

مكتب التكوين المهني وانعكاش التشغيل
Office de la formation Professionnelle et de la Promotion du Travail

EXAMEN REGIONAL DE FIN DE MODULES DRCS			
Proposé par l'EFP :	ISTA ELHAJEB		
Filière :	Niveau T		
Modules :	Correspondance des Affaires	V1	Année : 1 ^{er} A ☐ 2 ^{er} A ☐
Epreuve/Barème	Théorique /20 ☐		Durée : 02 h
			Pratique /80 ☐

Read the text carefully then do the activities

The great majority of people are daily bombarded by advertisements: When they watch TV, when they listen to the radio or read a newspaper. Consequently, they don't think for themselves. For example, they'll buy a new pair of jeans when they already have half a dozen of them. Advertising relies on creating a new need, satisfying this need and then destroying that satisfaction.

Whatever you buy makes you unsatisfied because advertising keeps on creating for you a need for something else of the same kind. It creates a frustration that induces you to buy something you don't really need but which, for sometime at least, makes you appear younger, more beautiful, more courageous, more adventurous etc...

Advertising does tempt you. Who hasn't met people driving speedy, racing-cars to go to the local supermarket? This being written, advertisers do not persuade you to give your money to buy a car. The advertiser will persuade you to buy their car and not the other manufacturer's one. In fact, advertising is a huge commercial manipulation that reduces people's freedom: You are being manipulated therefore you have no freedom of choice!

Read the text then do the activities:

A) Comprehension/Interpretation

1) Choose the correct answer according to the text.

1) The general idea of the text is:

- a) The power of advertising
- b) The positive aspects of advertising
- c) The history of advertising

2) The writer is:

- a) narrating a story
- b) expressing an opinion
- c) describing an advertisement

3) The consumer is made:

- a) always frustrated
- b) always satisfied
- c) always creative

4) The advertiser manipulates

- a) TV
- b) potential customers
- c) advertisers

Concepteur	Validation Responsable Pédagogique	Avis Commission Régionale de validation des EFM
Nom et Prénom : BELKODIA SAID	Validé : Oui - Non	Validé : Oui - Non
Emargement :	date :/2014	date :/2014

Direction Régionale centre Sud
Examen de Fin de Modules
2013-2014

مكتب التكوين المهني وإنعاش الشغل
Office de la formation Professionnelle et de la Promotion du Travail

II) Put the following ideas in order according to their occurrence in the text:

- a) Advertising creates new needs
- b) People are being manipulated by advertising.
- c) People don't think for themselves
- d) Advertising makes you feel frustrated.

II/ Language :

A/ Put the verbs in brackets into the correct form :(2pts)

Being the safety officer, I (be) responsible for ensuring that working environment (be) safe. Since 2008 there (be) some potentially dangerous machines in the factory, so I (carry) regular inspections over them.
have carried

•B/ Rewrite the following sentences as suggested : (2 pts)

- 1- Some of the materials we worked with are toxic.
The worker stated that.....
- 2-Chemical agents represent a potential fire hazard
A potential fire hazard.....
- 3- I have to ensure that all the safety procedures are carried out.
The safety office said that.....
- 4- He organized regular first aid courses.
First aid courses.....

C/ Using the words in brackets , rewrite the following sentences :(1 .5 pts)

- 1- He passed his exam. His father offered him a new computer. (Therefore)
- 2- We respect the traffic law. We might have an accident (Eventhough) *(A)*
- 3- We walked on the pavement. We want to keep safe. (in order to)

•Writing :(4.5 pts)

Write a short essay about the importance of communication for success in business.

Good Luck

Concepteur	Validation Responsable Pédagogique	Avis Commission Régionale de validation des EFM
Nom et Prénom : BELKOUDIA SAID	Validé : Oui - Non	Validé : Oui - Non
Embarquement : <i>[Signature]</i>	<i>[Signature]</i> /2014	date :/...../2014

Direction Régionale centre Sud
Examen de Fin de Modules
2013-2014

www.forumofppt.com

www.info-ofppt.com