

Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for Hungry Harvest. You have a meeting with the head of a high school (the examiner) working on a programme of food waste awareness. Present your sales pitch in order to establish a partnership.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°1

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1^{ère} PARTIE : COMPTE-RENDU

Ugly vegetables are a major cause of food waste

By Miriam C Dobson and Jill L Edmondson

Adapted from *www.independent.co.uk*, March 29th 2019

About 1.3 billion tonnes of food is wasted worldwide every year and, of this, fruit and vegetables have the highest wastage rates of any food type. But just how much of that is due to “ugly veg” being tossed by farms and supermarkets? The biggest culprit* for food waste may be closer to home than we’d like to admit.

“Ugliness” is just one reason among many for why food is wasted at some point from farm to fork – there’s also overproduction, improper storage and disease. But the problem of “ugly veg” caught the public’s attention.

Sales of “ugly veg” have risen in recent years as retailers have acknowledged the problem with wasting edible food, but it’s estimated that up to 25 per cent of apples, 20 per cent of onions and 13 per cent of potatoes grown in the UK are still wasted on cosmetic grounds.

Not all ugly veg is wasted at the retail point of the supply chain however. Food waste on farms and initial findings of a charity report suggest a major cause of fruit waste is due to produce failing aesthetic standards. For example, strawberries are often discarded if they’re the wrong size for supermarkets.

The National Farmers’ Union also reported in 2014 that around 20 per cent of gala apples were being wasted as they weren’t at least 50 per cent red in colour.

Despite changing attitudes, household waste remains the biggest culprit for food waste in the UK. Just under 5 million tonnes of food wasted in the UK occurs in households – an impressive 70 per cent of all post-farm gate food waste.

A further million tonnes is wasted in the hospitality sector, blamed for overly generous portion sizes. This suggests that perhaps – farms and retailers have been unfairly targeted by the “ugly veg” campaigns at the expense of focusing on where food waste really hits home.

A 2013 report put the figure for household and hospitality waste at 50 per cent of total UK food waste. There are some signs of improvement. Households now waste 1 million tonnes of food per year less than in 2007.

As climate change and its influence on extreme weather intensifies, reducing waste will only become more important. Making sure everyone has enough affordable and nutritious food is knowing where the majority of waste occurs and is essential.

Today the majority of people live in cities – typically detached from primary food production. Research in Italy and Germany found that people who grow their own food waste the least.

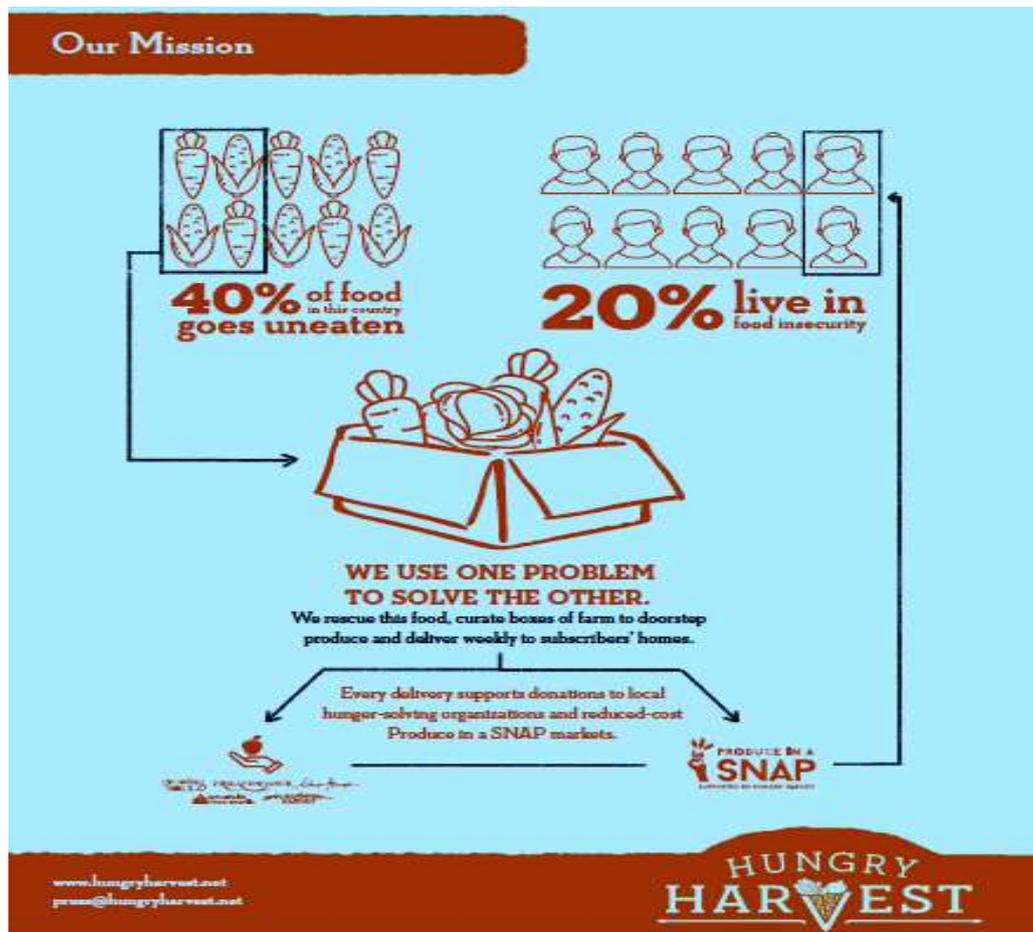
One way to fight food waste at home may be to replace the farm-to-fork supply chain with a garden-to-plate approach.

*culprit (n) : coupable

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2^{ème} PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°1 (2 PARTIES)

ANGLAIS – LV1

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Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



As a young entrepreneur, you have decided to open a pop-up store. You have an appointment with your banker (the examiner) to explain your project and its feasibility.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°2

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Amazon to close all of its 87 pop-up stores in the US beginning in April

By Todd Haselton

Adapted from *www.cnn.com*, March 7th 2019

Amazon will close all of its 87 pop-up locations in the U.S. in April, the company said Wednesday.

Amazon has pop-ups inside Whole Foods locations, Kohl's stores and malls around the U.S. The shops let customers try Amazon products — such as Fire tablets, Kindle e-readers, Echo smart speakers — and Amazon services, like Prime Video, Audible and Kindle Unlimited.

“Some of them were staffed by Kohl's associates, some were staffed by Amazon employees,” a Kohl's spokesperson explained to CNBC when asked if there will be layoffs. “For Kohl's associates, they'll assume other roles within the store.”

“We work to find opportunities within the company for employees,” Amazon said. “We don't share further information on our employees.”

“Across our Amazon network, we regularly evaluate our businesses to ensure we're making thoughtful decisions around how we can best serve our customers,” an Amazon spokesperson told CNBC. “After much review, we came to the decision to discontinue our pop-up kiosk program, and are instead expanding Amazon Books and Amazon 4-star, where we provide a more comprehensive customer experience and broader selection.”

Amazon's 4-star stores let customers browse and try some of the products that are sold on its website that have a customer rating of four stars or better. The company said it will open more 4-star locations and additional Amazon Books stores this year.

The company is also planning to open dozens of new grocery stores around the country, with the first expected in Los Angeles sometime this year, according to a separate Journal report last week.

The closures don't affect cashierless Amazon Go stores. Amazon has considered opening as many as 3,000 Amazon Go locations by 2021, according to a report from Bloomberg in September 2018.

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2ème PARTIE : MISE EN SITUATION



As a young entrepreneur, you have decided to open a pop-up store. You have an appointment with your banker (the examiner) to explain your project and its feasibility.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°2 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



The sales of M&S are decreasing. You are in charge of boosting the sales for the holiday season. You have an appointment with the manager (the examiner) of the local M&S store to present your strategy.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°3

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Marks & Spencer profits plunge as clothing sales continue to fall

By Zoe Wood

Adapted from *www.theguardian.com*, November 6th 2019

Marks & Spencer has reported a fresh slump in clothing sales as poor levels of availability in its stores were compounded by an out-of-date supply chain.

The chief executive, Steve Rowe, blamed the decline in clothing sales on buying errors that meant popular sizes sold out too quickly or that a jeans promotion left M&S with empty rails for a month.

A new design team was criticizing M&S's womenswear's reputation for being "old-fashioned", it said, but progress was undermined by the 135-year-old company's slow and complicated logistics, which meant it could not move products around the country fast enough. This setup contributed to a very poor performance from its website, where sales were flat.

Rowe pointed to the stronger performance delivered by M&S's food halls, where the results of its "transformation" programme were "beginning to show". The food business returned to growth over the period, with sales up 0.9% in the six months to 28 September, thanks to a programme of price cuts and new ranges.

Following almost two decades of attempts to revive the high street giant, Rowe and the retail veteran Archie Norman are the latest management team to try to reinvent the retailer. M&S is facing an existential crisis as it struggles to compete with cheaper rivals such as Primark and the rise of online shopping.

As part of its fightback plan, M&S is closing 120 full-line stores, which sell clothing and food under one roof. It has struck a deal with Ocado, which will result in the online grocer carrying products from M&S rather than Waitrose from next year.

The contrasting fortunes of the food and clothing divisions have led to speculation that M&S could break up. However, Norman pointed out that most of the profit was made in combined stores.

To revitalise its clothing business, M&S will select the size of its range to focus the chain's massive buying power on a smaller number of potential blockbuster items. It is also changing the fit of its products in an attempt to attract younger customers. In menswear, for example, where shoppers complained that the clothes were "too old", it has started to stock more slim and skinny-fit trousers.

"There's a lot to do, but I'd like to think that yes, we've seen a low point and the start of something different," said Rowe. The company also pointed to a recent jump in fashion sales, with full-price and planned promotional sales up 2.7% in October on a year ago. "I am encouraged by the reaction we have had," said Rowe. He said that M&S was seeing dramatic sales increases when it managed to get the price, style and availability right – giving the example of jeans, where sales were up 34% in October compared with last year.

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2ème PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°3 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

The screenshot shows the Jutebag website. At the top left is the logo 'jutebag' with the tagline 'for a greener solution'. To the right is a search bar. Below the logo is a navigation menu with links: 'About', 'Bespoke Bag Service', 'All Jute bags', 'All Cotton Bags', 'Buy Plain Bags', 'Our Customers', 'Blog', and 'Contact Us'. The main content area is titled 'Customisable Bags' and features an image of two bags with various customization options labeled: 'HANG TAGS', 'LABELS', 'PANTONE DYED BAG', 'DYED GUSSET', 'FRONT EDGE TO EDGE', 'PRINTED GUSSET', 'CHOOSE YOUR HANDLE STYLE & LENGTH', and 'CHOOSE FROM A RANGE OF PRINTING TECHNIQUES'. To the right of the bags is a large text box that reads 'Personalised Bags from 8 Weeks!'. Below the image, there is a paragraph of text: 'JuteBag provides a complete bespoke bag service allowing you to design fully personalised bags. Take a look below at some of the features available for your bespoke bag. Need help deciding on your handles or print? Take a look at some of our options available. View a few of our classic handle options, along with the most popular print techniques. We can also add extra accessories to your bag! Zippers and rivets to inner labels and hang tags.'

You are a sales representative for the Jutebag company. You have an appointment with the manager (the examiner) of a Waitrose store to present your bags and convince him/her to propose them in his/her store. Present your arguments.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°4

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Fruit and veg come in their own natural wrapping. Why do we add plastic?

By Tom Hunt

Adapted from *www.theguardian.com*, June 28th 2017

When I arrive home from a big shop, or receive a delivery, I spend 10 minutes unwrapping packaging and putting it in the bin, renaturing my fresh fruit and vegetables before I'm able to cook them.

Plastic is choking our oceans, polluting our waterways and even contaminating our food, but it still dominates our shelves. More than 300m tonnes of it is produced each year, according to trade association Plastics Europe. In the UK, just a third of plastic packaging used for consumer products gets recycled.

Fruit and vegetables are washable and often come in their own – compostable – wrapping designed by nature. Yet we choose to display them in plastic trays, themselves cling-wrapped in another layer of plastic. Hardy vegetables such as potatoes and carrots are overfilled into non-recyclable bags, and other foods are boxed in oversized containers displaying picturesque farms that have no connection to the produce inside.

Plastic packaging can, of course, help keep food hygienic and prolong shelf-life. It makes it more convenient for us to grab and go. But the costs of servicing that lifestyle are high, for people as well as the environment.

Our food system has created an anonymous chain that is inaccessible to us, the eaters. And it's disconnecting us from our food, its origin and, ultimately, nature. Plastic and packaging are a symbol of this disconnection – a physical and psychological barrier between us and what we eat.

It's time to break down this barrier and reclaim a vital relationship with our food. And we have the power to do so. Supermarkets are led by us, consumers. One example is Marks & Spencer, which last week replaced sticky labels with laser printing on its avocados in response to consumer demand for less packaging.

As well as influencing business, taking environmentally motivated choices can improve our lives in other ways too. Local, seasonal, unpackaged fruit and vegetables also tend to be cheaper than their imported counterparts, even when purchased from independent shops. And buying fresh, seasonal food also means our ingredients are more nutritious and free from potentially harmful chemical wrapping.

If you dislike food wrapped in plastic as much as I do, stop buying it wherever possible. Buy loose, seasonal produce in supermarkets and, if you have a greengrocer or market nearby, use them.

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2ème PARTIE : MISE EN SITUATION

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SUJET N°4 (2 PARTIES)	ANGLAIS – LV1

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Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You are the manager of a local Waitrose supermarket. Your competitor is currently experimenting a till-free payment and you consider doing the same. You have an appointment with the CEO (the examiner) to explain how and why you wish to implement a similar project.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°5

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Ringling changes: UK's first till-free grocery shop opens in London

By Rebecca Smithers

Adapted from *www.theguardian.com*, April 29th 2019

Sainsbury's has launched the UK's first till-free grocery store, at a central London branch, which allows shoppers to pay with their smartphone and walk out of the shop without going through a checkout. Customers use the supermarket's Smartshop app to scan groceries as they walk round the store, bag them and then pay in the app via Google Pay or Apple Pay, scanning a code to confirm payment.

The store – a Sainsbury's Local convenience outlet at Holborn Circus bordering the City of London – has been refurbished for the three-month trial, with the checkout area and the bank of tills at the front of the shop removed.

The store will still accept payments by card and cash, but shoppers preferring more traditional ways to pay will have to use a helpdesk manned by a single member of staff. More than 80% of transactions in the store were already cashless – a key reason it was selected for the pilot. Staff from Sainsbury's head office opposite the store will help to provide feedback.

The food and drink ranges have been reorganized for office workers buying breakfast or lunch and other food to eat on the go. Beer, wine and spirits, cigarettes and tobacco have been removed from the shop, as they all require time-consuming age verification by a member of staff.

Till-free stores have been tipped to arrive in the UK since Amazon opened its first "shop and walk out" Amazon Go store in Seattle in January 2018. The Amazon stores use cameras and sensors to track what each shopper buys and then debits a payment card held on file as they exit to store. Amazon plans to open Go shops in the UK, while supermarkets such as Waitrose, Sainsbury's, the Co-op and Tesco have all launched or trialled apps that enable shoppers to pay via a mobile phone. As the peak lunchtime rush began on Monday, staff who would normally be at the checkouts were on the shop floor to explain the new system to shoppers. Posters in the windows read: 'Get ready to trial our first mobile pay only store.'

"We know our customers value their time and many want to shop as quickly as possible," said Sainsbury's group chief digital officer Clodagh Moriarty. "Technology is key to that. This is an experiment rather than a new format for us. It hasn't been done in the UK before and we're really excited to understand how our customers respond to the app experience."

Moriarty said feedback from shoppers would dictate "how and where we make this experience more widely available".

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2^{ème} PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°5 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You are a sales representative for the company Bakey's. You are in charge of organizing a commercial event in Toronto to convince the public that your range of products is a good green initiative for the future. Present your marketing strategy and project to your boss (the examiner).

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°6

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Cutlery you can eat: One company's approach to the plastic pollution problem

By Lavaniya Rajah

Adapted from *www.cbc.ca*, July 29th 2018

Indian company's edible spoons part of growing trend of edible cutlery

Plastic cutlery* is a major contributor to the growing plastic waste crisis. An estimated 40 billion plastic utensils are used and thrown away each year in the United States alone.

But, Narayana Peesapaty the founder and directing manager of Bakey's, an Indian cutlery company, has a possible solution—spoons and forks you can eat.

His edible cutlery is made from cereal, rice and wheat** flours and was the first of its kind when it was developed in 2010. Today, Bakey's is one of several players in the edible cutlery game, a burgeoning niche that's created buzz among consumers but received poor reception from environmentalists.

Peesapaty said he was inspired to create the product while watching his country's plastic problem mount and the use of plastic utensils become more routine. It's estimated that India discards about 120 billion pieces of disposable plastic utensils each year. He said he was also concerned about the health effects of plastic utensils, given that research had found that chemical components in plastic products can end into food.

With a background in groundwater research, Peesapaty said he also wanted to use a raw material that wouldn't put much pressure on India's already reduced water resources. That's why the utensils are made mostly with millet (cereal). The ancient African grain absorbs liquids at a slower rate and is suitable for cultivation in semi-arid areas.

The vegan edibles come in three different flavours — plain, sweet, and spicy — and have a shelf life of about three years. If users don't feel compelled to eat their cutlery at the end of their meal, the spoons and forks will naturally decompose within four to five days — if they're not eaten by an animal first. But the edible cutlery cannot be reused.

The utensils went viral after a video was posted to Facebook in 2016. The company said it has since expanded globally, with consumers around the world buying the edible cutlery from the company's online store.

But some environmentalists think the edible options don't go far enough to address the plastic waste crisis. More than 8.3 billion tonnes of plastic has been produced since the 1950s, 60 per cent of which has ended up either in a landfill or the natural environment. "I think the edible cutlery is a fun idea; it really shows that there are innovative and creative solutions to single-use plastic, said Emily Alfred, the waste campaigner at the Toronto Environmental Alliance. "But I don't think it is enough."

*plastic cutlery : couverts en plastique

**wheat : blé

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2^{ème} PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°6 (2 PARTIES)

ANGLAIS – LV1

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Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You are a salesperson working for Apple. You have to boost the sales of their latest Apple Watch. Prepare a sales pitch to convince a customer (the examiner) to buy this product.

1^{ère} PARTIE : COMPTE-RENDU

Which is better for retail sales, online or offline customer engagement?

By Lisa Arthur

Adapted from *www.forbes.com*, March 12th 2013

Now that online sales are growing at approximately 10 times the rate of brick and mortar, it comes as no surprise when trendy retailers like Macy's start boosting their e-commerce capabilities. Recently though, online retailers may be moving in exactly the opposite direction: They're planning to open offline brick-and-mortar stores. What's going on?

Offline to online. Online to offline. Today's consumers live multi-dimensional, multi-platform lives –and their buying behaviors reflect that same complex dynamic. In many ways, retailers are now racing to catch up.

Sometimes a consumer can shop online and make a purchase with a few clicks of the mouse (or taps on the screen). Meanwhile, another consumer may need to visit a physical store to see-and-feel the product he's considering before making a final decision. Or he may want to talk to a sales associate in-person.

Can retailers become just as multi-dimensional? Well, fortunately, retail success is not about being all things to all people. It's about optimizing your online/offline mix so you can present the most desirable options to your customers.

But how can you know what your customers most want?

Brick-and-mortar stores have to do more than just offer price-matching. They need to change the in-store experience. They need to use data-driven marketing skills to empower employees, so then these employees can elevate the customer experience and treat shoppers as individuals with unique buying behaviors and preferences. Brick-and-mortar retailers also need to update their demand chain management practices so they can reduce out-of-stocks and satisfy demand at the point of purchase.

On the other hand, online retailers must recognize and appreciate the unique value of quality in-store experiences. Connecting with customers in-person is invaluable. Online retailers can increase their sales by offering and creating a true omni-channel customer experience. As Jeff Bezos, CEO of Amazon.com, told Charlie Rose late last year, he's only interested in opening physical stores if Amazon can do it differently . . . and better.

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2^{ème} PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°7 (2 PARTIES)

ANGLAIS – LV1

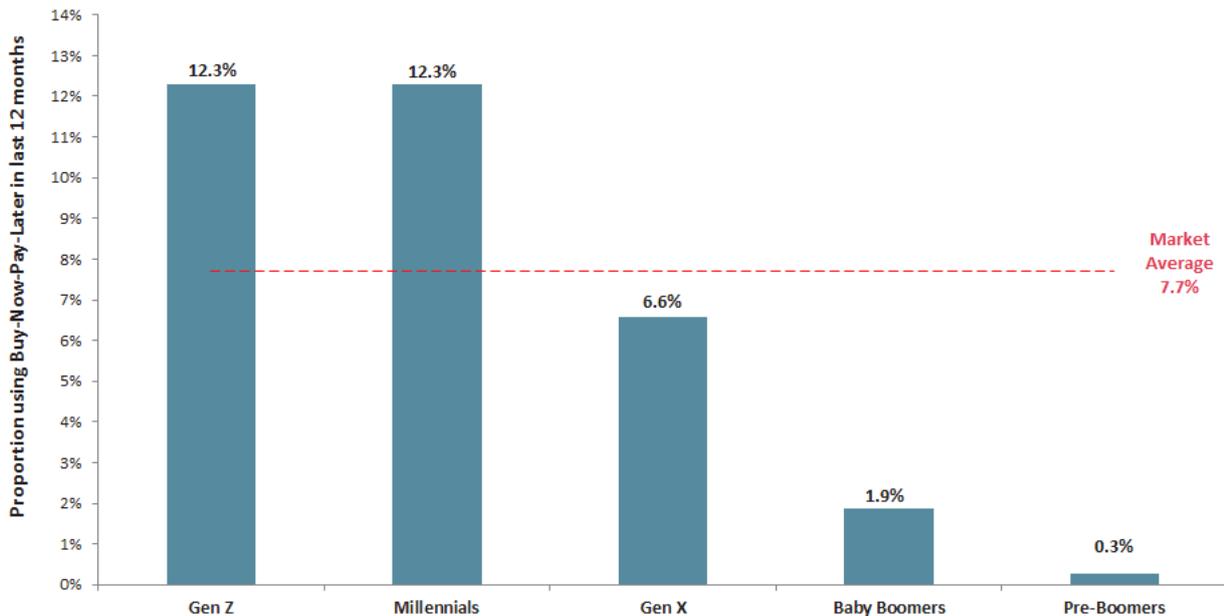
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Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

Buy-Now-Pay-Later Usage in Last 12 Months: Incidence by Generations (March 2019)



You work for Sainsbury's. You try and convince the CEO (the examiner) to introduce the "buy now, pay later" service.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°8

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

M&S launches “buy now, pay later” service

By Zoe Wood

Adapted from *The Guardian*, October 29th 2019

Retailer hopes to seduce younger customers in the run-up to Christmas

Marks & Spencer will start offering a “buy now, pay later” service on its website next month as it tries to attract younger customers and boost trade going into the key Christmas period.

The retailer has teamed up with Clearpay to offer customers the option of paying for orders of more than £30 in interest-free instalments.

The Australian firm and its better known rival Klarna are among a wave of financial companies popular among young adults on tight budgets. Many of M&S’s rivals, including H&M and Asos, already offer delayed payment services and the struggling business is eager to attract a younger generation of shopper, including families with young children.

M&S said its customers were increasingly looking for ways to spread the cost over several months, particularly of larger purchases. The Clearpay service enables customers to spread the total over four instalments paid back across six weeks. The maximum spend is £800 and does not require a credit application and customers can manage their payments through a phone app.

Unlike traditional high street credit products, these financial firms typically make money by earning commission on the sales transaction itself rather than charging shoppers interest. Shoppers using the plans typically spend more, more often, making it an attractive proposition for a retailer such as M&S where clothing sales are in decline.

More than 4,000 UK retailers, including Asos, JD Sports and Boohoo, work with Klarna which says it is more than 3 million British customers. Clearpay, which only launched in the UK three months ago, says it had gained more than 200,000 active customers in the first 15 weeks of trading.

Not everyone is a fan, though. Simon Wolfson, the chief executive of retailer Next, suggests that this form of credit might be dangerous. “There is a difference between spreading the cost and just deferring it,” he said. “We are very strict about which products can be bought on credit. We’re struggling with buy now, pay later.”

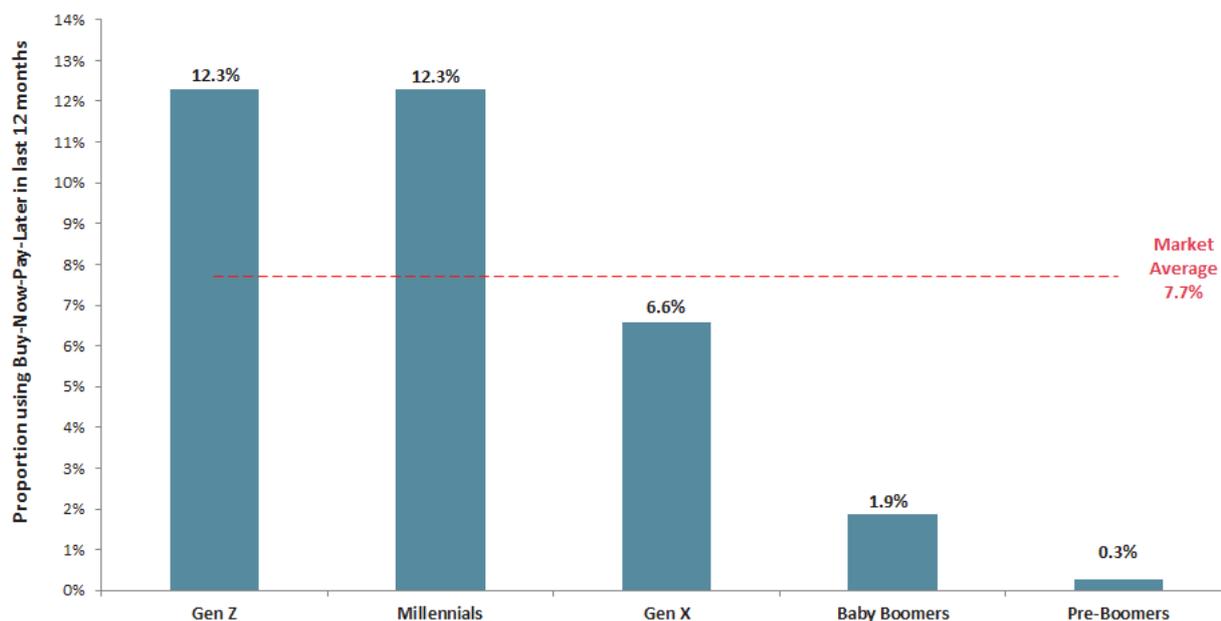
Sue Anderson of the debt charity Stepchange said it was possible that these payment plans could encourage people to spend money they do not have. “The services are presented to consumers as a major convenience and an opportunity to ‘try before you buy’,” she said. “But the consequence can be that people take on credit when they otherwise wouldn’t have.”

Déroulement de l'épreuve E2 LV1 anglais session 2020

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- } maximum
} 10 minutes

2ème PARTIE : MISE EN SITUATION

Buy-Now-Pay-Later Usage in Last 12 Months: Incidence by Generations (March 2019)



You work for Sainsbury's. You try and convince the CEO (the examiner) to introduce the "buy now, pay later" service.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°8 (2 PARTIES)

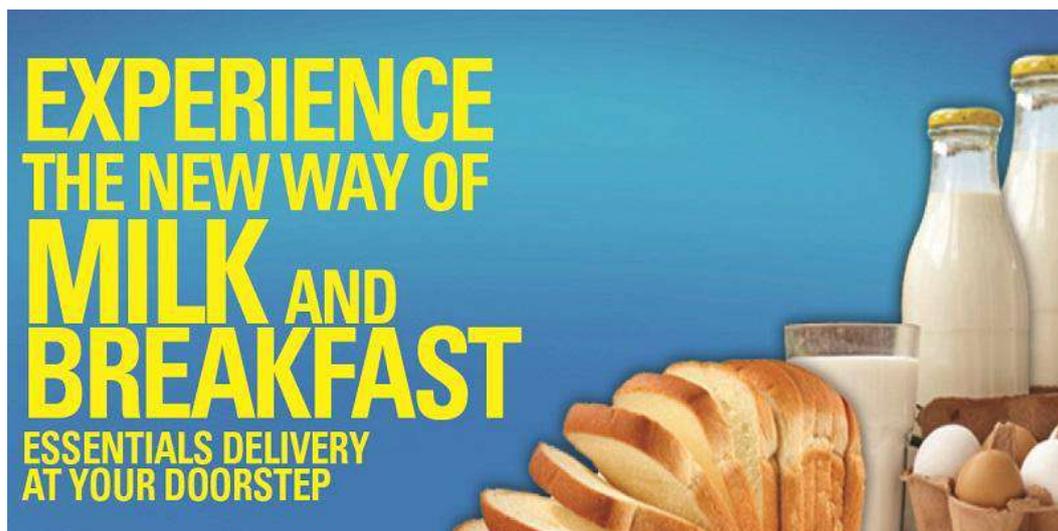
ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for a corner shop. Your boss (the examiner) has asked you to create a delivery service to boost sales. Present your ideas.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°9

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

Amazon to offer free grocery delivery to Prime members

By Benjamin Minick

Adapted from *International Business Times*, October 30th 2019

Online shopping giant Amazon is branching out into new ways to get you to visit their site. Like any of us needed any other reason to go to Amazon - you can pretty much pick up anything you want there, in some cases quite literally.

The Amazon Fresh portion of the business is developing by making grocery delivery and shopping extremely easy for some people. Amazon Prime members will now be allowed to use the Amazon Fresh portion of the website for free, meaning it is included in the price of your Prime membership. The service now costs \$14.99 a month.

If you live in one of the lucky Prime subscribers in 2,000 U.S. cities, you can do all of your grocery shopping online, and somebody will deliver it to your door within an hour or two, saving you a trip to the store and the time.

You can even pick a specific time that you would like the groceries delivered to your home. The website does offer the ability to request doorstep delivery, so you don't need to be there.

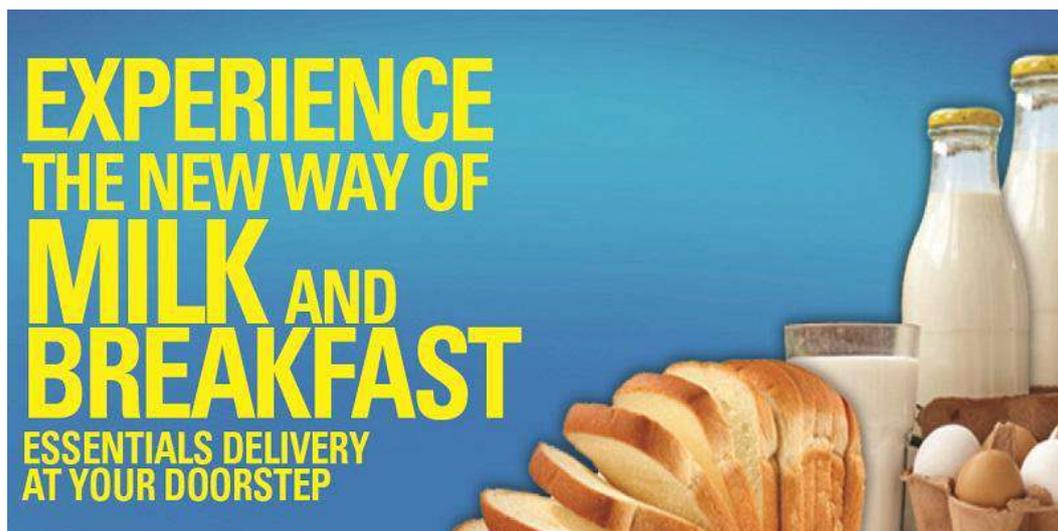
Amazon Fresh has been around since 2007 and is very popular, but it is making it easier by making this service free to Amazon Prime subscribers in available areas. That's a savings of over \$180 a year for the subscription. If you're living a busy life, this is the way to go to get your fresh food, and your household staples delivered right to your door.

For now though, you have to sign up for an invite and wait for it to be approved before you can utilize the service. It's safe to say that Amazon is keeping its enrollment to a minimum while it develops, or the company could be doing some analytics on the most popular areas for the program.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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- } maximum
} 10 minutes

2ème PARTIE : MISE EN SITUATION



You work for a corner shop. Your boss (the examiner) has asked you to create a delivery service to boost sales. Present your ideas.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°9 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



Green is good for business

- Customers/employees are drawn to green
 - People want to do business with companies that are thought to be green-minded
- It pays to be green
 - 90% of American consumers are more likely to buy products from companies they believe to be eco-friendly
- Want it for themselves, expect it from you

You work for a local food company. You meet the Safeway marketing manager (the examiner). You have to convince him/her to buy your new range of products.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°10

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1^{ère} PARTIE : COMPTE-RENDU

Pizza Hut is testing out an Incogmeato pizza in a round box

by Danielle Wiener-Bronner

Adapted from *CNN Business*, October 22nd 2019

New York (CNN Business) Incogmeato, Kellogg's new line of plant-based protein, is coming to Pizza Hut.

Starting on Wednesday, the pizza chain will serve a new vegetable pizza topped with Incogmeato's meatless Italian sausage at one location in Phoenix, Arizona. The test will last for a limited time. Pizza Hut will sell the pie in a new, round pizza box, which it is also testing at the Phoenix location.



Taken together, the Garden Specialty Pizza and the new packaging may attract customers who are concerned about the environment. Plant-based proteins use far less water and are responsible for fewer emissions than their animal protein counterparts. And the round pizza boxes use less packaging than traditional square boxes.

It took two years to develop the box, said Nicolas Burquier, chief customer and operations officer for Pizza Hut. He called the container "the most innovative packaging we've rolled out to date."

While Pizza Hut may be leading the pack when it comes to pizza boxes, it's following a more established pattern by testing out a product that features plant-based protein.

Dunkin' recently announced that it is rolling out its Beyond Meat breakfast sandwich nationally in November, two months ahead of schedule, because its New York City test of the product exceeded expectations. And Burger King announced that it would make its Impossible Whopper available nationally after just one month of testing.

Plant-based proteins also sell well in the grocery aisle. US retail sales of plant-based foods have grown 11% in the past year, according to a July report from trade group Plant Based Foods Association and the Good Food Institute, a nonprofit that supports plant-based businesses. Kellogg (K), which first announced Incogmeato in early September, isn't the only big food company with a new line of meat substitutes. Nestlé (NSRGY), Tyson (TSN), Smithfield (SFD) and Kroger (KR) are also launching their own plant-based products.

Kellogg is also not the first to partner with a restaurant to introduce a new product to consumers. Impossible Foods debuted its plant-based sausage with Little Caesars in May.

Kellogg and Pizza Hut recently partnered on another limited-time menu item, the Stuffed Cheez-It Pizza, which is designed to look like an oversized Cheez-It cracker. That collaboration led to a discussion about incorporating Incogmeato into the Pizza Hut menu, explained Marianne Radley, chief brand officer for Pizza Hut.

"Exploring plant-based options together was really just a natural conversation," Radley wrote in an email to CNN Business. The Garden pizza and round box will be sold together for \$10.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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- } maximum
} 10 minutes

2ème PARTIE : MISE EN SITUATION



The infographic features a circular logo on the left with a globe and the text "eco-friendly for a healthier earth". To the right, the title "Green is good for business" is displayed in white on a dark green background. Below the title, three bullet points are listed in white text on a lighter green background:

- Customers/employees are drawn to green
 - People want to do business with companies that are thought to be green-minded
- It pays to be green
 - 90% of American consumers are more likely to buy products from companies they believe to be eco-friendly
- Want it for themselves, expect it from you

You work for a local food company. You meet the Safeway marketing manager (the examiner). You have to convince him/her to buy your new range of products.

Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

Product Safety Recall

Tinkers Drawing Board Table and Chairs

BIG W takes the safety of the families that shop with us very seriously and wishes to advise customers of a product recall on the following products:



DESCRIPTION: Tinkers Drawing Table and Chairs Article Number: 8234960
This product has been sold in BIG W nationally from: 1 April 2018 to 10 April 2019

DEFECT: In some circumstances the chairs may break if a child leans on it at an angle.

HAZARD: If the defect occurs whilst in use the break could cause a serious injury.

ACTION REQUIRED: Customers should immediately cease using the Table and Chairs and return it to any BIG W store for a full refund.

BIG W apologises to its customers for any inconvenience caused by this recall.

For further information
Please direct all calls and any queries concerning this recall to Customer service on telephone: 1300 244 999

**See www.recalls.gov.au for
Australian Product Recall Information**

You work for Big W after sales service. You have to solve a dissatisfied customer's (the examiner's) problem.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°11

ANGLAIS – LV2

1ère PARTIE : COMPTE-RENDU

More than three million faulty products still present in Aussie homes

By Stuart Marsh

Adapted from *www.9news.com.au*, October 21st 2019

Over three million faulty products with the potential to injure or cause death are still in circulation, Australia's main consumer watchdog has warned.

The Australian Competition and Consumer Commission (ACCC) today said there are 6.6 million individual products currently under voluntary recall, with new figures showing about half of those are still likely to be found in people's homes.

Each year, the ACCC is notified of about 650 consumer product recalls, but only half of those are ever returned to sellers.

It's estimated one in four Australian households are exposed to potential hazards.

ACCC Commissioner Sarah Court said faulty products have the potential to be far more serious than failing to turn on. "In Australia, two people die and 145 people are injured every day by unsafe consumer products," said Ms Court.

To strengthen the impact of recalls, the ACCC is recommending the government introduce a new "safety duty" in which businesses would have to comply safety regulations before launching a product to market.

"We believe prevention is better than cure, and that legally requiring businesses to take steps to ensure the safety of their products before they enter the market is needed to protect Australian consumers. Many people would be surprised to learn there is currently no law that requires businesses to not sell unsafe products," said Ms Court.

Of particular concern are toys for babies and young children, which comprise a large amount of total recalls. "Toys and products for babies and children accounted for almost one in three safety recalls monitored by the ACCC. It is really important that people sign up to ACCC product safety alerts and register products with manufacturers, so they stay informed about recalls and can act to remove unsafe products from their homes," Ms Court said. "We also have the biggest recall in Australian history underway: potentially deadly Takata airbags can still be found in about half a million cars."

It is vital that consumers don't ignore recall information if they receive a letter, email or text from a manufacturer. The ACCC has launched a wave of recent actions against retailers, including Target, Big W and pulling more than 20,000 cars off the road immediately.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2ème PARTIE : MISE EN SITUATION

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Please direct all calls and any queries concerning this recall to Customer service on telephone: **1300 244 999**

**See www.recalls.gov.au for
Australian Product Recall Information**

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°11 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

Sydney: 900 properties found – including 236 with great value!

Nearby beaches:

Bondi Beach

Manly

Narrabeen

Our top picks	Show homes first	Price (lowest first)	Review score and price	Stars ▼	Star rating and price	...
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Linwood Lodge Motel
 Sydney · [Show on map](#) · 6 km from centre

Double Room –
 1 double bed
Only 2 rooms like this left on our site

Good **7.4**
 18 reviews

7 nights, 2 adults
€ 470
 includes taxes and charges

[See availability >](#)

T Thomas
 Australia

3.8

Reviewed: September 24, 2019

There must be better options at a similar price point, keep looking

· Not much, the bed was comfortable enough and the room came with tea and coffee.

· There was a piece of chewed up gum sitting on top of my bed's headboard. Disconcerting that the cleaning staff completely missed it and doesn't leave you with a nice impression.

You work for the after sales service at Booking.com and deal with the complaints of unhappy customers. You have an appointment with the manager of your service (the examiner) to report on two difficult situations you had to cope with during the week. You present the situations and how you dealt with the problems.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°12

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

Booking.com still ‘misleading’ customers with pressure selling tactics, Which? investigation finds

By Helen Coffey

Adapted from Independent.com, September 19th 2019

Hotel booking site Booking.com is continuing to mislead customers by using pressure selling tactics, despite a crackdown by regulators, says *Which? Travel*.

The site was one of six given a warning by the Competition and Markets Authority (CMA) back in February. The regulator gave Expedia, Booking.com, Agoda, Hotels.com, Ebookers and Trivago a deadline of 1 September to put an end to harmful practices. These included: not displaying the full cost of hotel rooms upfront; giving a false impression of rooms’ popularity; not being clear about the role commission plays in how search results are ordered; and engaging in high pressure sales tactics.

One example found by *Which?* was The Banjo B&B in Liverpool which had the tag “one room left” for a budget double room on the results page. However, when researchers clicked through, there were four identical budget double rooms for the same price of £49 still available.

Which? Travel’s Naomi Leach said: “We found clear evidence that Booking.com has not yet sufficiently cleaned up its act and is mocking the rules on pressure-selling, which could lead to millions of consumers being rushed into making a booking.

A Booking.com spokesperson told *The Independent*: “At Booking.com we work continuously to bring transparency, choice and value to travellers, constantly testing and improving the way in which we present our services online”.

“We have worked hard to implement the commitments agreed with the CMA and maintain continuing collaboration and dialogue to inform ongoing enhancement of the consumer experience. As a company which puts customers at the heart of everything we do, we never stop looking at how we can optimise the consumer experience on our website and mobile apps, as well as working closely with authorities like the CMA on industry wide improvements.”

A CMA spokesperson said: “Thanks to CMA action, people booking hotels online can now do so with more confidence after major websites and big hotel chains agreed to clean up their act. We are aware of this isolated issue with Booking.com and have already raised it with the site. They have assured us it will be quickly fixed. If we find that Booking.com or any other hotel booking sites use misleading statements then we will not hesitate to take further action.”

Déroulement de l'épreuve E2 LV1 anglais session 2020

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- } maximum
} 10 minutes

2ème PARTIE : MISE EN SITUATION

Sydney: 900 properties found – including 236 with great value!

Nearby beaches: Bondi Beach Manly Narrabeen

Our top picks Show homes first Price (lowest first) Review score and price Stars ⌵ Star rating and price ...



Linwood Lodge Motel
 Sydney · [Show on map](#) · 6 km from centre

Double Room – 1 double bed
Only 2 rooms like this left on our site

Good 7.4
 18 reviews

7 nights, 2 adults
€ 470
 includes taxes and charges

[See availability >](#)

Thomas
 Australia

Reviewed: September 24, 2019

There must be better options at a similar price point, keep looking

· Not much, the bed was comfortable enough and the room came with tea and coffee.

· There was a piece of chewed up gum sitting on top of my bed's headboard. Disconcerting that the cleaning staff completely missed it and doesn't leave you with a nice impression.

3.8

You work for the after sales service at Booking.com and deal with the complaints of unhappy customers. You have an appointment with the manager of your service (the examiner) to report on two difficult situations you had to cope with during the week. You present the situations and how you dealt with the problems.

BREVET DE TECHNICIEN SUPERIEUR NDRC	
SUJET N°12 (2 PARTIES)	ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You consider launching a new rental platform for a product you can choose (toys, luxury clothes and accessories, wedding dresses, etc.). You have an appointment with the manager (the examiner) of a company selling this product and you want to convince him/her to set up a partnership with you. Present your arguments.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°13

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

IKEA to test furniture rental in 30 countries

By Emma Thomasson

Adapted from *Reuters*, April 3rd 2019

KAARST, Germany - IKEA wants to roll out furniture rental to all its main markets to appeal to its increasingly environmentally conscious customers.

The world's biggest furniture group, known for its low-cost disposable items, first said it was looking into leasing its desks, beds and sofas in February.

The rental pilot was driven by a recognition that many consumers change homes more frequently but can't afford new furniture every time they move, Jesper Brodin, chief executive of Ingka Group, which owns most IKEA stores, told Reuters.

It is also motivated by environmentalism, with IKEA surveys showing that 90 percent of its customers are ready to change their behaviour, even if most don't know how to do that.

"You should be able to have a lovely home, and a good conscience, and you should be able to afford it," Brodin said, noting that his three teenage children come home from school expressing fears about an imminent environmental catastrophe.

Since taking over as CEO in 2017, Brodin has led efforts to restructure the IKEA business model to respond to climate change, the rise in ecommerce and customers who no longer have the time or the cars to drive to its out-of-town stores.

Rental meets IKEA's three main strategic objectives: being more affordable, more convenient and looking after planet, said IKEA finance chief Juvencio Maeztu, noting that young people increasingly expect to rent anything from music to cars. [...]

IKEA, which had global sales of 39 billion euros (\$44 billion) last year, will test a range of subscription-based leasing offers in all 30 of its markets by 2020 so products are reused as often as possible before being recycled.

REPAIR, RECYCLE

It had already committed to make all its products from renewable and recycled materials by 2030 and also to design all its products to be reused, repaired and recycled. In 2018 it handled 1 million orders for spare parts to repair products.

The rental tests will give IKEA information into the durability of its products that it will feed back to designers, who are already working to make furniture that is easier to dismantle and move, said Pia Heidenmark, IKEA sustainability chief.

In the Netherlands, IKEA is offering students the rental of a bed, desk, table and chairs for a monthly fee of up to 30 euros (\$33.68), while in Sweden and Switzerland it is looking into providing office furniture to companies.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2ème PARTIE : MISE EN SITUATION



You consider launching a new rental platform for a product you can choose (toys, luxury clothes and accessories, wedding dresses, etc.). You have an appointment with the manager (the examiner) of a company selling this product and you want to convince him/her to set up a partnership with you. Present your arguments.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°13 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for a toy shop. You have an appointment with your manager (the examiner) to present your project of welcoming disabled children. Present your ideas.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°14

ANGLAIS – LV2

1^{ère} PARTIE : COMPTE-RENDU

New Zealand supermarket launches 'quiet hours' for customers with autism

By Eleanor Ainge Roy,

Adapted from *The Guardian*, October 9th 2019

Countdown will reduce lighting, radio and PA announcements and shelf stacking



New Zealand's Countdown supermarket will launch quiet hours to help those with anxiety or autism.

One of New Zealand's largest supermarket chains is introducing a "quiet hour" nationwide to make the weekly shop easier for those with autism or anxiety issues as well as older people who may prefer a more low-key experience.

The low-sensory hour will be introduced in Countdown stores on Wednesdays from 2.30pm to 3.30pm. Lighting will be reduced, in-store radios turned off, checkout volumes lowered, trolley collection and shelf-stocking kept to a bare minimum, and no PA announcements broadcast except in emergencies, said general manager Kiri Hannifin.

An employee who has a son with autism suggested the idea, and after a year of trialling the concept in selected stores the supermarket giant has now adopted it for its 180 stores.

"We want our supermarkets to be welcoming and inclusive for all New Zealanders and their families. We know grocery shopping can be an anxiety-inducing experience for some customers and we wanted to help with that," said Hannifin.

"The lovely thing about quiet hour is that we have had very positive feedback from so many customers. Our older customers seem to really enjoy quiet hours too, as well as many other New Zealanders who actually just find shopping a bit stressful and can now visit at a more peaceful time."

Dane Dougan, Autism New Zealand's chief executive, said he was "thrilled" about the introduction of quiet hour, and said it would make a meaningful difference in the lives of people dealing with the condition.

"It highlights how some small changes can create a more inclusive environment that will impact people significantly," Dougan said. "We've had amazing feedback from the autistic community who have benefited from quiet hour over the last year and the increased understanding of autism and sensory needs that it is having as well."

Déroulement de l'épreuve E2 LV1 anglais session 2020

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} 10 minutes

2^{ème} PARTIE : MISE EN SITUATION



You work for a toy shop. You have an appointment with your manager (the examiner) to present your project of welcoming disabled children. Present your ideas.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°14 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for a fair trade organisation. You have an appointment with the CEO (the examiner) of a big company. You suggest he/she turn to fair trade products for the employees' uniforms, the coffee machines and/or any other product. Present your arguments.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°15

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Fairtrade was going to save the world: now consumers fight to keep it going

Adapted from *The Guardian*, February 24th 2019

Supermarkets now largely set their own ‘ethical’ production standards, and only a few big employers follow Fairtrade principles. So consumers must vote with their purses



A Ghanaian farmer sorting Fairtrade cocoa.

When, in 2017, Sainsbury’s announced that it was planning to develop its own “fairly traded” mark, more than 100,000 people signed a petition condemning the move. Today, on the eve of Fairtrade Fortnight, the fact that most supermarkets have moved away from the standards developed by the Fairtrade Foundation is worrying.

While some grocery chains have sought the foundation’s approval, many have gone their own way. This means most consumers have little sense of which organisation is doing what to protect the wages and rights of developing world workers. Over the next two weeks, the foundation plans to focus its publicity efforts on cocoa farmers in west Africa and the way the Fairtrade mark can improve their lives.

Later this year, the base price of Fairtrade cocoa will increase by 20% from \$2,000 a tonne to \$2,400. The premium farmers put aside for community projects will also rise by 20%, from \$200 to \$240. This is great news for the farmers who are part of the scheme – and the higher price is easily within the pockets of chocolate lovers in the rich west.

Yet the focus on cocoa reveals the limits of the Fairtrade system, which was once going to provide a popular alternative to most goods sold on the high street. There are standards for everything from cotton to gold and flowers, but such products are usually only available at specialist providers or the Co-op.

The foundation has tried to persuade some bulk buyers to buy marked goods only, and has had some success. For instance, Transport for London has made sure that the safety vests it provides to staff are made of Fairtrade cotton. But in other sectors, it is left to the Fairtrade Foundation to publicise its efforts and achievements – with the help of its most active members, such as Divine Chocolate. That is a sad situation.

Without large employers making strides to adopt the standardised and transparent Fairtrade practices put forward by the foundation, it will be left to consumers to drive the project forward.

Déroulement de l'épreuve E2 LV1 anglais session 2020

- 1) Compte-rendu en français par le candidat du document textuel.
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- } maximum
} 10 minutes

2^{ème} PARTIE : MISE EN SITUATION



You work for a fair trade organisation. You have an appointment with the CEO (the examiner) of a big company. You suggest he/she turn to fair trade products for the employees' uniforms, the coffee machines and/or any other product. Present your arguments.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°15 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for a retailer who would like to set up a partnership with a delivery company specialized in reusable, recyclable and returnable containers for online sales. Present your ideas and your arguments to your manager (the examiner).

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°16

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1^{ère} PARTIE : COMPTE-RENDU

Tesco promises to ban brands that use excessive packaging

By Jasper Jolly

Adapted from *The Guardian*, August 22nd 2019

Chief executive says hard-to-recycle plastic on own-brand products will be eliminated



The ready meal aisle of a Tesco Extra. Dave Lewis says the black plastic in microwaveable meals will be gone by the end of the year.

Tesco has pledged to step up its efforts in the battle against single-use plastic with measures that include banning brands using excessive packaging from Britain's largest supermarket chain.

Dave Lewis, Tesco's chief executive, said the company would "reserve the right not to list" products with too much non-recyclable packaging from next year onwards, in an article published on theguardian.com.

Tesco gave suppliers a list of preferred materials in May 2018, but is now planning to turn up the pressure as public awareness of the environmental harm caused by plastic packaging grows.

"We can't overlook the fact that for too long, packaging on consumer goods has been excessive," Lewis wrote. "We have all looked at the settled contents of a cereal packet and puzzled over the comparative size of the bag and box. Or opened a bag of crisps and wondered why the packaging is twice the size of the contents."

In its latest annual report Tesco said 13% of packaging on its own-brand products was hard to recycle, such as the black plastic used in microwaveable meals; this will be eliminated by the end of this year, Lewis said. He added that Tesco was working with branded suppliers to do the same.

Tesco has itself been the subject of criticism over its packaging in the past, but any improvements could have major implications for Britons' plastic waste. Lewis said removing the plastic used to package tins in multipacks alone would save 490 tonnes of plastic a year.

The supermarket is trialling measures to reduce waste at its Extra store near Cambridge. Lewis, who took over the supermarket in 2014 and has since initiated severe cost-cutting, pledged to roll out the most effective measures across the retailer's 2,658 British stores.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2ème PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°16 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You have been recruited by Tesla to boost the B2B sales of electric cars. Present your sales pitch to the marketing manager (the examiner). It will be used by all the sales representatives of the company.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°17

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1^{ère} PARTIE : COMPTE-RENDU

Twitter Lessons for Tesla's Musk

By Mohit Oberoi

Adapted from *www.marketrealist.com*, November 2nd 2019

Yesterday, Tesla's CEO Elon Musk tweeted that he's going offline on Twitter. Also, earlier this year Musk tweeted that he's deleting his Twitter account only to delete that tweet later on. Some of Musk's tweets have run him in trouble with authorities.

However, it's also a major marketing tool for Tesla. Apparently, Tesla does not spend on marketing but relies on word-of-mouth marketing mostly from existing owners. Also, Elon Musk's charm acts as a marketing campaign for Tesla.

Yesterday, Tesla's CEO Elon Musk tweeted, "Not sure about good of Twitter" and added "Going offline." The tweet puzzled many of Musk's 29 million Twitter followers. To be sure, this isn't the first time Musk has contemplated leaving Twitter. Earlier this year, he said that he's deleting his Twitter account. Later, he deleted that tweet only.

Notably, some of his tweets have been quite controversial. Amongst the most prominent ones is last year's tweet where Musk talked about taking Tesla private. Eventually, he had to step down as Tesla's chairman though he continued as the CEO. Additionally, Musk is facing a lawsuit over his tweets on Vernon Unsworth.

Apparently, Tesla does not spend a dime on marketing. Instead, the company relies on word-of-mouth marketing. Musk's personal charm and connection with potential buyers also help Tesla. Notably, a large number of Musk's more than 29 million Twitter followers could be potential Tesla buyers.

As we noted previously, other automakers' electric vehicle launches act as free marketing for Tesla. By comparing every new electric car to a Tesla model, analysts inadvertently act as Tesla marketers.

Musk has used his Twitter account to rigorously promote electric vehicles. Incidentally, mocking gasoline cars on Twitter has been amongst the favorite pastime for Tesla and Elon Musk. However, at the same time, some of Musk's controversial tweets have meant that markets' attention shifted from Tesla's fundamentals to Twitter controversies. That said, Musk's Twitter activity has been quite sober this year compared to his otherwise flamboyant personality.

In my view, going offline on Twitter would not be the best approach for Musk. He just needs to avoid unnecessary controversies. Incidentally, Tesla critics shame Musk for missing deadlines and commitments. In this case, Tesla fans would hope that he does not keep his "commitment" about going offline on Twitter.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2^{ème} PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°17 (2 PARTIES)

ANGLAIS – LV1

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



The Clean Kilo store wants to develop its activity in the UK and widen its visibility online. The owner (the examiner) has asked you to examine the feasibility of his/her project. Present him/her your strategy.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°18

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1ère PARTIE : COMPTE-RENDU

‘It’s the only way to combat single-use plastics’: Birmingham’s zero-waste supermarket

By David Benady

Adapted from *The Guardian*, October 2019

Such is the success of the Clean Kilo – where shoppers reuse containers to buy locally sourced groceries – that a second store is now in the pipeline.

Zero-waste shopping promises to cut down on wasteful packaging and eradicate single-use plastics from the weekly grocery shop. But can we really be cured of our addiction to the ease and convenience offered by traditional supermarkets, with their pots of chilled products and plastic-wrapped packs of fruit?

Jeanette Wong and partner Tom Pell think we can. In June 2018, they opened the Clean Kilo, a zero-waste vegetarian supermarket in Digbeth, Birmingham where shoppers buy in bulk, bringing in their own containers and filling them with everything from rice, pulses and pasta to yoghurt, butter and milk. The idea is to keep packaging to a minimum, so everything is scoopable*, pourable** and refillable. You can squeeze your own orange juice, get ice-cream in cones and find a selection of fresh fruit and vegetables. There are eco-friendly cleaning products and personal care items. Moisturiser and body wash are sourced locally from nearby Bournville, and the contents of the five-litre containers can be pumped into shoppers’ vessels. Washing up liquid, detergent and cleaners are dispensed from stainless steel containers into customers’ bottles, while laundry and dishwasher powders are scooped into their containers. There’s not a piece of single-use plastic in sight.

“The system is complex, it’s difficult to manage – it takes more time, so it’s not as cost-effective as a traditional supermarket. But that’s the only way we’re going to combat using single-use plastics,” says Pell. He estimates the store has saved on more than 150,000 pieces of single-use plastic since opening. Shopping at the Clean Kilo offers novelty and fun, with shoppers measuring out their groceries and weighing them on scales. Serving some 80 shoppers a day, the store attracts those who are committed to doing their bit for the environment.

“It’s been really rewarding seeing customers come in with bags of reused containers, old shampoo bottles, cleaning product bottles and Tupperware, and they’ve made an effort to clean them,” says Wong. “Customers come in from places like Edgbaston, which is a 45-minute walk – people are really committed.”

The store has a hygiene policy that is advertised throughout, asking shoppers to make sure their containers are clean. Most products are dry, reducing the chances of bacterial infection. Butter, milk and yoghurt are served by staff who can check with customers that containers are clean.

The pair hit on the idea for a zero-waste supermarket in 2017 after watching *A Plastic Ocean*, which highlighted the damage done to our waters by plastic pollution.

*scoopable : qui peut être transvasé

**pourable : qui peut être versé

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2ème PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°18 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



Veggie Prets would like to sign partnerships with Greater London companies to improve its brand awareness and increase news customers' loyalty. Present your project to the manager (the examiner) of one of these companies.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°19

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

Pret hopes to open new vegetarian outlets 'at pace' after buying Eat

Adapted from *www.theguardian.com*, May 22nd 2019

Pret a Manger is to rapidly expand its vegetarian chain after buying sandwich business Eat for an undisclosed sum.

Clive Schlee, Pret's chief executive, said the company hoped to convert the majority of Eat's 94 outlets to Veggie Prets by the end of next year if the deal is given the green light by the competition watchdog.

"We will have to go slowly," said Schlee, who wants to hire more specialist vegetarian chefs, build a bigger menu and give Veggie Prets a different feel from the established chain.

The group has four vegetarian outlets, three in London and one in Manchester, but Schlee said the group was keen to capitalize on a fast growing market.

"This is a key moment in our long-term journey towards a more vegetarian world," he said.

If the Competition and Markets Authority approves the deal, the Eat name will disappear from the high street just over 23 years after it was founded by husband and wife Niall and Faith MacArthur near Charing Cross station in central London.

The majority of Eat's outlets are in London but it also has sites in key towns and cities around the UK, including Birmingham and Manchester, as well as airport outlets in Bristol, Edinburgh and Heathrow.

Its decline comes amid a shakeout in the dining market, which prompted celebrity chef Jamie Oliver to close all but three of his 25 UK restaurants, including almost the entire Jamie's Italian chain, earlier this week.

Eat was put up for sale by its private equity owners, Horizon Capital, in February. It made a £17.3m loss in the 12 months to June 2018 when sales slipped more than 4% to £94.9m.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2^{ème} PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°19 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



Assistant Manager

Job reference: 104547BR ←

Location: Oxford, Cornmarket Street

Function area: Retail Management, Store Colleagues

Shift pattern: Full-time, Part-time

Contract type: Permanent

Hours per week: 16 to 24 hours per week, Over 35 hours per week

Need to know: Fully flexible over 7 days, earliest start 7am latest finish 10pm

Responsibilities:

Working alongside the Store Manager you will be given the opportunity to deliver the company strategy. With excellent engagement you will lead, challenge and ultimately inspire your team to deliver business growth by providing exceptional care to our customers and patients

Our ideal candidate

To be successful in this role you will have a professional, and caring character and true desire to help others feel good. In addition you will:

- Be an excellent leader with the ability to coach and develop individuals and teams
- Have first class communication skills, and act as a recognised brand ambassador to Boots throughout your store and region
- Ability to work at pace and react to the changing needs of the customer
- Succeed in a team centred approach with strong collaborative working
- Be digitally savvy and comfortable with navigating and embracing new technology

After reading this job offer, you have applied and obtained an interview with the human resources manager (the examiner). Show your motivations and skills.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°20

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

Boots to open concept store in London with YouTube studio

Adapted from *The Guardian*, June 26th 2019

Outlet in Covent Garden that has beauty hall and free water tap is part of revamp of chain

Boots is opening a concept store featuring a beauty hall with its own YouTube studio as part of one of the biggest makeovers in the retailer's 170-year history.

The health and beauty chain's new outlet will open on Thursday in Covent Garden, central London.

The white marble-tiled beauty hall hosts more than 300 brands, including Rihanna's Fenty Beauty and the cosmetics label Urban Decay. After browsing and watching live demonstrations, shoppers can take pictures of their purchases in an Instagram zone or conduct video makeovers in the YouTube studio.

Boots, keen to promote its green credentials after announcing on Monday that it is phasing out single-use plastic carrier bags in favour of brown paper alternatives, has installed its first water tap where customers can fill up bottles free of charge.

Sebastian James, the Boots managing director, said: "Our new Covent Garden store starts a journey of reinventing Boots for the future. The store is full of exciting beauty brands, ideas for living well and services to help you get better. We will learn what people love and want from this shop, and this will help us shape a blueprint for our whole 2,500-store estate."

On the first floor, pharmacy customers can collect prescriptions from a secure locker, which James said could be located outside stores, as is common in the Netherlands and Germany. Nearby, Boots will display its range of sustainable and health products including eco-friendly sanitary protection and refillable shampoos products.

The 28,524 sq ft store is on a site where a Marks & Spencer outlet closed last year due to soaring business rates, in a prime central London location where footfall is driven by high tourist numbers as well as local workers.

An estimated 90% of the UK population live 10 minutes or less from a Boots store. But in May, the retailer announced it could close up to 200 stores over the next two years, resulting in the loss of hundreds of jobs, as it struggles with competition from discounters and online specialists. (...)

The new store's general manager, Rob Stewart, said: "This is an unusual location because of the high number of tourists shopping in this area. But we see the project as a test bed and we look forward to hearing from shoppers what they think of the new concepts."(...)

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2ème PARTIE : MISE EN SITUATION



Assistant Manager

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Hours per week: 16 to 24 hours per week, Over 35 hours per week

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Our ideal candidate

To be successful in this role you will have a professional, and caring character and true desire to help others feel good. In addition you will:

- Be an excellent leader with the ability to coach and develop individuals and teams
- Have first class communication skills, and act as a recognised brand ambassador to Boots throughout your store and region
- Ability to work at pace and react to the changing needs of the customer
- Succeed in a team centred approach with strong collaborative working
- Be digitally savvy and comfortable with navigating and embracing new technology

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°20 (2 PARTIES)

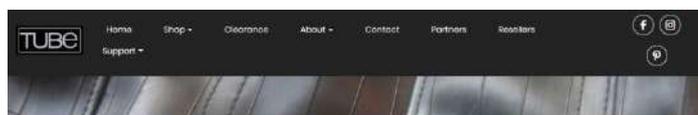
ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



How it Works



We collect old inner bike tubes, tires or belts.



We wash, cut and dry



Our ladies will sew to perfection

OUR PRODUCTS:



You work for the Thai company TUBE as an export sales rep. You have landed an interview with the purchase manager (the examiner) of M&S, a chain store operating all over the UK. Convince him/her to sell your products.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°21

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

Cactus Leather* Is the Newest Eco-Friendly Fabric

By Sophie Hirsh

Adapted from *www.greenmatters.com*, November 7th 2019

There are so many fashion brands on the market making gorgeous vegan leather goods that are totally animal-free — but most of those brands use plastic-derived materials to achieve the look. However, a new brand out of Mexico called Desserto is shaking things up by turning nopal cactus leaves* into organic, all-natural, cruelty-free leather. Desserto is the first cactus-based leather on the market, and the material has the potential to make the vegan leather industry much more sustainable.

Adrián López Velarde and Marte Cázarez debuted their innovative brand Desserto, created by their company Adriano Di Marti, at the International Leather Fair Lineapelle 2019 in Milan last month. And then last week, Desserto showed at RawAssembly, a sustainable raw materials sourcing event in Australia. *Vogue Australia* reported that Desserto had the most buzz of all companies at the entire event — so the brand is certainly one to watch out for.

As reported by *Fashion United*, Desserto's cactus leather is organic, partially biodegradable, soft, durable, and high enough quality that it can be used to make clothing, accessories, furniture, and even car interiors. "After two years of research and development, we managed to produce a suitable material that complies with the features and technical/mechanical specifications required by those industries that use animal or synthetic leather," co-founder and vice president Adrián López Velarde told *Fashion United* in an interview.



López Velarde and Cázarez came up with the idea for Desserto after learning about the plastic pollution crisis. As explained by *Fashion United*, the two innovators were intrigued by the nopal cactus because it grows in abundance throughout Mexico and does not require any water to grow. They spent the past two years doing research and development, and finally figured out how to turn nopal cactus leaves into the perfect cactus-based leather.

The purse and wallet pictured are just samples made from the cactus leather — López Velarde and Cázarez do not plan to make their own products, but rather sell the fabric to other designers and fashion brands. "It's the right time to offer this alternative, because not only are consumer industries interested in new materials like these, but also more and more end-consumers are demanding environmentally friendly materials," López Velarde told *Fashion United*. (...)

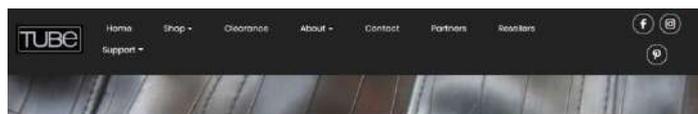
*Leather : le cuir

**leaves : des feuilles

Déroulement de l'épreuve E2 LV1 anglais session 2020

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2ème PARTIE : MISE EN SITUATION



How it Works



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We wash, cut and dry

Our ladies will sew to perfection

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°21 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for Coca-Cola in the marketing department. Following an article published in the British press, your boss (the examiner) has asked you to bring solutions to boost the image of the company and its products. Present your ideas.

1ère PARTIE : COMPTE-RENDU

Better latte than never ... compostable coffee pods go on sale

Adapted from *The Guardian*, November 4th 2019

Lavazza launch comes amid rising concern over where 20bn single-serve plastic pods end up.



The first compostable one-cup coffee pods from a major manufacturer will go on sale this week in a battle to stop the 20bn pods used every year around the world from ending up in landfill.

Italian espresso giant Lavazza is aiming to replace its entire range of home use capsules with new eco-friendly ones – at the same retail price – by the end of the year.

It is thought that 95m cups of coffee are drunk in the UK every day, but increasingly popular single serve pods have become an environmental disaster – typically ending up in landfill where they can take up to 500 years to break down. The 20bn capsules currently consumed every year are enough to circle the Earth 14 times.

The complexity of packaging - often a mix of different materials such as plastic, foil and aluminium – combined with used coffee dregs – can make them difficult to recycle and process in standard municipal recycling plants.

Lavazza says its new biopolymer-based Eco Caps break down into compost in as little as six months when combined with food waste for council collection. Provided local authority rules allow it, used capsules could be thrown in the food waste bin.

However, where this is unavailable, Lavazza has teamed up with waste collection service TerraCycle to establish a network of public access drop-off points for consumers to dispose of capsules which need to be industrially composted.

David Rogers, managing director of Lavazza UK, said: “This major investment confirms our commitment to excellence and sustainable development.”

Its new research, also published on Monday, shows that more than a third of people in the UK admit to throwing their used coffee capsules into the bin because they don't know how to properly dispose of them. Consumers also feel generally confused about what can and cannot be recycled, with 72% admitting to feeling confused when trying to understand the various recycling symbols. (...)

“Aluminium and plastic coffee capsules are difficult to recycle so most of them end up in the bin, and that's why up to 75% are currently being sent to landfill every minute. Most people don't understand the irreversible damage these coffee capsules are inflicting on the planet.”

Déroulement de l'épreuve E2 LV1 anglais session 2020

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- } maximum
10 minutes

2ème PARTIE : MISE EN SITUATION



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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°22 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for Smart Sweets. You are in charge of devising a strategy to launch the new products of the brand in Europe. Present your ideas to the marketing manager (the examiner) of the company.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°23

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

A sweet idea that created a \$40m business

Adapted from *www.bbc.com*, October 28th 2019

The BBC's weekly The Boss series profiles different business leaders from around the world. This week we speak to Tara Bosch, the founder and chief executive of low-sugar sweets business Smart Sweets.



Tara Bosch describes herself as a former "sugar addict". "I would be the person at the 7-11 every day, buying the penny candy," says the 25-year-old. "But as I got older, I realised how much sugar was affecting my body image, my self-esteem, and just how I felt about myself."

So four years ago, fed up with how unhappy and unhealthy she was feeling, Tara stopped eating sugar. (...) But missing her sweets she decided to have a go at making her own no-added sugar alternatives in her kitchen in Vancouver, Canada. Testing recipes in the summer of 2015, she described it as "going on a quest". Eventually she was so pleased with her results that she thought there might be a business opportunity.

That autumn she decided to believe in it, and put this to the test. Tara dropped out of the third year of an arts degree at the University of British Columbia, so she could get the product off the ground. Just 21 at the time, she had limited credit history but armed with samples and confidence, she managed to secure 105,000 Canadian dollars of funding.

Today, her Vancouver-based company, Smart Sweets, is on track to see its 2019 revenues exceed CA\$50m (\$40m; £30m). Its range of products are market leaders in the fast-growing low-sugar sweets sector in both Canada and the US. (...)

To secure the initial investment Tara had to write an intensive business plan, with detailed two-year growth forecasting. (...) With the funding secured, Tara searched on the internet for potential suppliers and manufacturers, and worked on finalising her recipes.

Then to secure her first customers she used a mixture of emailing, telephoning, showing up in person, and, she says, "Linkedin-ing". The first retailer to sign up was Vancouver-based Choices Market, and Tara remembers that she was incredibly nervous ahead of the first meeting. "I had called and emailed with persistence, until they finally said stop by," she says. (...) A few other small Canadian chains followed shortly afterwards.

Tara secured her first American customers in 2018, and the US now accounts for 80% of Smart Sweets' sales. The manufacturing of the sweets also takes place in the US through contract suppliers.

Now with 47 employees, Tara plans to start exporting Smart Sweets outside of North America. She says that the success of the company has come through hard work and determination.

Déroulement de l'épreuve E2 LV1 anglais session 2020

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- } maximum
10 minutes

2ème PARTIE : MISE EN SITUATION



You work for Smart Sweets. You are in charge of devising a strategy to launch the new products of the brand in Europe. Present your ideas to the marketing manager (the examiner) of the company.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°23 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

What Is Houzz and How to Use It to Grow Your Business

2020 / MAY 29, 2019 / 2020 BLOGS, 2020 DESIGN, 2020 FUSION, BUSINESS MANAGEMENT, HOME DESIGN & REMODELING



You work as a sales rep for Houzz. You must find new furniture and home decoration companies and convince them to enroll in the platform. Present your arguments to the boss (the examiner) of one of these companies.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°24

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

'Before we knew it this little website had 350,000 users'

By Sarah Finley

Adapted from *www.bbc.com*, June 3rd 2019

When Adi Tatarko and her husband decided to renovate their California home in 2009, they found it wasn't as easy as they thought it would be. "We were really excited about decorating and we had ideas, but the process became unbearable," Ms Tatarko says. "Seeking out architects and designers who had the same vision as us was so time consuming."

The pair turned to the internet for help but found no websites offering support and inspiration - and so the idea for Houzz was born.

The community-based platform features articles and photos posted by architects and interior designers, as well as product recommendations. It also connects users with industry professionals who can help them with their projects.

Today Houzz has 40 million monthly users and is reported to be valued at \$4bn - but when it launched a decade ago, the founders had much more modest goals.

"We really wanted to keep it small, as we didn't want to lose the community feeling of it. We never thought we'd expand beyond California," says Ms Tatarko, 46.

To begin with, Ms Tatarko and her husband Alon Cohen, 48, ran the website as a side project while working full time; she at an investment firm, he as a senior director of engineering at eBay.

The pair had just 20 users on the site, who were all parents from their children's schools, along with a group of designers and architects from the San Francisco Bay area who were offering their services.

Very quickly the community grew, as the professionals began to recommend Houzz to their clients.

"After about six months we got requests from New York and Chicago, asking if we could open a section for them on the website," Ms Tatarko says. "Before we knew it this little community website had 350,000 users."

In 2010 the pair managed to secure their first investment of \$2m from Oren Zeev, a Silicon Valley venture capitalist. They then left their jobs to work on the project full time, and used the money to hire their first staff.

Ms Tatarko says one of the biggest challenges was finding the right staff, or "Houzzers" as the firm likes to call them. "For a long time we both interviewed every candidate, in fact 50% of our time was spent looking for them. We knew that getting the right people with the same vision as us was key."

"Houzz, which is free for homeowners and professionals to use, makes its money by taking a 15% commission on products sold through its marketplace. It also hosts advertising and sells premium listings for industry professionals."

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2ème PARTIE : MISE EN SITUATION

What Is Houzz and How to Use It to Grow Your Business

#2020 / MAY 29, 2019 / 2020 BLOGS, 2020 DESIGN, 2020 FUSION, BUSINESS MANAGEMENT, HOME DESIGN & REMODELING

If you're a home improvement professional, you should be on Houzz. Period.

Houzz lets you **market your business** online, offering you a platform where you can showcase your work and your services so that homeowners can find you and hire you for their next project.

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MISE EN SITUATION



You are in charge of the new marketing campaign of an American ready-to-wear brand. Your manager (the examiner) has asked you to highlight the eco-friendly values of the company in order to stand out from competitors.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°25

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

H&M called out for "greenwashing" in its Conscious fashion collection

By Natashah Hitti

Adapted from *www.dezeen.com*, August 2nd 2019

In April, H&M launched its latest Conscious collection, claiming that every piece in the collection is made from a sustainably sourced material, such as 100 per cent organic cotton, Tencel or recycled polyester.

However, as Haugseth told Dezeen, the information offered to consumers by H&M regarding the sustainability of their Conscious collections was "not sufficient". "The information on the collection was general and did not specify the actual environmental benefit of each garment sufficiently, for example the amount of recycled material for each garment," Haugseth said.

"We consider this information important for the consumer as the clothing is marketed as being less harmful to the environment," Haugseth added. "For instance, the consumers should know if a garment is based on five per cent recycled material or 60 per cent."

Alongside the Conscious collection, the brand also launched a premium Conscious Exclusive collection. It claims to "explore the healing power of nature, while also embracing innovation with sustainable materials and processes for a more sustainable fashion future". These materials include Piñatex, a natural leather* alternative made from pineapple leaves**, a plant-based flexible foam*** made using algae biomass called Bloom Foam, and Orange Fiber, a sustainable silk-like fabric made from citrus juice by-products.

According to the CA's legal guidelines¹ on marketing, a commercial practice is considered misleading if it "contains false information and is therefore untruthful". The CA concluded that H&M's portrayal of the sustainability of its collection breaches Norwegian marketing laws. In addition to glazing over specific information about the clothing's benefits, composition and specifications, the brand was also using promotional statements that could potentially mislead buyers.

Haugseth is encouraging companies to be more specific when advertising sustainability. "The focus should be on what your company is actually doing to be more sustainable, and refrain from using general terms such as 'sustainable', 'environmentally friendly' and 'green'," Haugseth explained.

*leather : le cuir

**leaves : des feuilles

***foam : la mousse

1 CA for Consumer Authority

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SUJET N°25 (2 PARTIES)

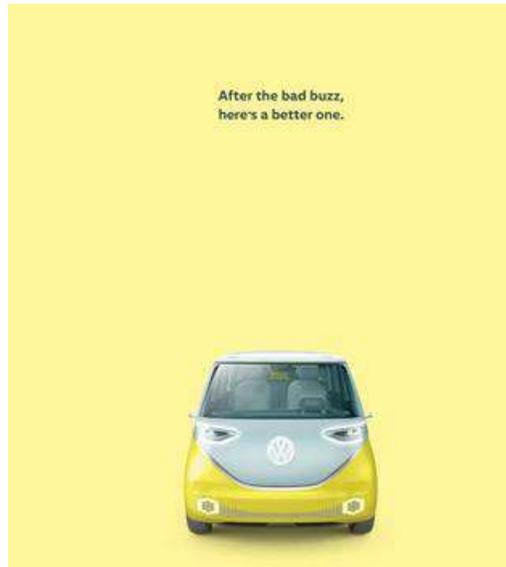
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Déroulement de l'épreuve EF1 LV2 anglais session 2020

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



You work for the Volkswagen electric vehicle department in London. Try and convince a former customer (the examiner) who has been disappointed to buy your new electric model. Present your sales pitch.

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°26

ANGLAIS – LV2

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1ère PARTIE : COMPTE-RENDU

Volkswagen Hopes a Song Can Save Its Soul and Sell Electric Cars

By Claire Suddath

Adapted from *Bloomberg Businessweek*, November 2019

American car buyers are forgiving customers. Although they all but abandoned Volkswagen in 2015 after the German car maker admitted to cheating on emissions tests, they didn't stay mad for long. Within two years Volkswagen sales had recovered. The company has regularly outsold Toyota since 2016 on a global basis, and while it did recently scale back its 2019 forecast, that had more to do with a general slowdown in car sales than anything else.

Still, the emissions scandal put Volkswagen in an awkward position this year when it announced plans to make 70 different electric models and sell 22 million electric cars within the next decade. Would people believe the promise? When it came to environmental claims the company didn't exactly have a reputation for honesty. So, it turned to advertising...in music!

In June Volkswagen aired a nearly two-minute commercial during the NBA Finals*. After a gloomy** atmosphere, the commercial goes on with a few seconds of silence. "We thought it would be better if we just created an emotion," explained Risi and Leo Premutico, the advertising agency partners.

To express that emotion, Jacobs, Premutico and Risi turned to music. They wanted something from Volkswagen's cultural greatest time in the 1960s. What about Simon & Garfunkel? Their music often evoked a sense of hopeful melancholy and their 1965 song "The Sound of Silence," even used darkness and light to contrast feelings of loneliness with unity.

In the ad, which is named "Hello Light," "The Sound of Silence" plays as a Volkswagen designer, visibly upset over his company's failure, tries to imagine its future. After several starts and stops and frustrated sighs, he draws an electric version of VW's microbus — the colorful, bread loaf-shaped van that was a regular sight in the 1960s, especially at Grateful Dead shows and Woodstock. "My eyes were stabbed by the flash of a neon light," Simon sings as the van's headlights come to life.

Paul Simon had never licensed "The Sound of Silence" for commercial use before. "Not every artist is on board with their songs being used in a commercial, but most are". They know it's a major revenue source," says Risi.

Luckily, Volkswagen has reputation for treating songs with great care in its commercials, thanks largely to its famous 2000 Cabrio commercial that featured Nick Drake's "Pink Moon." The company declined an interview request but issued a statement saying it likes to use "iconic songs that further elevate a great commercial and tell a story."

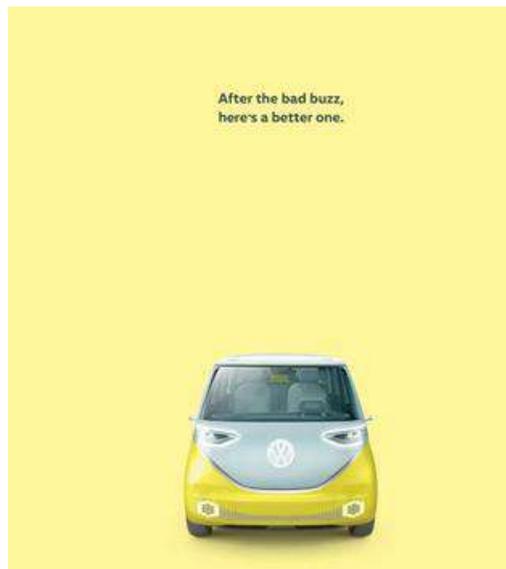
*National Basketball Association Finals

** gloomy: dark and sad.

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