

**SPECIALITES :** {  
 COMMUNICATION ADMINISTRATIVE ET SECRETARIAT  
 TECHNIQUE DE VENTE ET COMMERCIALISATION  
 ADMINISTRATION COMMERCIALE ET COMPTABLE  
 TECHNIQUES DE L'INFORMATION DOCUMENTAIRE

**EPREUVE ECRITE D'ANGLAIS**

Durée : 02 heures

Coefficient : 02

Text: selling and marketing

Most management and marketing writers now distinguish between selling and marketing. The “selling concept” assumes that resisting consumers have to be persuaded by vigorous hard-selling techniques to buy non-essential goods or services. Products are sold rather than bought. The “marketing concept”, on the contrary, assumes that the producer’s task is to find needs and fill them. In other words, you don’t sell what you make, you make what will be bought. As well as satisfying existing needs, commercial agents can also anticipate and create new ones. The markets for the Walkman, Video recorders, CD players, personal computers, internet, mobile phones, mountain bike, snowboards and genetic engineering, to choose some recent examples, were largely created rather than identified. Commercial agents are consequently always looking for market opportunities, profitable possibilities of filling unsatisfied needs or creating new ones in areas in which the company is likely to enjoy a differential advantage due to its distinctive competences (the things it does particularly well). Market opportunities are generally isolated by market segmentation. Once a target market has been identified, a company has to decide what goods or services to offer. This means that the marketing concept has to be understood throughout the company in the production department itself. The company must also take into account the existence of competitors who always have to be identified, monitored and defeated in the search for loyal customers.

Rather than risk launching a product or service on the basis of intuition, most companies undertake market research (Great Britain) or marketing research (United States of America). They collect and analyze information about the size of a potential market, about consumers’ reactions to particular product or service characteristics and so on. Sales’ representatives, who also talk to customers, are another source of information.

From Business Management for Senior High School.

By Attieku Ben et Al (Adapted)

I. Vocabulary (4 pts.)

1) Find in the text a synonym for each of the following words.

- a) Goods
- b) Clients

2) Find a verb deriving from each of the following words.

- a) Product
- b) competition

II. Comprehension (8 pts.)

1) Read the text and write "True" or "False" in front of the statements below (4 pts.)

- a) Marketing and management writers still confuse selling and marketing.
- b) In the marketing concept, the producer's objective is to find buyers.
- c) The companies decide what products to sell on the basis of the target market.
- d) Customers collect and analyze information about sale.

2) Read the text and answer the following questions (4 pts.)

- 1) What is the difference between a selling concept and a marketing concept?
- 2) What role does a commercial agent play in a company, according to the text?

III. Language Practice (8 pts.)

A. Fill in the blanks with the appropriate relative pronouns (which, who, whose, whom)

- 1) The pupils .....you see are in our class.
- 2) The marketing manager .....mobile phone was stolen went to London.

B. Put the verbs in brackets in the correct tense.

- 1) A few days ago, the villagers (to buy) a new ambulance.
- 2) The company (to advertise) its services for a week.

C. Complete the sentences with the appropriate tag-question.

- 1) This famous trader went bankrupt,.....
- 2) They cancel the business dinner, .....

D. Turn the following sentences into the reported speech.

- a) The boss said "I have made a lot of profits on the commodities".
- b) The young lady told the trader "leave me alone!"