ non-profit-making operations around the world.

I.6 . In each of the following sentences you have to change a word or some to make them correct. Select that or these word(s) in A, B, C or D on your answer sheet by ticking it or them.

- 34 Europeans pay A- twice as much B- for a basket C- of groceries D- than do more liberal New Zealanders.
- 35 Hal Garnett, the A-newly appointed CEO, is B-in a hurry to reorganize C-the company's sales strategy D-and to introduce a new online sales channel.
- 36 Several web agencies have A-been contacted to obtain tenders B-to develop C-and maintain a new, D-eight- pages site.
- 37 Grey marketers challenge A-this by obtaining B- branded goods through C- alternative supply routes and selling them at much D- cheaper prices.
- 38 Launching A-an innovation involves a degree of risk B-but, if successful, an entrepreneur can produce better returns as margins will be high especially when competitors' products C -become obsolete D -as a result.

- 39 Every year TechStart organizes **A-** a competition where graduates **B-** can submit **C-** their propositions **D-** for new business ventures.
- 40 The winning project **A-** team receives **B-** a cash prize **C-** of \$10.000 and joins **D-** the one-year Startup Programme.

PART II. Translation

10/10 (25 %)

Find the best translation **A**, **B** or **C** for the following sentences.

41. **Retail legacy giant John Wanamaker founded his John Wanamaker & Co business in 1869 and opened the 12-story building in 1911 to house what was then the world's largest retail department store with 45 hectares.**
- A.** Le géant du commerce de détail John Wanamaker a fondé son entreprise John Wanamaker & Co en 1869 et a inauguré le bâtiment de 12 étages en 1911 pour abriter ce qui était à l'époque le plus grand magasin de détail du monde avec 45 hectares.
- B.** Le géant du commerce de détail John Wanamaker a fondé son entreprise John Wanamaker & Co en 1869 et a inauguré le bâtiment de 12 étages en 1911 pour abriter ce qui était le plus grand magasin de détail du monde avec 45 hectares.
- C.** Le géant du commerce de détail John Wanamaker a fondé son entreprise John Wanamaker & Co en 1869 et a ouvert le bâtiment de 12 étages en 1911 pour abriter ce qui était alors le grand magasin de détail le moins cher du monde, avec 45 hectares.
42. Decarbonizing aviation will require continued increases in fuel efficiency, including through plane design and more efficient routing. Sustainable aviation fuel (SAF) value chains are expected to be more diverse than those associated with existing jet fuel production.
- A.** La décarbonisation de l'aviation nécessitera une augmentation continue de l'efficacité énergétique, notamment grâce à la conception des avions et à des itinéraires plus efficaces. Les chaînes de valeur du carburant aviation durable (SAF) devraient être plus diversifiées que celles associées à la production actuelle de carburacteur.
- B.** La décarbonisation de l'aviation nécessitera une augmentation continue de l'efficacité énergétique, notamment grâce à la conception des avions et à des itinéraires plus économiques. Les chaînes de valeur du kérosène durable (SAF) devraient être plus diversifiées que celles liées à la production actuelle de kérosène.
- C.** La décarbonisation de l'aviation nécessitera une augmentation continue de l'efficacité des carburants, notamment grâce à la conception des avions et à des itinéraires plus efficaces. Les chaînes de valeur du kérosène durable (SAF) devraient être plus diversifiées que celles liées à la production actuelle de kérosène.
43. Prime Minister Mark Carney is expected to plunge Canada into an election campaign on Sunday, as US President Donald Trump's trade war sharpens the focus on fixing long-standing problems that have hindered the Canadian economy.

- A. Le Premier ministre Mark Carney devrait plonger le Canada dans une campagne électorale dimanche, alors que la guerre commerciale du président américain Donald Trump accentue l'attention portée à la résolution des problèmes de longue date qui ont entravé l'économie canadienne.
- B. Le Premier ministre Mark Carney doit plonger le Canada dans une campagne électorale dimanche, alors que la guerre commerciale du président américain Donald Trump accentue l'attention portée à la résolution des problèmes de longue date qui ont nui à l'économie canadienne.
- C. Le Premier ministre Mark Carney devrait lancer le Canada dans une campagne électorale dimanche, alors que la guerre commerciale menée par le président américain Donald Trump met davantage l'accent sur la nécessité de régler les questions de fond qui entravent depuis longtemps l'économie canadienne.
44. CK Hutchison, which is controlled by the family of 96-year-old Hong Kong billionaire Li Ka-shing, didn't seek preapproval from Chinese government leadership, according to the Wall Street Journal.
- A. Selon le Wall Street Journal, CK Hutchison, qui est contrôlée par la famille du milliardaire hongkongais Li Ka-shing, âgé de 96 ans, n'a pas demandé l'approbation des dirigeants du gouvernement chinois.
- B. Selon le Wall Street Journal, CK Hutchison, qui est dirigée par la famille du milliardaire hongkongais Li Ka-shing, âgé de 96 ans, n'a pas demandé l'approbation de l'exécutif chinois.
- C. Selon le Wall Street Journal, CK Hutchison, qui est détenue par la famille du milliardaire hongkongais Li Ka-shing, âgé de 96 ans, n'a pas demandé l'approbation préalable des dirigeants du gouvernement chinois.
45. The recent tumultuous episode at OpenAI, whose CEO, Sam Altman, was fired and then reinstated in a matter of days, highlights a fundamental board challenge: how to provide proper oversight of management while allowing it the autonomy it needs to be effective.
- A. Le récent épisode tumultueux d'OpenAI, dont le PDG, Sam Altman, a été licencié puis réintégré en l'espace de quelques jours, met en lumière un défi fondamental pour les conseils d'administration : comment assurer une surveillance adéquate de la direction tout en lui laissant l'autonomie dont elle a besoin pour être productive.
- B. Le récent épisode tumultueux d'OpenAI, dont le PDG, Sam Altman, a été démis puis remercié en l'espace de quelques jours, met en lumière un défi fondamental pour les conseils d'administration : comment assurer une surveillance adéquate de la direction tout en lui laissant l'autonomie dont elle a besoin pour être efficace.
- C. Le récent épisode tumultueux survenu chez Intelligente Artificielle Ouverte, dont le PDG, Sam Altman, a été licencié puis réintégré en l'espace de quelques jours, met en lumière un défi fondamental pour les conseils d'administration : comment assurer une surveillance adéquate de la direction tout en lui laissant l'autonomie dont elle a besoin pour être performante.

PART III. Writing

10/10

(25%)

In a well-organized dissertation, give your opinion about the topic below.

What ethical challenges does AI pose in business?

(100 words maximum)