



SERVICES CULTURE ÉDITIONS
RESSOURCES POUR
L'ÉDUCATION NATIONALE

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Campagne 2012

Brevet de Technicien Supérieur
COMMERCE INTERNATIONAL
à référentiel commun européen

Épreuve écrite E2
U21 - Langue vivante étrangère A
ANGLAIS

Durée : 3 heures

Coefficient : 2,5

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Les dictionnaires numériques sont interdits.

Tout autre matériel est interdit.

Avant de composer, le candidat s'assurera que le sujet comporte bien
3 pages numérotées de 1/3 à 3/3.

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BTS Commerce International à Référentiel Commun Européen		Session 2012
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FLING WIDE THE GATES

India should throw off its caution about opening up to foreign investment. The benefits would be huge.

India's national monument, in New Delhi, is a tall, broad gate. That is ironic, for the country is hard for foreigners to enter, whether they are individuals trying to get a visa or businesses trying to invest.

5 India's inaccessibility is unfortunate because, to bridge the gap between its weak domestic saving and its high investment needs, it must import capital, especially foreign direct investment (FDI), the least flighty kind. Yet the latest figures are going in the wrong direction. Last year India got just \$24 billion in FDI, down by almost a third on 2009. Globally, FDI was flat over the period.

10 There are many reasons why foreign companies are put off India, from corruption and bureaucracy to the difficulty of obtaining land. These are problems that must be fixed for the sake of local, as well as international, businesses. But in too many areas foreign firms remain barred from entering the country altogether – railways and legal services, for instance – or are restricted to minority stakes – such as insurance and domestic airlines.

15 Indian officialdom realises this must change and, at the pace of a Himalayan glacier, has been opening up. From this month, for instance, foreign firms are allowed into a wider range of agricultural businesses. But many other such reforms are stuck. Given the huge benefits that liberalisation could bring to India's 1.2 billion people, the government should pluck up courage and fling wide the gates.

20 India's primitive and wasteful retail industry is the most glaring example of the need for foreign investment. The business is dominated by tiny mom-and-pop stores. The near-absence of big supermarket chains means there is no "chill chain" of transport and storage to keep fruit and vegetables fresh from field to shopping-basket. As a result, a quarter or more of such produce is wasted, a catastrophe in a country where so many go hungry. In more advanced retailing systems, less than a tenth is lost. Some big 25 Indian firms are moving into the business, but what is needed is to lift the remaining restrictions on foreign ownership and let in international experts such as Walmart, Tesco and Carrefour.

30 Retailing employs more than 30m Indians, so some fear social unrest if the admission of foreign chains puts small shops out of business. But given India's rapid growth there is plenty of space for supermarkets to expand without killing small stores. Indeed the tiddlers¹ would be better off buying their supplies from foreign supermarkets than the inefficient, costly middlemen they rely on now. In any case, such worries are greatly outweighed by the potential benefits to Indian consumers: lower prices and better 35 quality, choice and nutrition. Economists in America talk about the beneficial "Walmart effect" that the ubiquitous cheap chain has had on curbing prices. Indians, as they fret over soaring food costs, might find such a thing a godsend.

40 Given the success some Indian companies are now having on the world stage, India's fear of foreign competition at home seems odd. It is time for the country's politicians to sweep away such protectionism for good, and declare that India is as ready to take on the world in business as its World Cup-winning team is in cricket.

The Economist, April 16th 2011

¹ Tiddlers : (here) small retailers

CILVEA AGL

I - COMPRÉHENSION DE L'ÉCRIT (20 points)

Après une lecture attentive du texte, vous en ferez un compte-rendu en français et ferez apparaître les idées essentielles.

(Minimum 220 mots – maximum 250 mots. Indiquez précisément le nombre de mots.)

II - EXPRESSION ÉCRITE (20 points)

Répondez en anglais à la question suivante :

Discuss the pros and cons of opening up to foreign investment (for investors and for the countries which benefit from the investment).

(300 mots, ± 10%)

III - INTERACTION ÉCRITE (20 points)

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

Lettre en date du 15 avril 2012.

Expéditeur : Anthony Adams, directeur des achats de Easy Computers.

Adresse postale : King's Building, Saffron Road, BRIGHTON BR2 9UF, Grande Bretagne.

Destinataire : Robert Marshall, directeur des ventes de Business Machines.

Adresse postale : 1568 Gatineau Avenue, TORONTO, Canada.

Objet : Commande d'ordinateurs n°3151 du 15 mars 2012 de 100 ordinateurs.

Corps de la lettre :

- Accusez réception de 10 caisses.
- Signalez une erreur : 9 caisses contenaient la marchandise commandée, mais une caisse contenait des imprimantes.
- Vous vous étonnez qu'une telle erreur puisse arriver.
- Vous demandez un remplacement immédiat car vos clients attendent la marchandise.
- Vous joignez à votre lettre la note de colisage.
- Vous attendez les instructions de votre correspondant concernant la reprise des imprimantes.
- Vous espérez qu'un tel incident ne se reproduira plus et attendez une réponse rapide.

Formules et présentation d'usage.