

REPUBLIQUE TUNISIENNE PRESIDENCE DU GOUVERNEMENT ECOLE NATIONALE D'ADMINISTRATION		الجمهورية التونسية رئاسة الحكومة المدرسة الوطنية للإدارة
CONCOURS D'ENTREE AU CYCLE SUPERIEUR Session : septembre 2014 Epreuve : langue anglaise Durée : 2 heures / coefficient : 2 Date : 28 septembre 2014		مناظرة الدخول إلى المرحلة العليا دورة : سبتمبر 2014 الاختبار : اللغة الانكليزية المدة : ساعتين / الضارب : 2 التاريخ : 28 سبتمبر 2014

READ THE FOLLOWING PASSAGE AND THEN ANSWER THE QUESTIONS WHICH FOLLOW

The latest civil service employee survey shows that engagement across the British civil service remains at 58% – unchanged from 2012 and 2009.

Creating wholesale employee engagement across such a vast workforce, with employees working at different times and in multiple locations, is a significant, potentially costly, challenge. However, video could be the answer.

To start with, video engages younger workers. The public sector employs 5.7 million people, which equates to 18.8% of the UK's total workforce. Within this group are a significant number of workers who have grown up with video playing a role in their daily lives through sites such as YouTube or services like Skype. These video-engaged employees want to communicate and access content in the workplace as they do in their everyday lives.

Furthermore, Video, like social media, encourages interaction. This demand also extends to social media, as seen by the Teacamp events held around the country for professionals in government and the wider public sector. Video ties in with social media because it is a social form of content– being shared, liked and commented upon, creating dialogue and discussion. The social factor ensures content is seen by a wider audience and it means interaction and engagement can occur.

It also facilitates collaboration: Projects in the public sector often involve multiple staff spread across multiple organisations and departments. On such projects, video could be used to enable live communication between disparate stakeholders, as well as communicating progress updates from project managers through video-on-demand.

Video can improve staff/ employee relationships too. Public sector organisations have a huge number of employees. Many employees have limited interaction with senior management and senior management have no way to communicate with the entire workforce effectively. Microsoft recently demonstrated how video can solve this problem when they published a video with Satya Nadella, the new CEO. This video enabled Microsoft employees across the globe to see and hear their new leader, and it allowed Nadella to communicate his vision and personality to the organisation.

It can be used for training: Video is increasingly being used to deliver training and development – a key influencer in employee engagement. In the United States, Delaware's Christiana Care Health System, with over 10,500 employees, offers training videos available on YouTube. Such on-demand content can be accessed by individual employees at a time that suits them. This is a more cost effective way to deliver targeted training to individuals. Training through video has the added benefit of being available at times that are convenient to each employee, who may access a training video at different stages of their development. On-demand training content becomes a library of engaging content that can be used repeatedly over time.

Besides, Video works well on mobiles: 40% of all YouTube global watch time is from mobile devices, demonstrating that mobile is already being used extensively to access video content. Even videos on an internal network can be accessed on mobile phones, and by the wider range of public sector employees working away from offices or centres of activity.

Finally, video engagement is measurable: an essential element of any successful employee engagement strategy is being able to measure impact. Video is a measurable form of communication, with internal communications and human resources teams able to access key information, such as the total number of views a video has received, and even which workstations and devices have accessed a certain video.

In conclusion, video offers not only cost savings, but increases the impact of internal communications and employee engagement programmes.

Martin Nurser, *Guardian Professional*, March 2014

Epreuve d'anglais..... اختبار اللغة الإنجليزية

Session Septembre 2014 دورة سبتمبر 2014

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CONCOURS D'ENTREE AU CYCLE SUPERIEUR

Session Septembre 2014

مناظرة الدخول إلى المرحلة العليا

دورة سبتمبر 2014

READING COMPREHENSION (9 points)

I – What is the main idea of the passage? Tick (✓) the most suitable: (1pt)

- A. The importance of social media networks in developing engagement in the workplace.
- B. Video is a medium which can be used for more impactful, interactive communication strategy that will engage the workforce in a better way.
- C. Today's young and talented workforce is comfortable and familiar with video content.

II – Which of the following advantages are NOT mentioned in the passage? Tick (✓) the right answer: (1pt)

- a) Measurability
- b) Flexibility
- c) Persuasiveness
- d) Responsiveness
- e) Cost-effectiveness
- f) Large-scale reach
- g) User-friendliness

III- What do the following figures in the passage refer to? (1pt; 0.25 each)

- a) 18.8% : _____
- b) 58% : _____
- c) 40% : _____
- d) 10,500 : _____

IV – What could the video be the answer to, according to the writer? (1pt)

V- What makes video an effective training tool? (1pt)

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VI – How can cooperation among employees in the public sector be improved thanks to the use of video? (1pt)

VII - Using information from the text, state whether the following are TRUE or FALSE.

Justify your answers. (2pts; 0.5 each)

- a) Due to technological considerations, mobile phones have not yet been used as a medium to engage employees in the workplace.

[] _____

- b) Nadella, Microsoft's boss, set an example by using video to communicate his personality, the culture he wants to develop and his plans for the future to his staff throughout the world.

[] _____

- c) Youtube may be used by some companies as a channel to deliver training materials to their staff.

[] _____

- d) Recent data indicate that just a little over 60% of the British public service employees were fully engaged in their jobs.

[] _____

VIII- Find in the text words or phrases which are closest in meaning to: (1pt; 0.25 each)

- a) aimed at : _____
- b) Chairman Managing Director: _____
- c) study; investigation: _____
- d) unrelated : _____

LANGUAGE

I – Circle the best alternative. (1pt; 0.25 each)

- a) We have not been able to (**raise** / rise / arise) the necessary funds for the completion of the project.
- b) The government is required to reduce its public (**expansion** / expenditures / expenses).
- c) The managerial team is looking into the situation and will come up with (**economic** / economical / economist) production methods.
- d) Our department is provided translation services in return for reasonable (**fees** / fares / wages),

II – Put the verbs between brackets in the right form and / or tense. (1.5pts; 0.25 each)

Sarah _____ (appoint) in the Personnel Department back in 2005, as a replacement for someone who _____ (be) in the job for the previous thirty years. Ever since she joined the organization, she _____ (introduce) a number of changes _____ (challenge) the older ways of doing things. Many of the older employees _____ (not like) these changes at first, but now, they _____ (cope) better with their tasks.

III- Put the words given between brackets into the appropriate form. (1.5pts; 0.25 each)

At all levels of work, whether in the public or private sectors, we need to have innovation and _____ (create). These have become determinants of _____ (organisation) performance and success. Furthermore, they may prove instrumental in the organisation's longer-term _____ (survive). As organizations try hard to take into consideration the ideas and suggestions of their employees, it is clear that the process of idea generation and _____ (implement) has become _____ (increase) a source of distinct _____ (compete) advantage.

IV- Ask questions for which the following are answers. (Use the underlined words to guide you) (1pt; 0.5 each)

- 1. We have been providing feedback on the ongoing reform to the concerned governmental body.
- _____ ?
- 2. The election campaign lasted three weeks.
- _____ ?

V- Provide the most suitable preposition. (1pt; 0.25 each)

Dear Customer,

I would like to apologize _____ the delay in answering you. I have been busy writing a report which I must submit to my manager _____ the end of the week at the latest, and I have not yet had the opportunity to look _____ the proposal you sent. I know that there is a big demand _____ the service you intend to start but further investigation of the matter is needed. I will contact you again as soon as I have all the required information.

VI – Rewrite the following sentences as indicated. (2pts; 0.5 each)

1. Because of bad timing, the campaign failed.
-If the campaign had been well-timed, _____
2. Innovative solutions are being sought to remedy to the problem.
-We _____
3. They will not accept his resignation before a replacement is found.
-Not until _____
4. The current Management Information System is not as efficient as the old one.
-The old Management Information System was _____

WRITING (3pts)

Write a short essay (about 20 lines) on the following topic:

What are the main challenges which the public sector in our country has to face now and in the future?

[illegible]

CONCOURS D'ENTREE AU CYCLE SUPERIEUR

مناظرة الدخول إلى المرحلة العليا

Epreuve d'anglais..... اختبار اللغة الإنجليزية

Session septembre 2014

دورة سبتمبر 2014

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CONCOURS D'ENTREE AU CYCLE SUPERIEUR

Session : septembre 2014

مناظرة الدخول إلى المرحلة العليا

دورة: سبتمبر 2014

READING COMPREHENSION (9 points)

I – What is the main idea of the passage? Tick (✓) the most suitable: (1pt)

- A. The importance of social media networks in developing engagement in the workplace.
- ✓ B. Video is a medium which can be used for more impactful, interactive communication strategy that will engage the workforce in a better way.
- C. Today's young and talented workforce is comfortable and familiar with video content.

II – Which of the following advantages of using video are NOT mentioned in the passage?

Tick (✓) the right answer: (1pt)

- a) Measurability
- b) Flexibility
- c) Persuasiveness ✓
- d) Responsiveness
- e) Cost-effectiveness
- f) Large-scale reach
- g) User-friendliness ✓

III- What do the following figures in the passage refer to? (1pt)

- a) 18.8% : percentage of public sector employees of the total workforce in the UK
- b) 58% : percentage of British civil servants that are fully engaged in their jobs
- c) 40% : Mobile devices' share of all Youtube global watch time
- d) 10,500 : Number of employees working for Christiana Care Health System, Delaware, USA

IV – What could the video be the answer to, according to the writer? (1pt)

It could be the answer to creating overall engagement among the UK's public workforce which would be practical and feasible from the point of view of time and space as well as cost-effective

V- What makes video an effective training tool? (1pt)

It could be used to deliver targeted training to individuals at times that are suitable for them, and which could be accessed at different stages in their careers. In addition the training materials could be used repeatedly over time.

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VI – How can cooperation among employees in the public sector be improved thanks to the use of video? (1pt)

Video facilitates collaboration between public sector employees working on projects that would often be spread across multiple organizations and departments. In this case it could be used enable live communication and communicate progress updates from project managers.

VII - Using information from the text, state whether the following are TRUE or FALSE.

Justify your answers. (2pts; 0.5 each)

- a) Due to technological considerations, mobile phones have not yet been used as a medium to engage employees in the workplace.
[FALSE] *The mobile is being used extensively to access video content. Video can thus be accessed by the wider range of public sector employees working away from offices or centres of activity _____*
- b) Nadella, Microsoft's boss, set an example by using video to communicate his personality, the culture he wants to develop and his plans for the future to his staff throughout the world.
[TRUE] *Microsoft recently demonstrated how video can solve the problem when they published a video with Nadella addressing his employees.____*
- c) Youtube may be used by some companies as a channel to deliver training materials to their staff.
[TRUE] *Christiana Care Health system offers training videos available on Youtube ____*
- d) Recent data indicate that just a little over 60% of the British public service employees were fully engaged in their jobs.
[FALSE] *the figure is 58% which has remained unchanged since 2009. ____*

VIII- Find in the text words or phrases which are closest in meaning to: (1pt; 0.25 each)

- a) aimed at : *targeted at*_____
- b) Chairman Managing Director: *C.E.O*__
- c) study; investigation: *Survey*_____
- d) unrelated : *disparate*_____

LANGUAGE (8pts)

I – Circle the best alternative (1pt; 0.25 each)

- a) We have not been able to (raise) / rise / arise) the necessary funds for the completion of the project.
- b) The government is required to reduce its public (expansion / (expenditures) / expenses).
- c) The managerial team is looking into the situation and will come up with (economic / (economical) / economist) production methods.
- d) Our department is provided translation services in return for reasonable (fees) / fares / wages),

II – Put the verbs between brackets in the right form and / or tense. (1.5pts; 0.25 each)

Sarah *was appointed* (appoint) in the Personnel Department back in 2005, as a replacement for someone who *had been* (be) in the job for the previous thirty years. Ever since she joined the organization, she *has introduced* (introduce) a number of changes *challenging* (challenge) the older ways of doing things. Many of the older employees *did not like* (not like) these changes at first, but now, they *are coping* (cope) better with their tasks.

III- Put the words given between brackets into the appropriate form. (1.5pts; 0.25 each)

At all levels of work, whether in the public or private sectors, we need to have innovation and *creativity* (create). These have become determinants of *organisational* (organization) performance and success. Furthermore, they may prove instrumental in the organization's longer-term *survival* (survive). As organizations try hard to take into consideration the ideas and suggestions of their employees, it is clear that the process of idea generation and *implementation* (implement) has become *increasingly* (increase) a source of distinct *competitive* (compete) advantage.

IV- Ask questions for which the following are answers. (Use the underlined words to guide you) (1pt; 0.5 each)

- 1. We have been providing feedback on the ongoing reform to the concerned governmental body.
- *Who have we been providing feedback on the ongoing reform to*__?
- 2. The election campaign lasted three weeks.
- *How long did the election campaign last*_____?

V- Provide the most suitable preposition. (1pt; 0.25 each)

Dear Customer,

I would like to apologize *for* the delay in answering you. I have been busy writing a report which I must submit to my manager *by* the end of the week at the latest, and I have not yet had the opportunity to look *into* the proposal you sent. I know that there is a big demand *for* the service you intend to start but further investigation of the matter is needed. I will contact you again as soon as I have all the required information.

VI – Rewrite the following sentences as indicated. (2pts; 0.5 pt each)

1. Because of bad timing, the campaign failed.
-If the campaign had been well-timed ,_ *the campaign would not have failed*_____
2. Innovative solutions are being sought to remedy to the problem.
-We ____*are seeking innovative solutions to remedy to the problem*_____
3. They will not accept his resignation before a replacement is found.
-Not until ____*a replacement is found, will they accept his resignation*_____
4. The current Management Information System is not as efficient as the old one.
-The old Management Information System was ____*more efficient than the current one.*_____

WRITING (3points)

Write a short essay (about 20 lines) on the following topic:

What are the main challenges which the public sector in our country has to face now and in the future?

[illegible]