

0409-LVE TER

BACCALAURÉAT PROFESSIONNEL

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

ANGLAIS

**TOUTES SPÉCIALITÉS DU
SECTEUR TERTIAIRE**

DURÉE : DEUX HEURES

COEFFICIENT : 2

L'UTILISATION DU DICTIONNAIRE BILINGUE EST AUTORISÉE

YOU HAVE TO BE SLIGHTLY MAD TO START YOUR OWN COMPANY

1. My name is Shara. I'm 28 next month. Five years ago I set up *Tela Ltd*, a website company, with my husband Craig O'Connell. We make an excellent team. We are both graphic designers but we have different roles within *Tela*: I generate new business while Craig is responsible for the technical and design work.
2. I've always had a big mouth, I have always preferred sales jobs as they seemed to offer the best wages but also a sense of challenge. Software, windows, mobile phones, house insurance, you name it, I sell it. On completion of my degree I knew my skills in sales could not go to waste, so *Tela* was born.
3. We started *Tela* with £3,000 borrowed from parents to buy our first Apple Macintosh computer, and we have been self-financing since. Starting off was hard. The banks refused to help us. I was very lucky to have so much support from my family, especially my parents. We started *Tela* from home and after two years moved into premises on the University of East London's Docklands campus.
4. So we are a website company, but what makes us different from all the others? Quality comes first; excellent products sell themselves. Winning awards has been brilliant for us (we've won 12 so far). I work 12 hours a day and attend networking meetings. Our staff are also very committed and we are committed to them. All of our employees get a company pension, free gym membership and they're getting healthcare. Customers want a website that's going to make them money or save them money. Who better to come to than innovative designers who love their jobs?
5. However you have to be slightly mad to start your own company, working long hours and getting paid next to nothing to begin with. I think I would find it hard to work for someone else now, I like to do it my way. Working for an employer would only restrain my creative capabilities. Design agencies tend to be a bit chaotic; we have a huge open-plan office here and we bellow to each other across it.
6. Turnover in our first year was £25,000. This year we'll hit £1 million and have a huge party. I can't imagine giving up work completely, but it would be nice to get to the stage where you don't have to work. Maybe in my 30s!

Source : The Times , Saturday March 30, 2002 (adapted)

Vocabulary :

graphic designer : graphiste
a degree : un diplôme universitaire
to go to waste : être perdu, ne servir à rien
committed : dévoué

open-plan : sans cloison
to bellow : brailler, crier
to get to a stage where : en arriver au point où

You have to be slightly mad

TRAVAIL A FAIRE PAR LE CANDIDAT
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- A. Répondez en français aux questions suivantes, en utilisant uniquement les informations contenues dans le texte.** (8 points : 8 questions à 1 point)

- 1 - Pour quelles raisons Shara préfère-t-elle le secteur de la vente ?
- 2 - Comment la société *Tela* a-t-elle été financée à ses débuts ?
- 3 - Où la société *Tela* a-t-elle démarré et où est-elle implantée aujourd'hui ?
- 4 - Quels sont les avantages qu'offre l'entreprise à ses employés ?
- 5 - Pourquoi faut-il être un peu fou pour créer sa propre entreprise aujourd'hui ?
- 6 - Shara préférerait-elle être salariée et avoir un employeur ?
- 7 - Quel sera le chiffre d'affaires de l'entreprise pour l'année à venir ?
- 8 - Shara serait-elle satisfaite de cesser de travailler maintenant ?

- B. Traduisez le premier paragraphe en français.** (4 points)
(de « *'My name is Shara ...* » à « *...design work.* »)

- C. Faites correspondre chaque élément de la colonne A avec un élément de la colonne B afin de construire une phrase correcte. Recopiez les phrases sur votre copie en les numérotant de 1 à 4.** (2 points)

COLONNE A	COLONNE B
1- The sales manager is responsible	A- to cancel the meeting.
2- We could get a loan	B- for finding new business.
3- The company offers its clients	C- from our bank.
4- The boss asked the secretary	D- an excellent website service.

- D. Recopiez les phrases suivantes sur votre copie en mettant le verbe entre parenthèses à la forme exigée par le contexte.** (2 points)

- 1 – Shara and Craig (to create) their company five years ago.
- 2 – The company (to have) financial problems for a few years.
- 3 – She (to think) about creating a new company but then she realised she did not have enough money.
- 4 – The turnover (to increase) a lot since the beginning of the year.

- E Write about 8 lines in English about the job you would like to do.** (4 points)