



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

**Ce document a été mis en ligne par le Réseau Canopé  
pour la Base Nationale des Sujets d'Examens de l'enseignement professionnel.**

**Ce fichier numérique ne peut être reproduit, représenté, adapté ou traduit sans autorisation.**

# BREVET DE TECHNICIEN SUPÉRIEUR

## SERVICES INFORMATIQUES

### AUX ORGANISATIONS

**SESSION 2016**

### SUJET

**ÉPREUVE E1 - CULTURE ET COMMUNICATION**  
**Sous-épreuve U12 - EXPRESSION ET COMMUNICATION**  
**EN LANGUE ANGLAISE**

**Durée : 2 heures**

**Coefficient : 1**

**Matériel autorisé : DICTIONNAIRE UNILINGUE**

**CALCULATRICE NON AUTORISÉE POUR CETTE ÉPREUVE**

**Dès que le sujet vous est remis, assurez-vous qu'il est complet.**  
**Le sujet comporte 3 pages, numérotées de 1 à 3.**

BTS – Services informatiques aux organisations	SESSION 2016	
Épreuve E1 – Culture et communication. Sous-épreuve U12 - Expression et communication en langue anglaise.	SUJET	
	Coefficient : 1	Page 1/3
	Durée : 2 heures	
16SIE1ANGME1		

## Moving from Dot-Com to Not-Com

There's a downside to the relative freedom and lack of gatekeepers on the Internet, including that most anyone<sup>1</sup> can buy a Web address that ends in ".com." Online, scammers can pay \$10 for an address that looks like that of your bank, your favorite clothier, or your auto dealer and create a site that looks enough like the original to trick you into buying phony merchandise or revealing your login and password. Every day, almost 1,000 Americans file some kind of identity-theft complaint with the U.S. Federal Trade Commission, and about 750 report being scammed by an impostor, as in a phishing scheme.

That's part of the reason hundreds of businesses, from Google to Wal-Mart, have paid \$185,000 a pop<sup>2</sup> to apply for the rights to Web domains that read, say, ".google" or ".walmart." Companies buying these eponymous top-level domains from the Internet Corporation for Assigned Names and Numbers (Icann)—the nonprofit that runs distribution of domain names under the oversight of the U.S. Department of Commerce—will in theory be able to strictly limit who creates pages on them. Of the 1,930 applications for the new Internet real estate, 534 came from companies buying up their trademarks, according to Icann. Addresses that end in ".com" or ".net" will continue to be controlled by Reston (Va.)-based networking company Verisign.

Companies such as Chanel and Hermès say self-branded domains will help them combat the sale of counterfeit goods from imitation websites. "These sophisticated criminal activities cause reputational damage to businesses as Internet users lose consumer confidence and trust."

Barclays was an early mover, shifting its corporate home page from "barclays.com" to "home.barclays" in May. Troels Oerting, who heads the bank's security, said in a statement announcing the move that the new domain should make it "crystal clear to our customers that they are engaging with a genuine Barclays site." The more important customer-login pages haven't switched over yet, and the bank wouldn't disclose a target date.

[...]

Companies are betting that operating their own domains will be more secure because they're directly in control of the security and maintenance. The catch, says Ken Westin, an analyst with cybersecurity company Tripwire, is that they'll have to take more responsibility for oversight of their private domains than they did in Verisign's dot-com world. "They're more in control of their brand and potentially more in control of their own security," he says, adding that companies will need to make sure their domains' underlying network architectures are functional and secure, which they didn't before.

<sup>1</sup> Most anyone = almost anyone.

<sup>2</sup> A pop = (*here*) each / a piece.

BTS – Services informatiques aux organisations		SESSION 2016	
Épreuve E1 – Culture et communication.		SUJET	
Sous-épreuve U12 - Expression et communication en langue anglaise.		Coefficient : 1	Page 2/3
16SIE1ANGME1		Durée : 2 heures	

35 It'll take time to retrain customers who've been typing ".com" for 20 years to make the new  
addresses their defaults, says Westin, and the interim confusion could provide an opening  
to scammers. In any case, some of the Internet's security problems can't be solved with  
new URLs, acknowledges David Conrad, Ican's chief technology officer. Targeted attacks  
40 such as those against Target and Home Depot<sup>3</sup> focused on weak spots in the underlying  
networks, like credit card readers, he says.

Ican's own record on cybersecurity makes clear just how difficult it can be. The naming  
organization announced on Aug. 6 that its own website had been hacked and encrypted  
45 usernames, passwords, and e-mail addresses had been stolen. Ican declined to com-  
ment on the hack or on a December phishing attack that compromised its e-mail servers  
and internal network.

Rachel Adams-Heard, *Businessweek*, August 27, 2015

---

<sup>3</sup> *Target* and *Home Depot* are US retailers.

---

## CONSIGNES

### PREMIÈRE PARTIE (10 points)

Vous rédigez **en français** un compte rendu du texte.

Votre compte rendu devra comprendre une brève introduction qui indiquera la date, la source et le thème du document. Vous synthétiserez et reformulerez les idées essentielles du texte. Une brève conclusion personnelle qui dégage l'intérêt du document dans une perspective professionnelle sera valorisée.

(200 mots +/- 10 %). *Vous indiquerez impérativement le nombre de mots de votre compte rendu.*

### DEUXIÈME PARTIE (10 points)

Les comptes de plusieurs client/e/s de la banque pour laquelle vous travaillez en tant que spécialiste sécurité du système d'information ont fait l'objet d'un piratage par usurpation d'identité. Le directeur, John Moore, vous demande de rédiger une note à l'attention des client/e/s afin de leur rappeler les règles de sécurité indispensables pour éviter ce genre de problème.

Vous rédigez **en anglais** la note qui sera diffusée à toute la clientèle de la banque.

*Afin de préserver l'anonymat de votre copie d'examen, vous utiliserez un **pseudonyme plausible** dans un environnement professionnel anglophone.*

(200 mots +/- 10 %). *Vous indiquerez impérativement le nombre de mots utilisés.*

BTS – Services informatiques aux organisations	SESSION 2016	
Épreuve E1 – Culture et communication.	SUJET	
Sous-épreuve U12 - Expression et communication en langue anglaise.	Coefficient : 1	Page 3/3
16SIE1ANGME1	Durée : 2 heures	