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مكتب التكوين المهني وإنعاش الشغل

Office de la Formation Professionnelle  
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Examen de Fin de Formation

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Epreuve : Communication en Anglais

Niveau : TS

Durée : 1H30mn

V1

Barème : / 20

### The market place

When you visit a supermarket you probably think you know exactly what you are going to buy, but the truth is you are very easily persuaded. Over half the decisions you make are made suddenly, on impulse, while you are inside the store, so it is vital that a product is displayed in an eye catching position if it is to have any chance of success.

Today's supermarkets invest millions of pounds in powerful computers which tell them what product sells best and where. «Space management» is the name given to a highly sophisticated way of influencing the way we shop, to make sure that stores make the maximum profit.

The modern supermarket offers too many images for our brain to absorb, so we switch off and notice only a few of the goods on display. A product will be more noticeable in some parts of the store than others, so manufacturers and retailers must work hard to attract our attention. This is what the space management teams who work for supermarkets have found out. They believe that products sell well when they are placed at eye level and that everything depends on our behavior in supermarkets.

Any spot where the supermarket can be sure we are going to stand still and concentrate for more than a few seconds is good for sales. That is why the shelves at the check- out have long been a favourite for manufacturers. Experts have studied the way we shop, thus they confirm that products are more likely to catch our attention when they are in certain places.



**I. COMPREHENSION: (8marks)**

**A. Answer these questions: (3marks)**

1. Why is a lot of money spent on computer?
2. What is space management?
3. What does the modern supermarket offer?

**B. Say if these statements are true? Or false? And justify: (2marks)**

1. Most people buy more in a supermarket than they have intended.
2. A successful product is that which is well displayed.

**C. Find in the text words that mean the same as: (3marks)**

convinced:                  essential:                  the shop:

**D. Find in the text opposites to:**

outside:                  failure:                  sell:

**II. LANGUAGE: (8 marks)**

**A. Put the correct form of the verbs between parentheses: (2 marks)**

1. I (look) for my keys for ages, but I (not find) them yet.
2. We (walk) to the station when it (begin) to rain last night.

**B. Rewrite these sentences as suggested: (4 marks)**

1. They spend vast amounts of money on nuclear power each year.
  - Vast amount of money.....
2. Traders opened the first self-service groceries in America in 1912.
  - The first self-service groceries.....
3. "Over half the decisions you make were made suddenly"
  - He said that.....
4. "These products were well sold two weeks ago."
  - She explained that.....

**C. Join these sentences using the words given: (2 marks)**

1. Supermarkets are found everywhere but many people prefer shops.(Although)
2. Marketing helps goods sell well. Marketing satisfies consumers' needs.(Not only.....but.....also)

**III. WRITING: (4marks)**

Write a short paragraph in which you express your opinion about shopping in supermarkets.