



**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*

**U22 - Langue vivante étrangère B**

# ANGLAIS

Durée : 3 heures

Coefficient : 2

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

BTS Commerce International à Référentiel Commun Européen		Session 2014
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## Gains in translation

His company's name means "optimism". And Hiroshi Mikitani, the founder of Rakuten, is certainly optimistic. As of July 2nd, he has insisted that all meetings at Japan's largest e-commerce firm must be conducted in English. This is in a country where few people speak English well, and many are embarrassed even to try. But Mr Mikitani believes that Rakuten must become more global if it is to prosper. "Before we globalise our services, we need to globalise our employees," he says.

Currently, Rakuten is too reliant on a single business in a single maturing market. It makes most of its money from an online shopping mall that Mr Mikitani set up in Japan in 1997. Rakuten Ichiba offers a place where retailers can put up virtual storefronts; it provides the digital infrastructure and takes a cut of sales. It has been obscenely successful: Rakuten Ichiba is the main reason why investors value the group at ¥1,064 billion (\$13.3 billion). Although it has several businesses in Japan, including an online bank, travel services and even a baseball team, Rakuten Ichiba accounted for over a quarter of sales in 2011 and a staggering 77% of profits.

Japan's online retail market is still growing at 12% per year. But 70% of internet users already shop online, according to a report by Forrester, a market-research firm. That means future growth in Japan will have to come from greater spending per person.

So Mr Mikitani has been looking abroad. Since 2010 Rakuten has acquired e-commerce businesses in America, France, Brazil, Britain and Germany and negotiated joint ventures in Indonesia and China. It will enter Malaysia later this year. Mr Mikitani's goal is to expand Rakuten's presence to 27 countries (from about a dozen now) and for 70% of transactions to take place outside Japan (10% do so now).

But Rakuten's business model does not always travel well. In April it announced it was closing Lekutian, its joint venture with Baidu, China's biggest search engine. Mr Mikitani says he had a tough time dealing with "an overheated market" and "very different" consumer behaviour. He promises to return to China. Yet the timing of his exit must be galling: China recently overtook Japan as Asia's largest e-commerce market.

Rakuten's latest acquisitions and investments suggest that the firm is trying new things. In January, it completed the acquisition of Kobo, a Canadian e-reader, which it launched this week in Japan – ahead of Amazon's Kindle. Last month, it snapped up Wuaki, a Spanish video-on-demand service. And in May it made a big investment in Pinterest, an American image-sharing site popular with women.

Digital content could help Rakuten quickly establish a presence in several countries. It is cheap to distribute and doesn't require much local infrastructure. And after a period of losses – e-readers are typically sold at a loss – it could be hugely profitable.

Digital services can also help Rakuten's other businesses. Mr Mikitani plans to use Pinterest as a high-gloss showroom to tempt people to Rakuten's many online shops. The idea is to make online shopping an attractive alternative to the high street instead of a place to find cheap deals. And with the emphasis on pictures, language need be no barrier.

*The Economist*, July 5th 2012

# CILVEB AGL

## I – COMPRÉHENSION DE L'ÉCRIT (20 points)

Après 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** aux 2 questions suivantes :

- A. What are the required assets for companies which want to expand their activities on the global scale? (150 mots,  $\pm 10\%$ )
- B. Why is it vital for today's companies to set up regular challenges? (150 mots,  $\pm 10\%$ )

## III – INTERACTION ÉCRITE (20 points)

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

**Date** : 13 mai 2013.

**Expéditeur** : Paul Blachat, directeur des achats de la société France Europe Electromatériel, 3 rue Verte, 95100 ARGENTEUIL, France.

**Destinataire** : Charles Lewis, directeur des ventes de l'entreprise Rikon Electric Appliances Ltd, 2116 The Spaces, 8 Dongdaqiao Road, Chaoyang, BEIJING 100020, Chine.

**Corps de la lettre** :

- objet : vous souhaitez modifier votre commande du 5 avril 2013 n°678905 ;
- raison : suite à une campagne publicitaire diffusée dans la presse la demande de votre clientèle est croissante ;
- conséquence : vous souhaitez commander 50 bouilloires électriques<sup>1</sup> supplémentaires référence CV 3325 1 litre, 10,92 euros/pièce ;
- vous demandez une remise exceptionnelle car le nombre d'articles est largement supérieur à la quantité que vous commandez habituellement et vous souhaitez les mêmes conditions de paiement ;
- vous faites préciser les délais de livraison car vous envisagez d'organiser une vente promotionnelle début juin avant la date officielle des soldes ;
- vous demandez l'envoi d'un récapitulatif de l'ensemble de votre commande ainsi que les conditions de vente dans les délais les plus brefs.

Formules et présentation d'usage.

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<sup>1</sup> Bouilloire électrique : electric kettle