



**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.

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The Indian woman transforming her family's sari firm

As Lavanya Nalli walks through her main sari shop her eyes light up. The 32-year-old talks of the pride she feels in leading a business that has been run by her family for 88 years. The store in the southern Indian city of Chennai was first opened by her great-great-grandfather in 1928. Over the decades Nalli has become one of India's best-known brands of saris. The traditional Indian garment for women, saris are lengths of wide fabric which are first wrapped around the waist and then draped over one shoulder. Lavanya says the brand's heritage and reputation for selling the finest silk saris are central to its continuing appeal. And with annual revenues of more than \$100m (£76m) across 29 Indian stores, plus outlets in Singapore and California, business remains strong.

Yet as a growing number of Indian women are choosing to wear Western clothing, or less formal Indian garments, Lavanya is using business skills she gained from spending several years away from the family company to introduce new product lines and take the firm into e-commerce.

Nalli is renowned for selling hand-woven silk saris, which are made from the artisan weavers in the Kanchipuram district of the southern Indian state of Tamil Nadu. These saris are known for their opulence, their fine fabric, vibrant colours and intricate designs, which range from floral and peacock motifs to checks and stripes. They are popular as special occasion wear for celebrations, festivals and marriages, and the most beautiful are passed on from one generation to the next. They are also not cheap, with the most intricate examples costing as much as \$3,100 (£2,350).

The challenge Lavanya faces is responding to the continuing change in the fashion tastes of Indian women, which is seeing many of them wear saris far less often. "Saris were the only choice and preference Indian women had for a very long time, and that has changed over the years," she says. While saris still dominate on Indian city streets, it doesn't take long to spot young women in Western casual wear such as jeans, t-shirts and shirts. They are buying these from shops opened in India by the likes of Sweden's H&M, and US chain Gap.

Less formal Indian clothing such as kurtis (a stitched long shirt) and salwar kameez (dresses) have also grown in popularity, especially on college campuses and in the workplace. Amit Gugnani, a fashion expert at Indian management consultancy business Technopak, explains the growing challenge for companies like Nalli.

He says: "Indian fashion consumers have become more experimental and image-conscious." A strong and growing economy coupled with better job prospects, higher disposable income and profound impact of media and technology is revolutionising the buying behaviour of Indian consumers. "It is a fairly large challenge to be able to cater to the modern day Indian consumer – it is a fine balance between understanding the consumer and educating them at the same time about the offering your brand has."

While Nalli has no plans to introduce Western-style clothing, under Lavanya's direction it has launched a range of kurtis and salwar kameez. The company has also launched a range of more affordable saris, made from cheaper fabrics, such as a blend of polyester and cotton. This has brought prices down to as low as \$2.20 per sari, a fraction of the price of the most expensive silk versions. Lavanya says that while saris remain the "major revenue generator for the company", Nalli has "adopted the changing preference of consumers".

While Lavanya has led the development of the company's website, to enable sales from around the world, she still intends for the business to double its number of physical stores by 2020.

Adapted from *BBC News*, 29 August, 2016

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. (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 are developing countries attractive markets?** (150 mots, +/- 10%)
2. **What strategies can companies use to remain competitive? Give examples.** (150 mots, +/- 10%)

III- INTERACTION ÉCRITE (20 points)

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

Expéditeur : Mashri Tendam, directeur des ventes, IndianTex, 58, Arakshan Road, New Delhi 110055, Inde

Destinataire : John Smith, directeur des achats, New World Clothing Ltd, 44 Bromly Road, Manchester AL9 5ES Royaume-Uni

Date : indiquer une date

Objet : relance de paiement

Corps de la lettre :

- Aviser le client que la facture de 6800 livres Sterling réf. 4875/R n'a toujours pas été réglée
- Mentionner que le client n'a pas respecté les conditions de ventes (paiement à 30 jours après livraison)
- Faire remarquer que le délai est dépassé de 3 semaines
- Rappeler que de votre côté vous faites le maximum pour lui donner satisfaction
- Insister pour avoir une explication dans les meilleurs délais et proposer un règlement différé si problème majeur
- Sinon, exiger un règlement dans les 7 jours par virement bancaire.

Présentation et formules d'usage.