

DEVOIR SUR TABLE

Durée : 2 heures

Aucun document autorisé

I. GRAMMAR: (10 points)

I.1. Analyser les modaux soulignés en gras dans le texte [p. 2]. Pour chaque modal, décrire la nature de la forme soulignée, la valeur du modal et sa justification en contexte :

I.1.1. “could western-style food retailing help” [l. 15-16] (2 pts)

I.1.2. “might change” [l. 25] (2 pts)

I.2.

I.2.1. Trouver dans le texte deux mots dérivés du nom “retail”, donner la nature et expliquer le sens de chacun de ces deux mots. (2 pts)

I.2.2. Décomposer les mots suivants en nommant chaque partie ; donner la nature du radical et du mot formé à partir de ce radical : “***accustomed***” [l. 24], “***ownership***” [l. 39] (2 pts)

I.3. Donner la nature du mot encadré l. 21 et expliquer sa fonction dans la phrase. (2 pts)

II. READING COMPREHENSION: Read the text again and answer the following questions IN YOUR OWN WORDS. Text copy is marked zero. (10 points)

1. Present the document in ONE sentence, ~~and sum it up in a three-line paragraph.~~ (/1)
2. What does the text deal with? Sum it up in a 3 line paragraph. (/1)
3. Describe Indian consumers' shopping habits. (/2)
4. What types of retailers are competing on the Indian market? Illustrate with examples. (/2)
5. Explain the impact that supermarkets have had on British food prices. (/1)
6. Apart from Indian consumers' shopping habits, what are the three main obstacles that foreign supermarkets may encounter in India? (/3)

III. ESSAY WRITING: Freely answer the following question in your own words, in 175 words ($\pm 10\%$) – Count and indicate the number of words you wrote. (10 points)

Can multinationals contribute to the economic development of emerging countries?

Instructions for the essay: when writing your essay, CORRECTLY use the following words:
one [pronoun] / **must** / **is deemed** / **to provide** (2 pts)

N.B: Overall grammar and vocabulary will be marked 6 points / structure and main ideas will be marked 2 points

Walmart and Tesco won't help India's food security problems

For a country touted as one of this century's economic powerhouses, the experience of food shopping in India feels remarkably old-school. Most households still buy on a day-to-day basis,
5 haggling at the market for the freshest fruit and vegetables, or buying their staple foodstuffs at the corner store.

Recent years have seen supermarkets and high-end grocery stores try to change this. Large domestic retailers such as Future Retail, Big Bazaar and Reliance Industries are trying hard to appeal to Indian shoppers. Alongside them, looking for a foothold in India's \$360bn-a-year retail food
10 market, are a handful of foreign players – Germany's Metro, US-based Walmart and the UK supermarket Tesco among the most prominent.

At present, their stake in the market is very small. According to a recent report by the US Department of Agriculture (USDA), large-scale modern retailers account for a mere 2% of total food sales in India. But in a country where 20% of children (up to the age of five) are malnourished
15 and where an estimated 400 million extra mouths will need feeding by 2050, could western-style food retailing help India's very real food security challenges?

In the west, supermarkets have driven down the cost of bringing food to shoppers through investment in sourcing and logistics. They've also introduced a range of private standards, helping to raise food quality. In 2013, the average UK family spent a little more than one tenth (11.4%) of
20 their household income on food. In India, the proportion is 42.6% for city-dwellers and more than half (52.9%) for those in rural areas.

However, for India's supermarket sector to make a similar impact, will require it to overcome some major hurdles. Top of the list is the country's ingrained food-purchasing habits. Indians are
25 accustomed to buying frequently and locally; driving to a superstore and stocking up for the week remains anathema to most. Supposing that might change (as is happening in the restaurant market, where foreign fast-food brands are flourishing), there's the issue of economic viability to consider. To turn a profit, large-scale food retailers are geared almost exclusively to middle and upper class urban consumers. That leaves the 850 million rural Indians almost completely untouched, not to mention the 140 million urban Indians classified as poor (35% of total urban population), who are
30 unable to pay premium prices.

Foreign food-retailers also have major regulatory obstacles standing in their way. International multibrand retailers are currently only allowed to enter as part of joint ventures with local partners. Individual states retain the power to limit this partial market entry to foreign competitors, and many do. Even in a joint-venture, however, navigating the Indian market is no straightforward task for a
35 foreign retail investor. As Adam Branson, senior attaché in the Mumbai office of the USDA's Foreign Agricultural Service, says: "There isn't a homogeneous Indian consumer nor a uniform idea of what constitutes 'quality' or 'accessibility' to 'nutritious' food."

Perhaps the biggest obstacle of all is the difficulty in establishing links between retailers and producers. Direct farm ownership by retailers is effectively prohibited by Indian law, which also limits the capacity of food retailers to deal directly with producers. This is in part designed to protect small producers from the bargaining power of big buyers. For Devangshu Dutta, chief executive of the consumer analyst firm Third Eyesight, how food is produced is India's biggest food security challenge. Given the complexities of navigating the country's fragmented and highly regulated consumer market, he says food retailers don't have the time, resources or space to tackle
45 India's agricultural shortcomings head-on.

Source: Adapted from Oliver BALCH, "Walmart and Tesco won't help India's food security problems", *The Guardian*, 11 March 2016, <<http://www.theguardian.com/sustainable-business/2016/mar/11/walmart-tesco-supermarket-india-food-security>>.