

TABLEAU DES BONNES RÉPONSES

Partie I

1	2	3	4	5	6	7	8	9	10
D	A	B	C	A	D	A	B	B	C
11	12	13	14	15	16	17	18	19	20
B	D	B	D	D	B	D	A	C	A

Partie II

21	22	23	24	25	26	27	28	29
D	B	B	C	D	D	B	A	C

Partie III

30	31	32	33	34	35	36	37	38
A	C	C	A	D	B	C	C	C
39	40	41	42	43	44	45	46	47
D	D	A	C	D	B	B	C	C
48	49	50	51	52	53	54		
C	C	D	B	A	A	A		

Partie V

55	56	57	58	59	60	61	62	63
D	A	B	B	B	D	C	D	D

Partie VI

64	65	66	67	68	69
B	D	A	C	D	B
70	71	72	73	74	75
C	D	B	B	D	D

Corrigé partie IV

A successful essay will achieve the following:

- **Accuracy** – errors will be minimized, especially when no complex language is attempted
- **Range** – an adequate variety of grammar and vocabulary will be demonstrated
- **Organization** – well-organized with appropriate use of cohesive devices such as linking words and conjunctions
- **Register and format** – appropriate for the task
- **Task** – effectively addresses the task by answering the question asked and providing the specifics requested
- **Length** – within the required limits

Essay Question One (sample essay):

If today's youth, or digital natives as they are often called, are reading fewer books, then it may be wise to take stock of this trend in our "brave new digital world."

As to the cause, I think most will agree that the responsibility can be attributed to today's ubiquitous screens. But what are the consequences for our society once these digital natives come of age? If we take a page from Aristotle, we could focus on the three lives of his "good society."

The first life is that of productivity and knowledge gathering. One could argue that networked digital media will greatly increase the scope of this life, but will also reduce our focus, depth, and single-mindedness; after all, it is well documented that people online generally switch tasks every three minutes.

The second life is that of entertainment, which has certainly benefited from a wider range of choices in today's mediascape.

Lastly, Aristotle's third life is that of reflection and contemplation, undoubtedly suffering the harshest consequences of this preference for a digital environment over books. Unpleasant as it may be to admit it, the medium matters, and the negative effects do not seem amply mitigated by the positive.

(200 words)

Essay Question Two (sample essay):

Historically, there has been no dearth of proponents of the maximizing profits mantra: over 200 years ago Adam Smith made a prominent case for selfishness; four decades ago Milton Friedman famously stated that this is the only responsibility corporations have; and how could one forget the impassioned “Greed is good” call to arms by Gordon Gekko in the movie Wall Street? In this brief essay I will provide two general arguments opposing these corporate visions.

Firstly, there are dangers for a company which sets its goals solely on the basis of short-term profits. At the very least, businesses have an obligation to follow the law. Furthermore, a firm that is unfair to its customers and/or workers may reap debilitating consequences for its reputation and profits, one obvious example being unethical labor practices in the factories making Nike products.

Secondly, incorporating stakeholder concerns into strategy can help a company's long-term performance. This is what Ben and Jerry famously did when they established their triple bottom line – profits, people, and planet – to guide and assess their company. They were bought out over a decade ago, but Unilever has since maintained this principle because they believe that it pays to be good.

(199 words)