

CORRIGE

Ces éléments de correction n'ont qu'une valeur indicative. Ils ne peuvent en aucun cas engager la responsabilité des autorités académiques, chaque jury est souverain.

BTS COMMERCE INTERNATIONAL

Session 2006

Communication en langues étrangères

ANGLAIS

Proposition de corrigé

I. COMPTE RENDU EN FRANÇAIS (20 points)

Ces deux textes, extraits de *BBC News* et de *Newsweek*, publiés en octobre 2005, abordent le problème de la contrefaçon.

Face à l'ampleur de ce phénomène, (l'économie mondiale perdrait quelques 630 milliards de dollars par an) des entreprises ont décidé de réagir et de créer un organisme (Bascap) chargé de lutter contre la contrefaçon.

Les progrès technologiques permettent de copier pratiquement n'importe quel produit, et cette pratique a un coût non seulement économique mais aussi humain. En effet, quand il s'agit de pièces détachées, de nourriture, de médicaments ou même de jouets, il est évident que les normes de sécurité et d'hygiène ne sont pas respectées.

Le responsable numéro un de l'augmentation spectaculaire de la contrefaçon semblerait être ... la mondialisation des échanges ! En effet, au cours de la dernière décennie, des changements politiques et économiques ainsi que les progrès technologiques déjà mentionnés ont permis de réduire les obstacles que représentaient la distance et les frontières. Les pays se sont ouverts au commerce mondial et les trafiquants se sont engouffrés dans la brèche : on peut dorénavant parler de multinationale du crime !

La seule solution, au-delà d'initiatives telles que Bascap, semble être l'éradication des « trous noirs », ces endroits où les lois sont bafouées. On éviterait ainsi de voir des contrefacteurs chinois s'allier à des passeurs clandestins camerounais pour forcer des immigrants en situation irrégulière à vendre de faux sacs Gucci dans les rues de Paris ou New York.

(218 mots)

II. RÉDACTION EN ANGLAIS (20 points)

Suggestion de corrigé question 1

Counterfeiting has a cost and puts lives at risk.

Poor and rich countries both suffer: jobs are lost, so is money, and there are no foreign investments in countries whose markets are flooded with fake products.

The enormous influence that illicit traders have gained at the highest levels of governments has often led to corruption.

To make copying costly or even impossible, firms and countries resort to technological progress. It is the only way to protect products against counterfeiting. Investments in design and engineering will yield higher returns than the millions spent on lawyers and lobbying.

Agencies must learn to cooperate and not be hampered by geographical and jurisdictional divisions. Copyright laws must be implemented.

Suggestion de corrigé question 2

[A is in favour of, B is opposed to globalization].

A : We've never lived in such comfort !

Computers have never been so cheap, cars are better and better, clothes are incredibly varied and inexpensive. Who would ask for more ?

All this is possible thanks to globalization.

B : How can you be naive enough not to realize that globalization is on its way at the expense of poor people, mostly in the third world but also in the industrialized countries ?

A : But those poor people also take advantage of globalization, especially in poor countries where they can buy cheap fridges and washing-machines made in Korea or China. Besides, relocations provide those poor people with jobs that they would not have otherwise. So their standards of life definitely improve.

B : Possibly. But you can't deny that they are exploited by business leaders whose only aim is to improve their shareholders' dividends and their own salaries. Not only adults, but children too are sweated in third world countries like Pakistan !

A : You know very well that these children help their families who would starve otherwise.

B : Come off it ! You're trying to have a clear conscience. Kids are not supposed to work : they must study ! And in the Western world, more and more workers are dismissed because of your beloved relocations !

A : There's no turning around ! The EU, NAFTA, ASEAN and others clearly show the way. The WTO's role is to achieve globalization !

B : No doubt, it does so by widening the gap between rich and poor !

NB : Ne pas attendre nécessairement de tournures propres au dialogue spontané (rebondissement de la parole).

III. LETTRE COMMERCIALE EN ANGLAIS (20 points)

DYNIC Computers
25 Dumfries Lane
Cardiff, South Glamorgan, CF10 5SD
WALES

Your ref.
Our ref.

12 May 2006

INFO-EASY
45 rue Jules Valensaur
69008 Lyon
FRANCE

For the attention of the Purchasing Department

Dear Sirs

REMINDER LETTER

On March 29 we received a letter of enquiry from your firm asking for particulars about the printers and laptops manufactured by our company. At this time we sent you a catalogue together with a price list. We are surprised not to have had any response from your part. We would like to draw your attention to the fact that neither our prices nor our terms of payment have changed, but an increase is likely to happen within a fortnight.

We would also like to point out that these goods are an outstanding buy for your money, and they are very successful with our customers.

Please note especially our latest model of laser printer, available at the price of €139 per unit. We would be willing to grant a reduction for bulk order, and transport costs could also be adjusted if the order is substantial.

Be assured that all orders are carried out with the utmost care and efficiency.

We are at your disposal should you require any further information.

We look forward to hearing from you.

Yours faithfully

Brian STOKES
Sales Manager