



**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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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.

BTS Commerce International à Référentiel Commun Européen		Session 2016
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Instant Karma

Supposedly contaminated noodles can be sold abroad, but not eaten at home.

It takes only minutes to prepare, but India's most popular processed-food dish is at the centre of a drawn-out dispute over its safety. On June 30th the Bombay High Court said that Nestlé India was free to export its Maggi brand of instant noodles but a ban on local sales remains in place. The Indian subsidiary of the Swiss food giant was making a second visit to the court to try to overturn the ban, which was imposed by the Food Safety and Standards Authority of India (FSSAI) on June 5th.

Nestlé's troubles began when a local food-safety agency in Uttar Pradesh state said it had found excessive levels of lead in the noodles. Nestlé insisted they were safe to eat but recalled them hours before the ban was imposed, saying the public's trust had been compromised. Nestlé has so far incinerated 17,000 tonnes of suspect noodles. Rivals such as Unilever have also pulled their instant noodles from the market until the air clears.

The FSSAI told the court it did not object to Nestlé exporting its noodles, although it stood by its earlier decision to ban them in India. This seems a curious decision given that Singapore had lifted a temporary ban on imports of Maggi noodles after its food-standards agency found they were safe to eat; and that Hong Kong had also given Nestlé's Indian-made noodles the all-clear. On July 1st Britain's Food Standards Agency said it had tested a batch of Maggi noodles imported from India and found them to be well within European Union limits on lead content, and safe to eat.

Such findings strongly suggest that the tests in India were faulty. But the court has still to decide on that. The hearing was adjourned until July 14th to allow Nestlé to respond to affidavits from the FSSAI and other parties including the Food and Drug Administration (FDA) of Maharashtra, the state where the court sits.

Foreign companies may feel they are being singled out. In 2006 both Coca-Cola and PepsiCo had to fend off claims by environmentalists that their colas contained pesticides. In June, KFC, a fast-food chain, dismissed "false allegations" by a children's-rights group that there were traces of poisonous bacteria in its fried chicken. But the usual beef about India's industry regulators is not that they are too active but rather that they are ill-equipped to monitor their charges. Satya Prakash, a retired food-safety expert, has warned the government that some of the food laboratories it uses are unable to carry out basic tests. In January 2014 America's aviation authority downgraded India's air-safety ranking a notch because its regulator had too few trained officials (the downgrade was reversed in April).

Nestlé might have limited the damage if it had dealt more readily and speedily with the regulators. But it can take comfort from the fact that other foreign food companies have come back from similar adversity. In 2003 the FDA in Maharashtra seized stocks of Cadbury's chocolates when worms were found in a few bars. Cadbury initially said the infestation could only occur because of careless storage by retailers. The FDA countered that chocolate wrappers should be worm-proof. Cadbury then revamped its packaging and relaunched its products with a heavy advertising campaign. It is now, once again, the leading brand in India.

Investors seem to be betting that Nestlé can likewise restore its reputation. The share price of its local subsidiary, which had slumped by a fifth at its worst point, had recovered about half that loss following the court's hearing this week. The most regrettable thing about the affair, especially in a country where so many people go hungry, is that in all likelihood a lot of food has been destroyed unnecessarily.

The Economist, July 4th 2015

CILVEB 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 en 220 mots (+/- 10%).
Indiquez précisément le nombre de mots.

II - EXPRESSION ÉCRITE (20 points)

Répondez en anglais aux deux questions suivantes. Indiquez précisément le nombre de mots.

1. **Why is it generally more difficult to sell food items abroad than on the home market? Explain.** (150 mots, +/- 10%)
2. **What are the threats and opportunities of investing in a developing country such as India?** (150 mots, +/- 10%)

III - INTERACTION ÉCRITE (20 points)

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

Expéditeur : M. James Portman, directeur des achats chez Postcard Teas Ltd, 9 Dering St, London W1S 1AG, Royaume-Uni.

Destinataire : M. Singh, responsable export chez EZ \$ELL, Ashram Road, Guwahati-781007, Assam, Inde.

Lettre en date du 17 mai 2016.

Objet : Retard de livraison.

Contenu :

- vous avez passé commande de 20 kg de thé noir Assam en vrac et de 30 kg de thé vert bio, en vrac également, le 31 mars dernier ;
- cette commande n'est pas encore arrivée à ce jour ;
- la date limite de livraison était le 26 avril 2016 conformément au bon de commande n° 431/ASSAM/16 (copie jointe) ;
- vous n'avez pas été avisé des causes de ce retard et vous souhaitez une réponse dans les meilleurs délais ;
- sans réponse du responsable du service des exportations d'ici la fin du mois, vous serez contraint d'annuler la commande et de vous adresser à un nouveau fournisseur.

Présentation et formules d'usage.