

الجمهورية الجزائرية الديمقراطية الشعبية

الديوان الوطني للامتحانات والمسابقات

وزارة التربية الوطنية

دورة: جوان 2012

امتحان بكالوريا التعليم الثانوي

الشعب (ة): علوم تجريبية، رياضيات، تقني رياضي، تسيير واقتصاد

المدة: ساعتان ونصف

اختبار في مادة: اللغة الانجليزية

على المترشح أن يختار أحد الموضوعين التاليين

الموضوع الأول

PART ONE: Reading

(15pts)

A/ Comprehension

(08pts)

Read the text carefully then do the activities.

There is a new phrase appearing in business language. It is the concept of Triple Bottom Line, a concept that recognises that there are three legs to the measurement of a company's performance - these being social, environmental and financial. Put in a more friendly way, it is about 'people, planet and profits'. This concept recognises that a company cannot be judged by financial performance alone.

Furthermore, it also recognises that the three legs are linked. It is not sufficient, however, just to talk about Triple Bottom Line as a 'fashionable' concept. For those of us who see this concept as the way of the future, it is also necessary to 'walk the talk' and translate this concept into the reality of running a business such as ours.

In business, we have traditionally been taught to only present the Company in the best possible light, particularly to that important group of stakeholders - the customer. It's hard to be honest and self critical in a public way. It's easy to highlight your successes but hard to highlight your failures and your areas for improvement. In the case of a private company, it is also hard to publicly reveal its financial information.

Hubbard Foods Ltd. (New Zealand)
'Chief Executive Officer's Statement'

1. Circle the letter that corresponds to the right answer.
The text is a: a. newspaper article b. speech c. letter
2. Are these statements true or false? Write T or F next to the letter corresponding to the statement.
 - a. The Triple Bottom Line is a new concept in today's business.
 - b. Financial profit is the only way to measure a company's performance.
 - c. The three legs of the Triple Bottom Line are inter-related.
 - d. It is not easy for a private company to present publicly its financial situation.
3. Answer the following questions according to the text.
 - a. Which aspects does the Triple Bottom Line concept refer to?
 - b. Does the speaker intend to apply the new concept in the management of his company? Justify.
 - c. Why is it easier to highlight successes than failures?
4. In which paragraph is it mentioned that:
 - a. The Triple Bottom Line concept should be applied in business management?
 - b. Managers generally show only the positive sides of their companies?
5. What or who do the underlined words refer to in the text?
 - a. it (§2)
 - b. its (§3)

B/ Text Exploration

(07pts)

1. Find in the text words that are closest in meaning to the following.
- a. idea (§1) b. enough (§2) c. client (§3)
2. Complete the chart as shown in the example.

	Verb	Noun	Adjective
Example:	to perform	performance	performed
	financial
	measurement
	to translate

3. Join each pair of sentences with one of the connectors from the list. Make any necessary changes.
- in order to - therefore - provided that - because
- a. -Some companies are unethical.
- It's hard for them to reveal their financial situation.
- b. - A company will act responsibly.
-It will gain the confidence of its stakeholders.
4. Classify the following words according to the pronunciation of their final's'.
- legs - profits - recognises - failures - groups - judges

/s/	/z/	/ɪz/

5. Reorder the following sentences to make a coherent paragraph.
- a. It also contributes to the economic progress of its community.
b. to improve its business performance,
c. Responsible business conduct allows an enterprise
d. make profits, and meet its stakeholders expectations.

PART TWO: Written Expression

(05pts)

Choose ONE of the following topics:

Topic One: Using the notes below, write a composition of 120 -150 words on the following:
Social responsibility has become an important factor to judge a company's performance.
Being socially responsible involves:

- be ethical/ comply with business regulations
- meet the expectations of the stakeholders (customers, employees, etc.)
- contribute to the general welfare of the community
- preserve the environment

Topic Two: Write a composition of 120-150 words on the following:
Food safety is a major issue in our life.
As a well-informed citizen, what daily precautions should you take to stay healthy and avoid the risk of contamination from the various products you consume ?

العلامة		عناصر الإجابة (الموضوع الأول)												
مجموع	مجزأة													
		PART ONE: Reading (15pts) There is a new phrase.....												
08 pts		A/ Comprehension (08pts)												
01 pt	01	1. The text is: b. a speech												
02 pts	0.5x4	2. a. True b. False c. True d. True												
03 pts	01x3	3. a. It refers to social, environmental and financial aspects/ people, planet and profits. b. Yes, because for him it is necessary to walk the talk and translate the concept into the reality of running a business such as ours. c. Because it's hard to be honest and self critical in a public way.												
1 pt	0.5 x 2	4. a. in §2 b. in §3												
01 pt	0.5x2	5. a. this concept (Triple Bottom Line) b. a private company												
07 pts		B/ Text Exploration: (07pts)												
01.5 pt	0.5x3	1. a. concept b. sufficient c. customer												
01.5 pt	0.25x6	2.												
		<table border="1"> <thead> <tr> <th>verb</th> <th>noun</th> <th>adjective</th> </tr> </thead> <tbody> <tr> <td>to finance</td> <td>finance / financier</td> <td>.....</td> </tr> <tr> <td>to measure</td> <td>.....</td> <td>measurable/ measured</td> </tr> <tr> <td>.....</td> <td>translation/translator</td> <td>translated/ translatable</td> </tr> </tbody> </table>	verb	noun	adjective	to finance	finance / financier	to measure	measurable/ measured	translation/translator	translated/ translatable
verb	noun	adjective												
to finance	finance / financier												
to measure	measurable/ measured												
.....	translation/translator	translated/ translatable												
01 pt	0.5 x2	3. a. Some companies are unethical; therefore, it's hard for them to reveal their financial situation/ Because some companies are unethical, it's hard for them to reveal their financial situation. b. Provided that a company acts responsibly, it will gain the confidence of its stakeholders.												
01.5pts	0.25x6	4.												
		<table border="1"> <thead> <tr> <th>/s/</th> <th>/z/</th> <th>/iz/</th> </tr> </thead> <tbody> <tr> <td>profits</td> <td>legs</td> <td>recognises</td> </tr> <tr> <td>groups</td> <td>failures</td> <td>judges</td> </tr> </tbody> </table>	/s/	/z/	/iz/	profits	legs	recognises	groups	failures	judges			
/s/	/z/	/iz/												
profits	legs	recognises												
groups	failures	judges												
01.5pts	0.5x3	5. 1. c 2. b 3. d 4. a (NB. 1 pair = 0.5)												
05 pts		PART TWO: Written Expression: (05 pts)												
		Topic 1: form : 03pts. content : 02 pts												
		Topic 2: form : 2.5pts content : 2.5pts.												