



# ENCGT

المدرسة الوطنية للتجارة والتسيير  
ENCG TANGER  
Faculté Nationale de Commerce et de Gestion

**EXAMEN DE FIN DE SEMESTRE**  
**SEMESTRE D'AUTOMNE 2024-2025**  
**Session Normale**  
**Décembre 2024 – Janvier 2025**

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**Épreuve** : Anglais des affaires 3  
**Enseignant** : Yassine Ben Abou  
**Niveau** : Semestre 7  
**Jour** : 28/ 12/ 2024  
**Heure** : 9 h  
**Durée** : 1 h 30 min

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## EXAM INSTRUCTIONS

Before looking at the test questions, read the instructions carefully.

- This exam consists of two sections: **Case Analysis** and **Critical Essay**
  - Read each question carefully before answering
  - Answer **all questions in Sections A** and choose **ONE topic in Section B**
  - If you decide to change an answer, erase your old answer completely and write the new one.
  - Pay attention to structure, grammar, and clarity.
  - Make sure your handwriting is clear.
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### Section A : Case Analysis

(8 points total)

#### Case Scenario: UrbanEats Expands Globally

##### Scenario:

UrbanEats is a fast-growing food delivery startup that uses eco-friendly packaging and sources ingredients from local farmers. After gaining popularity in its home country, the company plans to expand to a bustling city in South America, known for its vibrant food culture and growing gig economy. However, UrbanEats faces challenges such as strong competition from established delivery platforms, logistical difficulties in urban traffic, and resistance from local communities concerned about the company's impact on small food vendors.

o **Questions:**

1. Imagine you are part of UrbanEats' leadership team. What is one critical step the company should take before entering the South American market? Why is this step important?  
*(3 points)*
2. Local communities are concerned that UrbanEats might negatively impact small food vendors. How could the company address this concern while promoting its services?  
*(3 points)*
3. UrbanEats has unique eco-friendly practices. How can the company use these practices to stand out from competitors in the new market? *(2 points)*

**Section B: Critical Essay Question**

**(12 points total)**

- o **Choose ONE** of the following topics and write a structured **four-paragraph essay** (200–250 words). Use reasoning, examples, and business-related vocabulary.

**1. Entrepreneurship and Innovation**

Startups like Uber and Airbnb disrupted traditional industries through innovation. In your opinion, what factors are most critical for a startup's success in today's competitive environment? Use examples to support your ideas.

**2. Sustainability in Business**

More businesses are adopting sustainable practices to address environmental issues. Do you think these practices are motivated by genuine concern for the planet or by the desire for profit? Explain your view and provide examples.

o **Grading Scheme**

<b>Criteria</b>	<b>Points</b>
<b>Content</b>	4 points
<b>Structure</b>	4 points
<b>Language and vocabulary</b>	4 points
<b>Total</b>	12 points