

ANGLAIS

LANGUE ÉTRANGÈRE

SÉRIE 2

COMPRÉHENSION ET PRODUCTION ÉCRITES

Durée de l'épreuve : 70 minutes

Moyens auxiliaires autorisés : Dictionnaire bilingue traditionnel

CORRIGÉ À L'USAGE EXCLUSIF DES EXPERTS

	Points obtenus	/ points maximum
Partie compréhension écrite	<input type="text"/>	/ 25
Partie production écrite	<input type="text"/>	/ 25
Total	<input type="text"/>	/ 50

Délai de libération : Cette série d'examen ne doit pas être utilisée comme exercice avant le
1^{er} janvier 2018.

COMPRÉHENSION ÉCRITE

Part 1

Read the article below.

Shall We Go Global or Not?

Globalisation has got its limits. The majority of the most famous names in the grocery business have had to retreat from disastrous results abroad. Carrefour of France has already quit 19 foreign markets in the past 20 years. Tesco of Britain lost billions on failed attempts to make it big in America and abandoned in 2013. Walmart of the United States gave up on its attempts to conquer Germany and South Korea.

In the past few years the big success story in food retailing has been the international expansion of Aldi and Lidl, two German chains founded in 1946 and 1973 respectively. They are now the world's biggest "deep discount" grocers, offering mostly their own brands of goods and almost no premium-priced products. The Schwarz Group, which owns Lidl as well as a hypermarket brand, Kaufland, is also Europe's biggest retailer. Aldi and Lidl are literally eating up the market share. But how far **can** they or **do** they want to go?

Although one may think that the two giants are constantly growing in more and more countries, this is not true. They both choose very carefully the countries in which they are represented. Britain and Australia seem to be the perfect countries because the local grocery market is dominated by only a few giants so that the two Germans can make a place of their own.

Another example of this self-limiting strategy is that they do not want to expand in countries where corruption is endemic. They want to hold on to the reputation of being an honest and honourable family-owned business. So an expansion into China, for example, seems very doubtful.

Therefore, instead of spreading just anywhere, it seems that Aldi and Lidl are likely to concentrate on spreading across America and doing even better in places like Britain. Instead of going wildly global they are stretching their business model by adding upmarket products like champagne and lobster to keep the middle-class customers happy.

So how can their competitors fight back? Some think that Aldi and Lidl could be vulnerable online. Neither has yet developed an internet-based sales channel, although on-line grocery sales are increasing. In Britain, for example, rivals like Sainsbury's and Waitrose are investing heavily in digital technology. The mainstream supermarkets are starting to imitate the French stores like Leclerc and Carrefour that are, on the one hand, introducing huge price reductions and on the other hand selling more non-food products.

For the time being, the two German deep-discounters have wisely recognised the geographical limits of their model and are patiently and systematically advancing and attracting more and more shoppers.

Adapted from *The Economist*, March 14th 2015

For each question (1–7) choose ONE letter A, B or C.

1. Many mainstream grocery companies

- A. **have had bad results abroad.**
- B. will soon be going global.
- C. have gone bankrupt in their domestic market.

2. Walmart

- A. is trying to expand in two Anglo-Saxon countries.
- B. is going to expand in Germany.
- C. **has renounced expanding in South Korea.**

3. The Schwarz group owns

- A. Lidl and Aldi.
- B. **Lidl and Kaufland.**
- C. Aldi and Kaufland.

4. Aldi and Lidl

- A. want to expand as much as possible.
- B. **are very selective about their expansion.**
- C. don't think their ethical image is important.

5. Aldi and Lidl target

- A. **different types of customers.**
- B. up-market customers.
- C. low-income customers.

6. Aldi and Lidl's competitors

- A. **may have a business opportunity in on-line shopping.**
- B. cannot compete.
- C. might have to merge with one of the two German companies.

7. Aldi and Lidl's marketing strategy is

- A. not satisfactory.
- B. going to be reviewed in the near future.
- C. **well thought out.**

Total 1 :

/ 14

Part 2

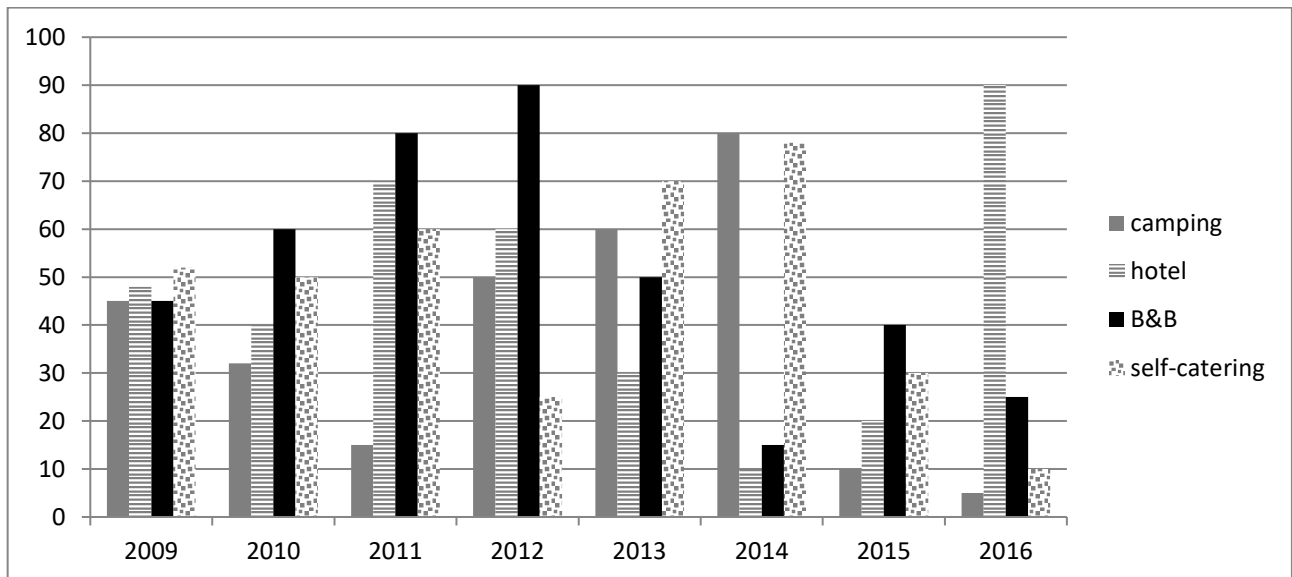
Match each text with the most appropriate title. There are three extra titles you do not need to use.

- A. The American bald eagle is at the top of the list of recovering species which are either soon to be taken off the endangered register, or downgraded to a threatened status. More than 1,130 animals and plants are listed by the US Fish and Wildlife Service as endangered or threatened, making it illegal to kill or harm them. Up to now, when a species has been taken off the list, it is usually because it has become extinct.
- B. Sebastien Coe was the first athlete to address the Olympic Committee in 1981 when he called for the life ban of competitors that used drugs. Anyone eligible for either junior or senior competitions in Britain can be tested at any time. His main argument for maintaining a ban on performance enhancing drugs is that free, open and pure competition remains an essential social value.
- C. In America, air traffic controllers have a three months' training at the FAA's air traffic control academy, then there is a further one to five years' practical training. You need to know everything about aircraft and understand a plane's reaction when taking off, climbing, turning or landing. The training is demanding and the main qualities required are self-confidence, reliability and anticipation.
- D. With increasing amounts of chain stores and electronic commerce offering bigger choices, more convenience and lower prices, the traditional shopping street is under threat. Indeed, some observers claim that one of the consequences of chaining of shops and services together with the growth of cyberspace are the death of the social and cultural ties strengthening a community.
- E. The *World Wide Fund for Nature* and *Greenpeace* are well-known environmental campaign groups in the UK. They operate in different ways to help the planet and its wildlife. The *WWF* raises funds from the public for the conservation of particular species like the Giant Panda and habitats like forests and marshlands. *Greenpeace* is an international environmental pressure group operating a policy of non-violent direct action supported by scientific research.
- F. Since more women are now working after marriage in Japan, there is nobody at home looking after the elderly and the sick. To address the problem, scientists have begun working on a robotic room in which occupants do not need to lift a thing since they have interactive computer-controlled devices catering to all their needs, like pouring a glass of water, being fed, turning on the television or opening the door or window.

	Text	
1. Helping wildlife and the environment		
2. Social media	A	9
3. Making performance clean	B	3
4. Effects of cyber-world on social interaction	C	5
5. Challenging training	D	4
6. Drugs and teenagers	E	1
7. Domestic robotics	F	7
8. Pilot training		
9. An encouraging result for nature lovers		

Part 3

Look at the following bar chart showing different kinds of accommodation chosen by Europeans visiting Switzerland over a period of 8 years. Which year does each sentence describe? For each sentence, mark ONE year in the space provided.



- A. That year, tourists definitely preferred camping, but they liked self-catering accommodation nearly as much. Very few of them chose a hotel or a B&B.
Year: **2014**
- B. Visitors enjoyed the four categories of accommodation more or less equally with a slight preference for self-catering.
Year: **2009**
- C. People mainly booked hotels that year. Although a small percentage of them stayed at B&Bs, less than 20 chose campsites or self-catering accommodation.
Year: **2016**
- D. Visitors were very keen on staying at B&Bs, hotels were their second favourite choice, immediately followed by camping, whereas self-catering did not really appeal to them.
Year: **2012**
- E. There were fewer tourists than any other year and the majority of them stayed at B&Bs.
Year: **2015**

Total 3 : / 5

Total partie "Compréhension écrite" : / 25

PRODUCTION ÉCRITE**Part 1**

The following mark scheme is adapted from BEC Preliminary Part 1.

Mark	Criteria
10	Very good attempt at task, achieving all content points. 'From' and 'Subject' line correctly completed. Minimal effort required by the reader.
8-9	Good attempt at task, achieving all content points. Some effort may be required by the reader.
6-7	Satisfactory attempt at task, achieving 2 content points.
4-5	Inadequate attempt achieving 1 content point and/or with noticeable omissions or irrelevance.
1-2-3	Poor attempt at task; no content point achieved, has little relevance; task possibly misunderstood.

Total 1 :

/ 10

Part 2

The following marking scheme is adapted from BEC Preliminary Part 2.

Mark	Criteria
15	<p>Full realisation of the task set.</p> <ul style="list-style-type: none"> - All four content points achieved and adequately communicated - Confident and ambitious use of language, errors are minor, due to ambition and non-impeding. - Good range of grammatical structures and vocabulary. - Coherent and effectively organised and coherent, with appropriate use of simple linking devices. - Register and format consistently appropriate. <p>Very positive effect on the reader.</p>
12-13-14	<p>Good realisation of the task.</p> <ul style="list-style-type: none"> - Three or four content points achieved and adequately communicated - Fairly ambitious use of language; some non-impeding errors. - More than adequate range of structures and vocabulary. - Generally well-organised, with attention paid to cohesion. - Register and format on the whole appropriate. <p>Positive effect on the reader.</p>
9-10-11	<p>Reasonable achievement of the task set.</p> <ul style="list-style-type: none"> - Three content points achieved and adequately communicated. - A number of errors may be present, but are mostly non-impeding. - Adequate range of structures and vocabulary. - Organisation and cohesion satisfactory, on the whole. - Register and format reasonable, although not entirely successful. <p>Satisfactory effect on the reader.</p>
5-6-7-8	<p>Inadequate attempt at the task set.</p> <ul style="list-style-type: none"> - Two content points achieved. - Numerous errors, which sometimes impede communication. - Limited range of structures and vocabulary. - Content is not clearly organised or linked, causing some confusion. - Inappropriate register and format. <p>Negative effect on the reader.</p>
1-2-3-4	<p>Poor attempt at the task set.</p> <ul style="list-style-type: none"> - One content point achieved. - Serious lack of control; frequent basic errors. - Little evidence of structures and vocabulary required by task. - Lack of organisation, causing a breakdown in communication. - Little attempt at appropriate register and format. <p>Very negative effect on the reader.</p>

Total 2 : / 15

Total partie "Production écrite" : / 25