

## **SUJETS D'ANGLAIS AU BTS**

### **ANGLAIS 2012**

#### **I- READING COMPREHENSION AND SELF- EXPRESSION**

Read the following passage and answer the questions that follow it.

#### **THE SALE OF GOODS**

In the sales of goods, three groups of people are concerned. There are the manufacturers of the goods, the growers of the articles for sale; there are the shopkeepers, sometimes called retailers or middlemen; finally there are the customers, who, of course, take their share of the profit, are not necessary and that there might be substantial reduction in the prices of goods if the manufacturers and farmers could deal directly with the public. This view ignores certain important functions which the retailer performs.

In the first place, the manufacturer or grower is probably fully engrossed in his own factory or farm. He sinks his capital into his own business and is not generally prepared to consider how he may attract customers. He realizes that task of marketing is a separate business carrying its own risk and demanding its own skill. Then again, the retailer provides valuable storage space. Think of the amount of furniture, rugs, curtains, and other household necessities in a big furnishing shop. Multiply that by many hundreds of times and I will be realised how great a service the retailers perform in this respect and also what big risks they incur by so doing.

Since the retailer deals directly with the consumer, he is the person who suffers immediately if the customer no longer buys the goods.

Ultimately of course, a decline in the number of customer or some drastic changes of fashion affect the manufacturer, but the retailer feels the first shock and by his presence and advice the manufacturer has a change in adjust his goods to suit public demand. We can therefore consider that the retailer acts as kind of interpreter between the manufacturer and the customer.

## **I- COMPREHENSION**

### **Questions**

- 1) Name the groups of people concerned in the sale of goods and briefly describe the role of any one of these groups.
- 2) Why do some people think that retailers are not necessary?
- 3) Why is it important in the sale of goods to attract customers?
- 4) Why does the retailer incur big risk by storing goods?
- 5) Name three other kinds of shops in which bulky goods have to be stored.
- 6) What is meant by "the retailer acts as a kind of interpreter ».

## **II- GRAMMAR**

### **A) Put the following sentences into the negative form**

- 1) Mr. Atoh shut the window of his office
- 2) Highwaymen stole in Mrs. Ndaffi's enterprise.

### **B) Transform the following sentences into the active voice**

- 1) A fine-looking girl was being brought by our son.
- 2) A partner will be chosen by all of us

### **C) Put the verbs in brackets into the correct tense**

- 1) Last night, we (feel) that somebody else was in the house
- 2) If he (know) that, he would have written them a letter.

### **D) Choose the appropriate word and place it in space provided**

- 1) Let's go to church.....(don't we, shan't we, didn't we, shall we)
- 2) I shall pay you a visit .....21<sup>st</sup> August 2004 (For, on, at, in)

### **E) Transform the following into the passive voice**

- 1) They don't speak English in Mali.
- 2) Someone told me a lie.

### **III - VOCABULARY**

A) Indicate the verbs common form

- Practice
- Rich
- Theft
- Flight
- Depth

**B) Match the appropriate Items in column B with the relevant item in column A so as to complete the definition**

Column A

- 1) A .....is an acknowledgement in writing of something
- 2) .....Articles of poor quality
- 3) A..... is one who occupies a house or land pays rent
- 4) A .....the value of an currency in terms of another
- 5) Hindrance to trade between nations:

Column B

- a) trade barrier
- b) rate of exchange
- c) receipt
- d) tenant
- e) shoddy

### **IV - TRANSLATION**

**A) Into French (from »the above passage:** « Since die retailer deal .....buys die goods »

**B) Into English**

1. Nous sommes heureux d'entrer en relation d'affaire avec votre maison.
2. Je ferais de mon mieux pour vous donner satisfaction à tout égard.
3. Nous avons le plaisir de vous annoncer le transfert de nos bureaux à Kakata à compter du 13 septembre 2004.

### **V- ESSAY**

Write an essay of not more than 200 words on ONE of die following topics:

- a) The best way of attracting consumers in business.
- b) The dangers faced by a retailer who sells to most of his customers on credit.
- c) How to become a successful businessman or businesswoman.

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