

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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Les dictionnaires numériques sont interdits.

Tout autre matériel est interdit.

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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THE PEOPLE'S REPUBLIC OF DISCOUNTING

About a year ago, Chinese shoppers were in full-on conspicuous-consumption mode. Executives routinely spent \$12,900 on Rolexes and other high-end watches to give to business contacts and suppliers, much to the delight of Cartier Financière Richemont and Swatch Group. Gold bars carved with Chinese characters signifying good luck were also in vogue as gifts.

This year's economic slowdown has crushed the market for high-end corporate swag and set off a wave of discounting across Chinese retailing. Executives are now choosing watches that cost 40 percent less, says William Li, chief financial officer of Hong Kong jewelry retailer Luk Fook Holdings.

To lure increasingly price-sensitive shoppers, companies from electronics retailers to footwear makers are cutting prices even if that means driving down earnings. Retail sales grew 13.7 percent in June from the year before. That may seem blisteringly fast, but in China it's the slowest pace since February 2011. Gross domestic product expanded at a 7.6 percent annualized rate in the three months ended June, the slowest in three years.

McDonald's recently introduced a value dinner starting at 15 yuan (\$2.40) and still reported slower second-quarter same-store sales growth of 2.2 percent, down from 8.5 percent in the preceding three-month period.

Chinese "consumers are reacting with greater caution as the economy has slowed," Chief Executive Officer Don Thomson told analysts during a July conference call.

China's second-largest electronics retailer, Gome Electrical Appliances, in July forecast a first-half loss even as its website offered discounts of as much as 50 percent. Making discounting all the more painful, global and local retailers spent aggressively on new stores and branding campaigns during the last two years, when the Chinese economy was clocking growth at 9 percent.

International brands have relied on Asia to offset a consumer spending slowdown in the U.S. and Europe. "Previously a Chinese consumer didn't even need to ask the price and just bought the product," says an analyst. "Now they're more price-sensitive."

Price wars have also hurt results in the sportswear business, where companies went on an expansion spree after the 2008 Beijing Olympics. At Li Ning the Beijing-based sportswear retailer founded by a former Olympic gymnast, CEO Zhang Zhi Yong resigned in July three weeks after the company forecast a "substantial" profit decline, partly a result of price cutting. Slower sales have left Nike with too much inventory in China, its second largest market after the U.S., and resulted in discounting, the company says.

Among electronics retailers, Beijing-based Gome forecast a loss because of lower sales and losses at its e-commerce unit. Gome's website near the end of July was offering online rebates of about 200 yuan for each 1,000 yuan purchase, and discounts of as much as 50 percent on home and lifestyle products.

That kind of discounting is what it takes these days to get the attention of budget-conscious consumers.

Adapted from *Bloomberg Businessweek*, August 13-26, 2012

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. (200 mots, $\pm 10\%$)

II – EXPRESSION ÉCRITE (20 points)

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

What are the consequences of economic slowdown for companies and consumers worldwide?

III – INTERACTION ÉCRITE (20 points)

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

Expéditeur : Inde Passion - M. Jean LELOUP, directeur des achats, rue de Cracovie, ZI Cap Nord, 21000 DIJON, France.

Destinataire : Mrs SINGH, directrice des ventes, Indian Design Furniture, 15th K.M. Milestone, Lodhipur Rajput, Delhi Road, MORADABAD, Inde.

Date : 10 mai 2013.

Objet : commande de meubles et produits artisanaux indiens du 5 mars 2013.

Corps de la lettre :

Suite à la conversation téléphonique de ce jour avec Madame SINGH, Monsieur LELOUP...

- Accuse réception du conteneur de marchandises à son entrepôt et confirme que le contenu de cinq palettes a été sérieusement endommagé pendant le voyage (présence d'eau) et que les tapis et objets d'art qui s'y trouvaient sont endommagés et ne sont plus vendables.
- Précise que la responsabilité de Indian Design Furniture est engagée aux termes du contrat de vente : marchandises livrées droits acquittés jusqu'à Dijon.
- Rappelle au fournisseur qu'il doit rapidement prendre contact avec l'assureur.
- Indique que les cartons et marchandises endommagés sont à la disposition de l'expert envoyé par la compagnie d'assurance.
- Demande qu'un autre transporteur soit choisi, ceci n'étant pas le premier incident.
- Demande un réassortiment urgent car les détaillants qu'il approvisionne s'impatientent.

Présentation et formules d'usage.