

0506-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**

## SHOPPING ON LINE

"If only the Internet had been around when my children were growing up" says Sandie Hurford, a 49-year-old mother of four. "Women today have never had it so good. I've bought so many pairs of football boots and school uniforms that I've had my surfeit of shopping. I find shopping on line much less of a chore." In fact, the more Mrs Hurford shops online, the more she likes it. "I work, so I don't want to spend my time queuing up to get into shops or car parks. The Salisbury's delivery charge is only £5, and for the pleasure of not having to go for a trolley load of groceries, that is the most tremendous bargain ever."

Meanwhile, Mrs Hurford's boss, John Maslen, 32, likes the Internet for window shopping. "Even if I don't buy anything, I tend to surf, especially for computers and travel. I now see the Internet, rather than the high street, as my first resource for shopping."

A study from Sussex University reports that women have become fast and efficient shoppers online. They don't waste time browsing. They just get on with the job.

Men are starting to browse for pleasure. They are more likely to search for new shops than women and more likely to compare product features and prices. Men find buying online more enjoyable because it removes much of the pain: no driving into town, no hassle about where to park. Men also prove to be the secret Internet spenders. A recent survey reveals that men are seven times more likely than women to spend up to £1,000 online, while one man in 20 admits to having splurged £5,000 or more on items such as cars and luxury holidays.

[ Men appreciate efficiency and ease, and find these online. As a result, conventional shopping roles are now being reversed and sons are teaching their mothers how to shop. "Using price-comparison sites is something my 17-year-old son has taught me" Mrs Hurford says.]

With its power to change lives for the better, the Internet is freeing women from spending time on high-street chores, while men are being liberated to enjoy their shopping. Mark Sykes, a 32-year-old IT consultant, is typical: "I get better value shopping online and it's less hassle. It's also more of a pleasure, and it's more relaxing." He's not the only one to have discovered this, as Peter Green confirms: "During the past three months, I've bought DIY materials, an oven, a fridge, CDs, wine and books. I'd buy everything online if I could."

Source: Sunday Times, February 29 2004 (adapted)

### Vocabulary

**I have had my surfeit of.....** : J'ai eu plus que ma part de.....

**a chore**: une corvée

**to browse** : surfer (d'un site à un autre)

**hassle**: tracas

**to splurge** (money): dépenser sans compter

**IT consultant** (Information Technology): spécialiste en informatique

**DIY**: (Do It Yourself): le bricolage

<b>TRAVAIL A FAIRE PAR LE CANDIDAT</b>
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**A Répondez en français aux questions suivantes, en utilisant uniquement les informations contenues dans le texte. Composez des phrases complètes et justifiez toujours vos réponses.**

<b>8 points</b>	<b>A1: 1 pt</b>	<b>A2: 1,5 pt</b>	<b>A3: 1 pt</b>	<b>A4: 1 pt</b>	<b>A5: 1,5 pt</b>	<b>A6: 1 pt</b>	<b>A7: 1 pt</b>
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1. Quel est le regret de Sandie lorsqu'elle évoque ses achats d'autrefois ?
2. Pour quelles raisons aime-t-elle maintenant acheter sur Internet ?
3. Comment John Maslen utilise-t-il Internet ? Quels sont ses centres d'intérêt ?
4. Que révèle une étude de l'université du Sussex concernant le comportement d'achat sur Internet des femmes ?
5. Qu'en est-il du comportement masculin en ce qui concerne les achats sur Internet ?
6. Qui des hommes ou des femmes dépense le plus sur Internet ? Justifiez votre réponse avec des exemples.
7. Donnez le point de vue de Mark Sykes sur les achats sur Internet.

**B Traduisez en français le passage entre crochets de l'avant dernier paragraphe du texte.** (4 points)

De "Men appreciate efficiency..." à "...Mrs Hurford says."

**C Recopiez le paragraphe suivant en mettant les verbes entre parenthèses à la forme exigée par le contexte.** (4 points)

Barbara seems almost programmed to enjoy (to shop). (to motivate) by pleasure, she usually (to do) it for fun or on impulse. When she (to meet) her husband five years ago, Barbara (not to know) how to shop on line. Since then, she (to spend) more and more time on the Internet. Now, she likes (to browse) for pleasure, and (to feel) more relaxed.

**E Write 6 to 8 lines in English about the advantages and/or the risks of shopping on line.** (4 points)