



**LE RÉSEAU DE CRÉATION
ET D'ACCOMPAGNEMENT PÉDAGOGIQUES**

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Brevet de Technicien Supérieur
COMMERCE INTERNATIONAL
à référentiel commun européen

Épreuve écrite E2
U21 - Langue vivante étrangère A
ANGLAIS

Durée : 3 heures

Coefficient : 2

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Dès que le sujet vous est remis, assurez-vous qu'il est complet.

Le sujet se compose de 3 pages, numérotées de 1/3 à 3/3.

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Welcome Home

“Ideally”, said Jack Welch in 1998, when he was chief executive of General Electric, “you’d have every plant you own on a barge to move with currencies and changes in the economy.” Reality followed vision for Mr Welch, who was a pioneer of offshoring, setting up one of the first offshore service centres in Gurgaon on the outskirts of Delhi.

GE’s line has now reversed. Jeff Immelt, Mr Welch’s successor, calls outsourcing “yesterday’s model”. He has returned production of fridges, washing machines and heaters from China back to Kentucky. And GE is not alone. As our special report this week explains, bringing jobs back to the rich world is as much in vogue these days as sending them to China was a decade ago.

In truth, offshoring never had as direct or dramatic an impact on employment in America and Europe as was widely believed. Lines of computer code and industrial robots have probably displaced as many or more call-centre operators and factory workers as cheap Asian hands have done. Until the economic crisis, employment levels held up well in the rich world. But the threat of losing jobs overseas has exerted a powerful downward pressure on middle-class wages, and offshoring has undermined support for globalisation.

Now the pull of low-wage countries is weakening. In a survey of big American manufacturers by the Boston Consulting Group last spring, nearly two-fifths of firms said they were either planning to move or thinking about moving production facilities from China back home. These days the main reason why companies want to expand their presence overseas is to be close to customers in fast-growing new markets, not to exploit low wages as part of an offshoring strategy.

The political mood may have influenced decisions to bring jobs back, but the fundamental drivers are economic. First, manufacturing is becoming more automated, so labour makes up a decreasing proportion of costs. Second, for businesses that continue to rely on armies of people, labour costs have soared in formerly poor countries. Wages for Chinese manufacturing workers are going up by around 20% a year, faster than their productivity is growing. A stronger Chinese currency has added to the upward pressure on costs.

Companies are increasingly factoring in the rising cost of shipping goods across oceans, and the risk that natural disasters or geopolitical shocks could cut off essential supplies. Consultants at both BCG and Alix Partners reckon that by 2015 it will cost about the same for an American firm to manufacture in America as in China. Western firms are also finding that innovation is easier when manufacturing is in the same place as research.

Offshoring in services is, to be sure, still going strong overall. But early pioneers of services offshoring are bringing work back home, having discovered that looking after customers and developing new IT tools are in fact a “core” part of business. For many firms, sending call centres overseas has turned into a nightmare. “We just can’t get the accent right,” confesses one Indian outsourcing executive. As with manufacturing, the advantages of outsourcing services are falling. For an American firm, the gap between the cost of employing an Indian software programmer and the cost of a local one will fall to under 20% by 2015, predicts Offshore Insights, a Pune-based advisory firm.

From *The Economist*, January 19, 2013

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. (220 mots, ± 10%)

II – EXPRESSION ÉCRITE (20 points)

Répondez **en anglais** à la question suivante en 300 mots, ± 10%. Indiquez précisément le nombre de mots.

Explain the success of outsourcing for Western firms and consumers, then show why this trend is now being reversed.

III – INTERACTION ÉCRITE (20 points)

LETTRE COMMERCIALE à rédiger **en anglais** selon l'usage commercial courant.

Expéditeur : Marc Renaud, directeur des achats, Bijoux de Rêve,
26 rue de l'étoile, 21000 Dijon, France.

Destinataire : Mrs. A. Moore, directrice des ventes, Indian Jewels,
22 Gandhi Road, Gujarat, Inde.

Date : 10 mai 2014.

Objet : commande du 2 mai 2014, ref. Z815G.

Corps de la lettre :

- vous accusez réception de cette commande mais il manque une partie de la marchandise : 50 bracelets en or, ref. ZKL310 ;
- vous constatez également qu'un carton ne contient pas la quantité prévue : 120 bagues, ref. TQZ629 au lieu de 150 ;
- vous rappelez que ces articles doivent vous être livrés au plus tard le 1^{er} août sinon vous demanderez l'application de l'article 7 du contrat qui précise qu'une pénalité sera appliquée après le cinquième jour de retard ;
- si ce genre de problème devait se reproduire, vous vous verriez dans l'obligation de changer de fournisseur.

Formules et présentation d'usage.