

SESSION 2008

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.

## MATTEL AND CHINA PLAY THE BLAME GAME

On September 5, Mattel told an American Congressional committee that its recall of 17.4m toys containing a small magnet that could be swallowed by children was due to a flaw in the toys' design, rather than production flaws in China. They admitted they had been overzealous and might have recalled toys that did not contravene American legislation on lead content.

5 "Mattel has a China problem and a supply-chain problem," says J.Pierre Lehmann, an Asia expert at a business school in Lausanne. The company is dependent on cheap Chinese production for most of its wares, so it has little bargaining power. The firm says subcontractors have to comply with safety and quality standards specified for each toy. It does not add that it is also up to Mattel to check for compliance and not to stick to its own rules.

10 Moreover, western companies are operating in a largely lawless environment. There is hardly any effective regulation and little recourse to law. In August the government published its first white paper on food safety following 96 deaths from food poisoning in the first half of the year. With control of food safety spread between five different ministries, responsibilities are still hard to determine. The Chinese have no culture of compliance and cut corners on

15 safety and quality when they are squeezed on price. So, western firms doing business in China also have a responsibility and should keep a vigilant eye on their suppliers. Purchasers of toothpaste or dog food, who have also been subject to safety scares and recalls this year, should have known that more than one-fifth of China's food products failed government safety-tests last year.

20 Corruption, blackmail and counterfeiting are rampant. Eight buyers at Carrefour, a French supermarket chain, are under investigation for accepting kickbacks from suppliers. Chinese firms, for their part, complain that they are bullied by foreign purchasing managers to cut costs. This forces them to squeeze their own suppliers, with unpredictable consequences. Mr Lehmann says that the Chinese focus on high-volume, low-cost manufacturing has worked

25 well in the initial phase of the country's economic take-off. But producers must now pay attention to quality, brand development, governance and transparency, he says, or more harm will be done to "Made in China".

30 Almost 40% of British consumers are less likely to buy Chinese-made toys because of Mattel's recall crisis. Hamleys, a toy shop, says it is thinking about sourcing more toys from Europe.

Adapted from *The Economist*, September 29<sup>th</sup>, 2007 (410 words)

## **I- COMPTE RENDU EN FRANCAIS (20 points)**

Après avoir lu ce texte attentivement, vous en ferez un compte rendu, **en français**, en faisant apparaître les idées essentielles. (220 mots +ou - 10%).

## **II- REDACTION EN ANGLAIS (20 points)**

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

1. Is China a real economic opportunity for western companies? (150-200 words)
2. What are the consequences of relocating? (150-200 words)

## **III- ELABORATION D'UNE LETTRE COMMERCIALE EN ANGLAIS (20 points)**

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

### **Expéditeur :**

M. John Sparkling, directeur des achats, British Wines PLC, 42 John Lennon Lane, Liverpool  
LU70 3WA

### **Destinataire**

Mme Bulle Léger, directrice des ventes Champagne Bulles d'Or, 4 Avenue de la République  
51200 Epernay

**Objet :** Lettre de réclamation

**Date :** 16 mai 2008

### **Corps de la lettre :**

- Rappel commande du 15 mars concernant 200 cartons de champagne brut et 100 cartons de champagne rosé millésimé.
- Livraison toujours pas effectuée à ce jour, besoin de précisions supplémentaires sur la situation.
- Déjà reçu lettre d'excuses faisant état grève transporteurs.
- Vous comprenez situation mais clients mécontents.
- Date limite de livraison 26 mai sinon annulation commande et nécessité trouver autre fournisseur.
- Demande geste commercial : remise pour préjudice.
- Formules d'usage