Royaume du Maroc
Ministère de l'Education Nationale, du Préscolaire et des Sports
Centre National de l'Évaluation et des Examens

| Filière : | Toutes les filières du BTS Industriel (DSI - SRI - MCW - SE - ELT - ESA - CPI - MA - MI - MPC - AV - AIG - Bâtiment - Energétique - Productique - Mouliste) | Durée : | 2 heures |
| Épreuve : | La langue anglaise | Coefficient: | 10 |

Business Intelligence

It has become increasingly important for businesses to have a clear view of all *their* data to stay competitive. This is where business intelligence (BI) tools play a prominent role. After all, nearly 50% of all businesses already use BI tools, and projections show continued growth in the years ahead. BI is a broad term that encompasses data mining, process analysis, performance benchmarking, and descriptive analytics. BI parses all the data generated by a business and presents easy-to-digest reports, performance measures, and trends that inform management decisions.

BI has always had a strangled history as a buzzword. It is continually evolving to keep pace with business needs and technology. Each year, current trends are identified to keep users up-to-date with innovations. Artificial intelligence (AI) and machine learning continue to grow, which makes businesses integrate the insights from AI into a broader BI strategy. As companies strive to be more data-driven, efforts to share data and collaborate will increase.

Data visualisation will be even more essential to work together across teams and departments. BI offers capabilities for near real-time sales tracking, allowing users to discover insights into customer behaviour, forecast profits, and more. Executives, managers and workers can now make informed business decisions thanks to BI. The overall goal of BI initiatives is to drive better business decisions that enable organisations to increase revenue, improve operational efficiency and gain competitive advantages over business rivals.

The need for BI was derived from the concept that managers with inaccurate or incomplete information tend, on average, to make worse decisions than if *they* have better information. Creators of financial models recognise this as "garbage in, garbage out". BI attempts to solve this problem by analysing current data that is ideally presented on a dashboard of quick metrics designed to support better decisions.

Many companies adopt BI to support functions as diverse as hiring, compliance, production, and marketing. **BI is a core business value.** Some benefits, together with many *others*, that companies can experience after adopting BI into their business models include accurate reporting and analysis, and reliable data quality. Simply put, the ability to make better business decisions is the ultimate way to satisfy employees, reduce costs and increase revenues.

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Ministère de l'Education Nationale, du Préscolaire et des Sports	- Session de Mai 2023 -	
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Note / 20: en chiffre ......

en lettre ....

Nom et signature du correcteur :

....

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COMPREHENSION   14 points

A- Answer the following questions from the text.   2pts

  1- What does the companies' struggle to be data-driven bring about?

  ....

  ....

  2- How do businesses remedy the problem of having inaccurate data?

  ....

  ....

B- Fill in the chart with ideas from paragraph 3.   3pts

The advantages of BI initiatives are:
1- ....
2- ....
3- ....

C- What do the underlined words in the text refer to?   3pts

  1- their (paragraph 1): ....

  2- they (paragraph 4): ....

  3- others (paragraph 5): ....

D- Find in the text words that mean almost the same as: 4pts

  1- more and more: (paragraph 1): ....

  2- endeavour: (paragraph 2): ....

  3- competitors: (paragraph 3): ....

  4- precise: (paragraph 5): ....

Ne rien écrire dans ce cadre

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E- Paraphrasing

2pts

Explain briefly in your own words the highlighted sentence (paragraph5).

"BI is a core business value"

....
....
....

LANGUAGE AND BUSINESS VOCABULARY   14 points

A-   Rewrite these sentences as suggested.

3pts

1- "Our company will consider the overall costs and other expenses to manage its BI business."
The CEO remarked...

2.   Some online platforms have enabled dropshippers to make a remarkable profit.
Dropshippers..

3.   Skilled online negotiators managed to reach a consensus with the other party as they ensured a positive agreement.
If...

B- Put the verbs between brackets in the correct tense or form.

2pts

1.   The company (not/start)..................................using BI strategies until all its employees (already/undergo) ....intensive trainings on digitalisation two months earlier.

2.   Business corporations had better (organise) ....workshops on how (use) ....business intelligence tools in their daily transactions.

C. Match the words with their definitions.

4pts

1-analytics	a- specific subsets of larger groups of items, like a certain grouping of customers.	1-...
2-partnership	b-a graphical summary of various pieces of important information used to give an overview of a business.	2-...
3-metrics	c-adjustment or adaptation carried out to fit the desired purposes.	3-...
4-expertise	d-working in close cooperation with others in a business.	4-...
5-modification	e-a collection of information organised to be accessed, managed and updated.	5-...
6-segments	f-technologies and practices used to gain insight and drive business planning.	6-...
7-database	g-special skill or knowledge in an area of work.	7-...
8-dashboard	h-measures used to track and monitor the results of various business processes.	8-...

D. Fill in the blanks with the appropriate words from the list below.

5pts

employ   company   bulk   software   information   processes   inflation   productivity

Modern enterprises effectively .... raw data together with BI tools and techniques to collect comprehensible .... The ....of these new technology .... and strategies is to increase .... and income.

COMMUNICATION AND WRITING   12 points

A. Communication

4pts

Complete the following telephone conversation appropriately.

Tom: Data Intelligence Company. Can I help you?
John: Yes, this is John Sterling from Smart Business Appliances. I .... to Mr. Wood, please.
Tom: I'll just see if he's available. ...., please.
John: ok.

        (a few seconds later)
Tom: I'm sorry, Mr Wood is in a meeting at the moment. ....?
John: Yes, ...? My number's 2311 5654.
Tom: I'll pass that message on. Thank you. Goodbye.
John: Bye.

B. Writing

8pts

You are Zi Xuan (z.xuan@gmail.com), the CEO of Smart Data Company based in China. Send an email to Salma Ramdi, the chief technology officer of your company's subsidiary in Morocco, to invite her to a meeting. Her email is: Salma-r@gmail.com. Use the information below:
- Purpose of the meeting: to discuss BI as an analytic tool in data processing.
-Time: June 5 - 6.
- Venue: Conference room 3, California Hotel. Beijing.
        P.S : The layout of the email is obligatory.

Ne rien écrire dans ce cadre

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