



LANGUE VIVANTE II

Epreuve du 2^{ème} groupe

ANGLAIS

Selling to the world

Roughly 95 percent of the world's consumers live outside the United States, yet small merchants in the US don't pay enough attention to them. That's the conclusion of a study conducted by PayPal, which looked at transaction data in 11 countries during the first half of 2010 to find out how much cross-border commerce is taking place on its network.

5 PayPal, which was founded in 1998, may be the closest thing to a global currency that has ever been created. Based in San Jose, California, the company operates in 190 markets, sending and receiving payments in 24 currencies.

The company itself has been expanding internationally. Last quarter, 47 percent of PayPal's revenues came from the United States, up from 42 percent at the beginning of 2009. That's
10 mostly because it's owned by the online auctioneer eBay, and as eBay expands into new countries it brings PayPal along.

For merchants in China that use PayPal, 90 percent of sales are to overseas customers. In Hong Kong it's even higher : 96 percent. And in the United States only 14 percent, which is a huge gap placing the U.S. last among the countries surveyed.

15 "The Internet has opened up so many doors, and I don't think merchants in the United States have really taken advantage of that yet", says Eddie Davis, senior director of small and medium business merchants services at PayPal.

It's probably no surprise to see the United States lagging. The U.S. imports a lot more than it exports; and its big exporters tend to be big corporations, not the small businesses
20 that are PayPal's most typical users. The numbers might also reflect the fact that Americans are such insatiable consumers that small businesses can do perfectly well just by serving customers in their own country, so they don't feel pressed to look beyond their borders.

Adapted from Daniel Lyons Newsweek, December 13, 2010, p. 14.

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I. READING COMPREHENSION (8 marks)

A/ Find in the text the equivalents of: (1,5 mark)

- 1. International trade :
- 2. Foreign clients:.....
- 3. Money accepted round the world :

B/ Circle TRUE (T) or FALSE (F) for each statement and justify by quoting a specific passage from the text. (3 marks)

4- Small American businesses ignore foreign markets T/F
.....

5- PayPal has a large overseas market T/F
.....

6- Merchants in the U.S have not really benefited much from the Internet. T/F
.....

C/ List two (2) reasons why small merchants in the U.S don't pay enough attention to overseas customers. (2 marks)

- 7-
- 8-

D/ What do the following words refer to in the text? (1.5 marks)

- 9- Its (line 4) :
- 10- That (line 16) :
- 11- Their (line 22) :

II. COMMUNICATIVE COMPETENCE (7 marks)

E/ Complete the following passage with the right form of the words in brackets (0.5 x 4 = 2 marks)

PayPal has (modern) (12) cross-border commerce, making it possible for small countries to benefit from these (globe) (13)..... transactions. However, some (power) (14) countries like the U.S seem to lose interest in such operations. This is why the company is raising (aware) (15) about the existence of another world outside the United States.

F/ Put in the appropriate prepositions to complete the passage (0.5x2=1 mark)
Most. (16).....the world's consumers are non-Americans. So, people should pay more attention (17).....this fact.

G/ Identify in the text 3 problems affecting US businesses and suggest an original solution for each problem (4 marks)

18- Problem 1: _____

19- Solution 1: _____

20- Problem 2: _____

21- Solution:2 _____

22- Problem 3: _____

23- Solution 3: _____

III. WRITING (5 marks)

Choose one topic and write 100-150 words about it.

1. No doubt, the Internet is a very interesting communication medium but it can also be dangerous. **What's your opinion about this statement ?**
2. On the occasion of the opening day of your English club, you are chosen to deliver a speech about the importance of information technologies. **Write down your speech.**