

BTS COMMERCE INTERNATIONAL

Session 2002

Communication en langues étrangères

ANGLAIS

Durée de l'épreuve : 3 heures – Coefficient : 1,5

L'usage d'un dictionnaire bilingue est autorisé.

Les calculatrices sont interdites.

Document 1

Mall Rush?

India is ruled by stores and brands no outsider has ever seen. That may change, with a big bang.

Today there are only three malls in India, and they offer a distinct twist on the usual retail palace. Shoppers are more likely to encounter home-grown labels than the familiar parade of global brands. But all that could change fast, as India lowers barriers against foreign labels in order to satisfy its commitments to the World Trade Organization. In a giant step this week, India will drop quotas on 714 imports, from freezers and color TVs to Scotch whisky. If developers are right, this could be the moment mall mania finally seizes India.

Just about every major Indian builder or industrialist is looking at malls. Plans are in the works for as many as 50 new malls over the next three years. Mall developer Pradeep Seth predicts "a flood of foreign goods" after April 1.

Import quotas aren't the only barriers falling. Archaic urban zoning laws had divided cities into tiny plots, which made it difficult for developers to buy a piece of land big enough for a mall. Now cities are relaxing the laws, and exorbitant real-estate prices are coming down. High-end incomes are rising 10 percent annually, and now top \$2,800.

India started opening to foreign imports and investors in 1991, but it was only toward the end of the decade that foreign brands such as Nike, Reebok, Levi's and Lee first appeared in stores. The government aims to bring import duties, which now average 35 percent, down to international norms of about 20 percent by 2004. Yet glaring exceptions remain. Scotch whisky is taxed at 222 percent, protecting local distillers of Indian-Made Foreign Liquor, a mixture that bears only a passing resemblance to whisky.

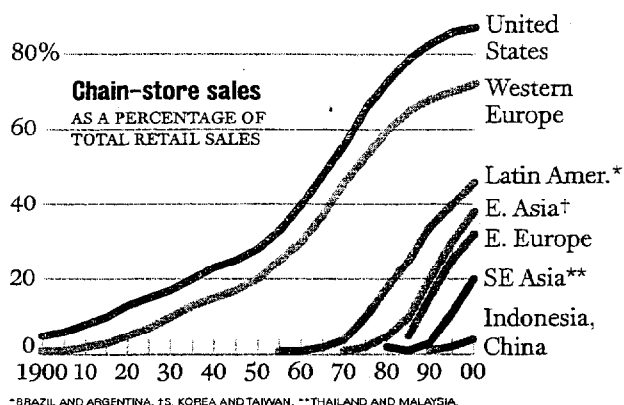
Rules like that give retail a local flavor. Small shops enjoy state-controlled rents, and are often handed down for generations. It will be unusually tough for developers to take on these little guys. The new and planned malls are half the size of their Southeast Asian counterparts, and are constrained by the shortage of land and brands. An Indian official believes malls are "bound to turn out different here, though I don't know how. Take McDonald's Big Mac—it's the same the world over. But instead we've a Maharaja Mac". That's a Big Mac made with lamb, not beef, out of respect for Hindu reverence of the cow.

Adapted from *Newsweek*, April 2nd 2001

Document 2

The March of the Chain Stores

They have seized market share with accelerating speed everywhere they launch, but haven't yet reached India.



Adapted from *Newsweek*, April 2nd 2001

I - COMPTE RENDU EN FRANÇAIS (20 points)

Faire un seul compte rendu **en français** en faisant apparaître les idées essentielles contenues dans les 2 documents. (200 mots + ou - 10 %)

II - ÉLABORATION D'UNE LETTRE COMMERCIALE EN ANGLAIS (20 points)

Lettre à élaborer et à rédiger **en anglais** selon l'usage commercial courant.

Expéditeur : directeur des ventes de THE POTTERIES, Cardigan street, Manchester.

Destinataire : directeur des achats, TOUKADO, 9, rue de Tournelle, 91000 Évry.

Date : 20 mai 2002.

Objet : commande n°28900/1.

Corps de la lettre :

- commande du 16 mai reçue et enregistrée : 15 services à café ref. 28900, 300 assiettes à dessert ref. 280901 ;
- commande expédiée par avion sur le vol B.A.341, départ aéroport de Manchester le 24 mai à 13 h 35, arrivée aéroport d'Orly à 15 h 40 ;
- emballage : 5 caisses en bois contenant chacune 3 cartons résistant aux chocs ;
- marquage : Toukado, caisses numérotées de 1 à 5 ;
- documents de transport (lettre de transport aérien sans réserve, facture pro forma, certificat d'assurance et note de colisage en triple exemplaire) remis à la Westminster Bank, puis transmis à la Banque Parisienne de Commerce International ;
- traite à trente jours tirée sur la Westminster Bank pour la somme de €1943 ;
- formules d'usage.

III - RÉDACTION EN ANGLAIS (20 points)

Répondre **en anglais** aux deux questions suivantes.

1. According to the text, what makes India an attractive market for exporters?

(150 mots + ou - 10 %)

(10 points)

2. Why do governments lower trade barriers? Illustrate with recent developments.

(150 mots + ou - 10 %)

(10 points)