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ANNEE UNIVERSITAIRE 2007-2008

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Examen d'Essai : Semaine du Lundi 28 Janvier au Samedi 02 Février 2008

Durée de l'épreuve : 3 heures

Le sujet comporte : 3 pages

⇒ L'usage de la calculatrice est interdit.

⇒ Aucun document n'est autorisé.

A Backlash for Big Retail in India

October is the beginning of India's festive season, a time when shopkeepers' profits soar amidst the gift-giving and celebrating tied to Hindu holidays like Dussehra and Diwali. Last week, however, some 7,000 small shopkeepers, street vendors and traders shut their businesses up to gather in the district of Azad Maidan in south Mumbai (formerly Bombay). Carrying placards saying SAVE SMALL RETAILERS, they sacrificed the day's earnings in order to march in protest against big national and international chain stores like Reliance Retail and Wal-Mart, the shopowners say are threatening their livelihoods.

With the economy galloping and the ranks of the middle class swelling, India's \$350 billion retail sector — which a McKinsey study says will be worth \$1.52 trillion by 2025 — has local and overseas corporations salivating. India is a nation of shopkeepers: over 95% of the country's estimated 12 million retail outlets are small, mum-and-dad operated.

Now, however, hundreds of supermarkets are opening across the country, revolutionizing the sector with refrigerated transportation and modern management practices. The largest chain, Subhiksha, has some 760 outlets across India, while Big Apple aims to have 100 of its 7-Eleven-style convenience stores in Delhi alone by the end of this year. Reliance Retail, a division of India's biggest conglomerate and arguably the most formidable player in the retail market, plans to invest \$5.5 billion to open outlets in 784 cities across the country. At the same time, foreign companies such as Tesco and Carrefour are trying to gain a toehold via joint ventures with local players, following a government ruling that prohibits foreign big-box retailers from entering the market full-on. Wal-Mart has already announced a tie-up with the Bharti Group, India's leading telecom player.

But while these new supermarkets still only account for less than 5% of the industry, opposition to their presence is growing louder. In the past few months there have been protests in Uttar Pradesh in central India and the communist-ruled Kerala and West Bengal, including violent demonstrations last September that forced Reliance Fresh, the food stores arm of Reliance Retail, to shut their shops and lay off staff. "We want the government to stop large corporations from entering the retail segment until it puts in place a national policy that is agreeable to all the stakeholders including small traders, shopkeepers, wholesalers and vendors," says Dharmendra Kumar of India FDI Watch, a coalition of labor unions and trade associations that has been at the forefront of the recent agitation. "Retail is the second-largest employer in the country; the livelihoods of 40 million people are likely to be affected if big players are allowed in at such an alarming pace." Mohun Guruswamy, from the Delhi-based Centre for Policy Alternatives, warns that without some regulation over retail giants like Wal-Mart, an avalanche of cheap goods from China and Southeast Asia could bury India's own manufacturers.

Oct. 17, 2007

By Madhur Singh/New Delhi

Time Magazine

I. COMPREHENSION (5 points)

Répondre Vrai ou Faux aux phrases suivantes. Justifier la réponse à l'aide d'une citation brève et pertinente du texte.

1. In India bank holidays are thriving periods for shopkeepers.
2. The 2007 festive season has proved to be particularly good for shopkeepers.
3. Shopkeepers decided to close their shop down to protest against national and international retail chains.
4. Foreign corporations seem to find the Indian market more and more enticing.
5. Still, the vast majority of India's own retail stores are already huge structures.
6. Sybhiksha and Big Apple are the two most important actors on the Indian market.
7. Fortunately, a government law makes it difficult for foreign retailers to settle down in the country.
8. Still discontent is rising even though large retailers only represent a small percentage of the industry.
9. Dharmendra Kumar's purpose is to force the government to vote protective measures.
10. In addition, the Delhi-based centre for policy reckons that the government has to enforce some kind of regulation to oppose a possible invasion of cheap goods from China and Southeast Asia.

II. VERSION (5 points)

Traduire le premier paragraphe du texte, de “October is the beginning of ... threatening their livelihoods.”

III. COMMENTAIRE. (4 points)

Vous travaillez pour une multinationale qui veut s’implanter sur le marché indien. Vous devez analyser et commenter le tableau suivant afin de présenter les différentes possibilités de marché disponibles.

34 Indian companies have been listed in the Forbes Global 2000 ranking for 2007. Three of the top 10 leading companies are:

World Rank	Company	Industry	Revenue (billion \$)	Profits (billion \$)	Assets (billion \$)	Market Value (billion \$)
239	Oil and Natural Gas Corporation	Oil & Gas Operations	15.64	3.46	26.98	38.19
326	State Bank of India	Banking	13.66	1.24	156.37	12.35
1130	Infosys Technologies	Software & Services	2.14	0.55	2.09	26.19

Wikipedia encyclopedia

IV. EXPRESSION PERSONNELLE EN ANGLAIS (6 points)

Vous êtes à la recherche d’un emploi. Vous avez vu l’annonce suivante proposant un emploi de comptable sur un site internet spécialisé. Vous devez répondre à cette annonce.

Job Title: Payroll Accountant

Location: Los Angeles

Industry: Accounting/Auditing **Job Type:** Employee

Job Status: Full Time

Salary Range: 45000 – 50000 euros

Qualifications: BS degree in accounting or equivalent

Career Level: Mid career (2+ years of experience)

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