

SESSION 2006

**BREVET DE TECHNICIEN SUPÉRIEUR
COMMERCE INTERNATIONAL**

Communication en langues étrangères

ANGLAIS

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

**Le sujet comporte 3 pages, numérotées de 1 à 3.
Dès que le sujet vous est remis, assurez-vous qu'il soit complet.**

**L'usage d'un dictionnaire bilingue est autorisé.
Les dictionnaires numériques sont interdits.
Les calculatrices sont interdites.**

Document 1

Businesses unite to fight piracy

The battle against counterfeiters of everything from DVDs or computer software to medicine, toys and car parts is about to get serious.

5 More than a dozen business executives have joined forces to wage war on piracy. They have created BASCAP (Business Action to Stop Counterfeiting and Piracy) which represents businesses that employ a million people and serve a billion customers.

In the past five years, technology has changed so much that it is now possible to replicate perfectly almost any product anywhere in the world.

10 At its most extreme, counterfeited goods can cost lives. The pharmaceutical industry estimates that a tenth of all drugs are made by pirates, while more than half the drugs sold in the developing world are counterfeits and thus not subject to quality and safety checks. Car parts is another example where counterfeiting represents danger for the consumer. The toy or food industries are also hit by pirates who ignore health and safety standards.

15 BASCAP plans to create counterfeiting and piracy indices and to compile case studies and statistics that can be shared between businesses and governments. It would become the first cross-industry organisation to take an interest in the counterfeiting and piracy problem.

BBC NEWS, 5 October 2005

Document 2

Dark trade

Globalization has lowered barriers to illegal as well as legal commerce, and international smuggling now threatens to derail the world economy. The illegal trade in counterfeit goods costs the world economy an estimated \$630 billion per year.

5 The sheer size of the problem is forcing entire industries – from shipping to software, banking to movies – to rethink their operations. Like those businesses, the trafficking boom owes much to globalization. In the last decade, revolutionary changes in technology and politics have reduced the obstacles that distances, borders and government policies had imposed on the movement of goods, money and people.

10 In the 1990s, the Internet made international coordination almost costless. Meanwhile, governments everywhere lowered tariffs, eliminated currency controls and opened their economies to foreign traders and investors. All this has not only made the traffickers' jobs easier, but allowed them to internationalize.

15 The traffickers' operations have become truly multinational, weaving together global networks of political allies and generating profits on an unprecedented scale. For instance, Chinese counterfeiters now contract with Cameroonian people-smugglers to have illegal migrants sell fake Gucci bags in Paris or New York.

20 We are, in fact, headed toward a confrontation between geopolitical "black holes", where traditional concepts of international law and politics don't apply, and "bright spots", where governments function, people respect the authority of police and judges and are willing to abide by laws.

Adapted from NEWSWEEK, 24 October 2005

I - COMPTE RENDU EN FRANÇAIS (20 points)

Après avoir lu ces deux documents attentivement, vous en ferez un compte rendu, **en français**, en faisant apparaître les idées essentielles (200 mots + ou – 10 %).

II - RÉDACTION EN ANGLAIS (20 points)

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

- 1) What is at stake in the fight against counterfeiting ? How can counterfeiting be fought ?
(150 - 200 words + or – 10 %)
- 2) Write a dialogue between 2 people : one who is in favour of globalization and one who is against it.
No introduction or conclusion is necessary.
(150 - 200 words + or – 10 %)

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

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

- **Expéditeur :** Dynic Computers
25, Dumfries Lane, Cardiff
South Glamorgan, CF105SD
- **Destinataire :** Info-Easy
45, rue Jules Valensaur
69008 Lyon
- **Objet :** Lettre de relance
- **Date :** 12 mai 2006
- **Corps de la lettre :**
 - rappel de la demande de renseignements reçue le 29 mars 2006 concernant les imprimantes et ordinateurs portables fabriqués par la société.
 - Suite à cette demande, envoi de catalogue et tarifs.
 - Prix et mode de règlement inchangés à ce jour mais augmentation à prévoir d'ici 15 jours.
 - Excellent rapport qualité-prix des produits, grand succès auprès de la clientèle.
 - Attirer l'attention sur le dernier modèle d'imprimante laser au prix unitaire de 139 euros.
 - Réduction et conditions de transport négociables selon quantité commandée.
 - Assurer le destinataire que ses commandes seront exécutées avec le plus grand soin.
 - Vous êtes à sa disposition pour tout renseignement complémentaire.
 - Formules d'usage.