

الجمهورية الجزائرية الديمقراطية الشعبية
REPUBLIQUE ALGERIENNE DEMOCRATIQUE ET POPULAIRE
وزارة التعليم العالي و البحث العلمي
MINISTERE DE L'ENSEIGNEMENT SUPERIEUR ET DE LA RECHERCHE SCIENTIFIQUE
مديرية التكوين العالي في مرحلة التدرج
Direction de la Formation Supérieure Graduée

CONCOURS NATIONAL D'ACCES AUX GRANDES ECOLES
SCIENCES ECONOMIQUES, COMMERCIALES ET SCIENCES DE GESTION

Matière: Anglais

Durée de l'épreuve: 2 heures

Date de l'épreuve: 10-07-2011

Coefficient: 2

The changing position of enterprise.

There are four factors of production; land, labour, capital, enterprise. Land may be taken as meaning the same thing as nature, or nature elements or nature forces. It embraces water, air, sunshine, mineral and oil deposits, virgin forests, whales....Labour embraces the work of hand and brain; it is any human exertion with a productive purpose, labour is the most active of the elements of production. Capital is a result of a labour applied to land, and is wealth used in the production of more wealth. Capital is a tool, an instrument, and is in itself passive. Since capital saved from consumption, and set aside for productive purposes, is essentially a surplus. It is true that without saving there would be no capital, but without labour and land there would be no wealth. Capital is of two sorts, fixed and circulating. A cigarette machine is a fixed capital; the oil which lubricates it, the electric current which derives it, the tobacco fed into it are circulating capital. The machine is relatively permanent, the oil is relatively impermanent. The machine remains useful through the production of many units of goods.

The four elements has a less certain claim to recognition as a factor in production than the former three of land, labour, and capital. Enterprise is the function which unites the other factors in production; it is the catalytic agent which brings the others together and makes them undergo a transformation. Earliest economists had confused enterprise with capital or labour, generally with the former. But when industry and commerce developed on a large scale it was seen that land, labour and capital were all really passive, and that production was in need of the services of an inventive, directing intelligence; so production required in addition the function of imagination and experience to combine the factors of production wisely to give the desired results.

A- Comprehension of the text. 8PTS

a - Say if the following statements are TRUE or FALSE. Justify the wrong ones.

- 1- Land refers to the natural forces of human work.
- 2- Capital is the result of accumulation of money during a certain time.

3- Capital is money saved from consumption and plays an active role in the process of production.

4- The enterprise refers to the management of the first three factors of production.

b- Answer the following questions using your own words.

1- Why is the fourth factor of production considered the most important one?

2- Provide your own definition of the fourth factor of production.

B- Language Practice. 7pts

a- Explain the following concepts.

1- Inflation

2- Deferred Payment

3- Store-Value

4- Circulating Capital

b- Reorganize the following sentences to form a meaningful text.

- The human factor consists of labour of enterprise, and non human factors which refer to land and capital.

- Production is therefore the transformation of the input into output by means of different processes.

- To produce any article or to provide any service depends upon some factors or agents of production also called factors resources.

- There are two types of factors of production: human factors and non human-factors.

- The aim of any economic activity is to produce goods and to provide services.

C- General Comprehension. 5pts

Based on your understanding of the text discuss the factors of production and say if you agree with the writer.

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COMMERCE ET GESTION

Epreuve : Français

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Coefficient : 2

« MARKETING INTERNE » versus « MARKETING EXTERNE »

Les entreprises algériennes ignorent totalement le « Marketing interne », c'est-à-dire la motivation de leur personnel. Elles ne connaissent souvent que « le Marketing externe », c'est-à-dire les actions pour satisfaire les clients. Elles ne savent pas que le marketing interne doit être un élément de renforcement du marketing externe. PETER DRUCKER a souligné l'importance du marketing interne par ceci : « tout le monde au sein de l'entreprise doit penser marketing ».

Pour réaliser l'objectif du marketing externe – la satisfaction des clients- il faut que les entreprises utilisent le marketing interne qui passe par la motivation du personnel et la création d'une culture orientée vers le client.

AREZKI IGHEMAT
In « EL WATAN ECONOMIE »
Du 04 au 10 -04- 2011

Questions

I- Compréhension du texte

- 1- Pourquoi les entreprises algériennes ignorent-elles totalement le marketing interne ?
- 2- Pourquoi les entreprises algériennes axent-elles leurs efforts uniquement dans le cadre du « marketing externe » ?
- 3- Pour atteindre véritablement la complémentarité entre « Marketing interne » et « Marketing externe », que propose l'auteur de presse AREZKI IGHEMAT ?

II- Fonctionnement de la langue

- 1- Donnez les synonymes des mots suivants :

- a- Ignorant
- b- Totalement
- c- La motivation
- d- Renforcement
- e- L'objectif
- f- Une culture

- 2- Les transformations lexicales

Les verbes	Les noms	Les adjectifs qualificatifs	Les adverbes
vouloir			
	La décoration		
		libre	
			habituellement
punir			

- 3- Mettez la première phrase du texte au plus que parfait de l'indicatif

III- Expression écrite

La complémentarité « Marketing interne » et « Marketing externe » est-elle indispensable pour le bien être (la santé économique) de l'entreprise algérienne ?

Justifiez votre réponse par un ou plusieurs exemples.