

SUJET DE CONTRÔLE TERMINAL
SEMESTRE 9 - SESSION 1 - Année 2021/2022

ENSEIGNANT : Désarménien Thomas

UE 41 / Anglais

PROMOTION : M2 CCMS&D

SESSION 1 : **JANVIER 2022**

DUREE de l'épreuve : 2 heures

TEST sur 20

SUJET : Les candidats traiteront l'ensemble des exercices proposés et rédigeront toutes leurs réponses en Anglais et par des phrases complètes lorsque demandé sur une copie d'examen.

L'usage du dictionnaire ou de la calculatrice ou de tout autre support est interdit.

L'épreuve est composée de 3 parties valant respectivement 10, 10 et 20 points.

Tout d'abord, 5 définitions de termes étudiés en cours valant 10 points (soit 2 points pour chaque définition complète, grammaticalement correcte et accompagnée d'exemples lorsque demandé).

Puis, la découverte d'un article de presse suivi de 5 questions de compréhension valant chacune 2 points (soit 10 points pour cette partie) et dont la thématique a été étudié en classe.

Chaque réponse doit être rédigée par des phrases complètes et grammaticalement correctes en Anglais pour être validée.

Enfin, un QCM de 40 questions de type a,b,c valant 1 point chacune. Il n'y a qu'une seule bonne réponse par question et pas de point négatif par mauvaise réponse.

La note finale sur 40 points est rapportée sur 20.

L'épreuve dure 2 heures.

I - Please, in your own words, define the following phrases: (10 points)

Each time, please, answer using full grammatically correct sentences and examples when asked.

Please, answer on a separate sheet of paper indicating your full name.

Good luck!

- **Sports brand: + give at least two examples (2 points)**
- **Demographics: (2 points)**
- **Corporate: (2 points)**
- **Trademarking: + give at least two examples (2 points)**
- **Stretching: + give at least two examples and explain them briefly (2 points)**

II -A Please, read the following document and then answer the questions below:

THE ECONOMIC TIMES

How energy-drink brand Red Bull is charming audiences across the globe by Delshad Irani [revised & adapted]

Somewhere in Hungary sits the mystery animator for Red Bull's television commercials. His job is to breathe life into stories that flow in from all over the world through Red Bull's idea contest. His quirky and simple doodles transcend time and go beyond borders to create an unassuming piece of work that hits the spot, practically every time, be it in Budapest or Bombay. For decades, the Austrian energy-drink brand has been charming audiences across the globe with its campaign *Red Bull Gives You Wings*. The stories are meant to amuse rather than push consumers to buy.

The latest commercial called 'Mama' is part of one of the longest running campaigns in the world. The Mama in the spot nags her boy, she is paranoid and obsessive, and exasperating at times, sometimes theatrical, like mothers everywhere, right? Well, this Mama is all the above.

The film connects with people with minimum stagecraft and dramatics, according to Joono Simon, executive creative director, Ogilvy & Mather. The ad comes across as a counter point to the glossy, big budget commercials that are heavily dependent on execution and star power, among other things.

"Humor has stern codes to live by, and these simple gags have a certain lightness about them that gives them longevity and instant likeability. Although serialized ads are more prone to fatigue, the 'mama' ad, and others in the series from Red Bull are something that make you chuckle," says Simon. "*Red Bull gives you wings* is a simple proposition that's flexible enough to free your imagination and not handcuff creativity."

Red Bull's official international ad agency network Kastner & Partners, which helped launch the brand from their Frankfurt office in 1987, is the source of all the material. However, the spots are customized when they reach their local destinations. For instance, Hungarian, German and Italian 'mamas' are a tad different from 'Ma' in

India. That is why the campaign works so well. These are universal ideas and themes that people can connect with and have a laugh anywhere in the world.

The energy-drink brand that made its founder (and some would say the man who founded the category) Dietrich Mateschitz one of the richest men in Austria has never been keen on traditional media and methods of advertising. Instead, it has built a strong association with all sorts of regular and extreme sports, entertainment, and events around the world rather than bombarding unsuspecting consumers with television commercials, billboards and banners or print spreads.

The 30-second cartoon spots are released at regular intervals though. According to Vikaas Saxena, marketing director, Red Bull India, the company's marketing approach is very different indeed. "Advertising Red Bull is not just about glorifying the product but connecting with consumers with an entertaining story that's a bit of fun. The distinctive cartoon style makes it unique and clutter breaking." Simon of Ogilvy could not agree more. "Even the doodle like illustration style is not so form obsessed and it seems to suggest that it is deliberately made weightless to be carried by the power of the gag," he says.

II -B Please, answer the following 5 questions: (10 points)

Each time, and according to the article, please, answer using full grammatically correct sentences.

2 points will be given to a full and grammatically correct sentence only.

1 point can be given to a grammatically correct sentence lacking specific vocabulary yet understandable.

Please, answer on a separate sheet of paper indicating your full name.

Good luck!

1- What seems to be Red Bull' strength in terms of media cover? (2 points)

2- Where and when was Red Bull officially launched? By whom? (2 points)

3- In your own words, explain Red Bull's marketing concept. (2 points)

4- According to the article, is it a good thing for Red Bull to adapt its T.V. commercials according to countries? Why? (2 points)

5- According to the article, what are the most common means of advertising NOT necessarily used by Red Bull? (2 points)

III – Multiple-choice questions:

Each time, please, answer circling a, b, or c.

1 point will be given to a correct answer. Only one choice possible.

Please, answer on that sheet of paper indicating your full name.

Good luck!

1. Brand

By definition, a brand is every aspect representing and identifying a product thus increasing:

- a) sponsorship b) brand equity c) ratings

2. Branding

A brand that is everywhere is:

- a) ubiquitous b) out of sight c) scope

3. Branding (2)

At first, branding was used for cattle as a:

- a) collection of ownership b) rate of ownership c) stamp of ownership

4. Acronyms

GDP stands for:

- a) Growth Domestic Pattern b) Gross Domestic Product
c) General Department of Production

5. Vocabulary

Kleenex, Trampoline and Hoover are but a few brands that have become day-to-day:

- a) nouns b) syntaxes c) sentences

6. Appeal

In order to appeal, a product relies on:

- a) window dressing b) window cleaning c) window mending

7. Purpose

A brand defines the foundation of a company, its:

- a) core budget b) core belief c) core challenge

8. Evolution

Brands need to evolve, to change with the times because they are:

- a) everlasting b) even c) ephemeral

9. Give away

A brand can offer products for free known as:

- a) free birds b) freebies c) duty free

10. Iceberg ahead!

Culture is learnt through socialization. The *Iceberg Concept of Culture* is representing culture threefold:

- a) High, Folk, and Deep Culture
- b) Up, Mid, and Down Culture
- c) High, Average, and Low Culture

11. Business Approaches

To send a message, a business approach can be based on *Evocation, Provocation* or:

- a) *Convocation*
- b) *Irritation*
- c) *Consolation*

12. Business Approaches (2)

To send a message, a business approach can be heuristic or provocative also known as:

- a) eristic
- b) realistic
- c) fantastic

13. Entertainment (1)

19th century's creation of *family entertainment* was primarily based on:

- a) apprenticeship
- b) showmanship
- c) friendship

14. Entertainment (2)

Modern entertainment is based on creating a mythology of characters, displayed, and advertised under a multi-event extravaganza. To articulate it, one needs to master:

- a) logistics
- b) novelty
- c) storytelling

15. Entertainment (3)

To rally the crowd to a mass event and up-coming attraction, one technique is:

- a) parading
- b) paragliding
- c) paraphrasing

16. Studies (1)

I run a weekly sports T.V. show and I appeal to an 18-49 male audience. They are known as my:

- a) demographics
- b) domestics
- c) prospects

17. Eyes as big as saucers (1)

I am watching a T.V. commercial and I like the speech also known as the:

- a) original soundtrack (O.S.T.)
- b) rambling
- c) narrative

18. Entertainment (4)

According to P.T. Barnum: '*There's no such thing as bad publicity!*' Based on provocative hoaxes and freaks, Barnum appealed to newly appeared:

- a) mass production
- b) mass ratings
- c) mass culture

19. Competition (1)

Competing is essential and coming into someone else's backyard might be unethical.

Over the years, the business world has seen *Budweiser v. Miller*, a.k.a. '*The Battle of the Brews*', *Mc Donald's v. Burger King*, dubbed '*The Battle of the Burgers*', and *Coke v. Pepsi* coined:

- a) '*The Soda Challenge*'
- b) '*The Cola Wars*'
- c) '*The Sugary Salt*'

20. Nibblers

One using a proven success recipe from competition is a:

- a) copycat b) copier c) Xerox

21. Competition (2)

An organization with informal boundaries generally owned by a single promoter with no local competition and syndicated T.V. is known as a:

- a) dead-end b) territory c) stable

22. Cable

The T.V. system allowing the audience to watch a special show promoted as an event with a subsequent financial contribution is a:

- a) subscription b) classic c) pay-per-view

23. Publicity (1)

When a brand gets with the media, it allows getting:

- a) coverage b) station c) broadcast

24. Simply the best

Forbes Magazine publishes the list of 'the most prestigious and elite global sporting events' known as a:

- a) rating b) rant c) ranking

25. Talk value

When a brand brings a celebrity to promote a product, it is:

- a) endorsement b) mixing c) acknowledgement

26. Publicity (2)

When everybody knows a brand, it is a:

- a) full house b) household name c) portfolio

27. Publicity (3)

When a brand uses eristic elements such as blood, sex, alcohol or drugs consumption, the content is:

- a) graphic b) allowed c) family-oriented

28. Eyes as big as saucers (2)

Ratings is a synonym for:

- a) tele viewership b) audience c) demo

29. No boundaries

A brand manufacturing, let us say *sportswear*, and deciding to launch cologne is:

- a) stretching b) confused c) mixing

30. What goes up must come down

A brand experiencing huge success is *skyrocketing*. A company experiencing failure is:

- a) *growing* b) *plummeting* c) *increasing*

31. Long black veil

Liquidating assets and filing for bankruptcy is known as:

- a) Chapter 13 b) Chapter 1 c) Chapter 11

32. Comfort (1)

From a Marketing stand, *Schlitz*, *Star Wars Episode 7*, and *Make America Great Again* are based on:

- a) fiction b) nostalgia c) innovation

33. Old School

Chronologically, complete: *hipsters*, *beatniks*, *hippies*, ...

- a) *boomers* b) *old-timers* c) *yuppies*

34. Comfort (2)

The '*feel-good*' moment often times uses food known as:

- a) relief food b) comfort food c) addictive food

35. Comfort (3)

KFC's Colonel Sanders said: '*Truck drivers and millionaires are all the same people!* His product became:

- a) democratic b) luxury c) elitist

36. Publicity (4)

Criticizing is also known as:

- a) worshipping b) suing c) badmouthing

37. Commodities

Products such as milk, sugar or water are:

- a) common b) generic c) exclusive

38. Publicity (5)

Iconic brands are considered so based on their:

- a) outlets b) will c) legacy

39. Studies (2)

According to the annual *Start-Up Ecosystem Report*, cities such as N.Y.C., London or Seattle are:

- a) booming b) laid-back c) lacking

40. Competition (3)

Heavy competition is also known as:

- a) pioneering b) cut-throat c) burgeoning