

Niveau : **BTS**Durée de l'épreuve : **1 HEURE 30**Session : **2011**Coefficient : **2**

**ANGLAIS**

### E-COMMERCE

E-commerce includes nearly anything you can imagine in the real world: retail shopping, banking stocks and bonds trading, auctions, real estate transactions, airline reservations, movie rentals, etc. Even personal services such as hair and nail salons can benefit from e-commerce.

Tools for running successful e-commerce websites are built into the hosting servers. These tools include benefits like shopping carts, inventory and sales logs, and a variety of payment options including secure credit card transactions.

Though early e-commerce was slowed down by security fears, improved technology has made millions of people worldwide feel comfortable buying online. Most credit card companies guarantee that cardholders would not be held responsible for fraudulent charges as a result of online shopping. All of these factors have helped e-commerce become the booming industry it is today.

Adapted from wiseGEEK

### VOCABULARY

E-commerce : le commerce électronique

Real estate : biens immobiliers

Sales logs : rapports de vente

Booming : en plein essor

**QUESTIONS**

**I- COMPREHENSION OF THE TEXT (All the answers to the following questions are to be found in the text) (6 pts)**

1- Name four products that can be sold using e-commerce. (2 pts)

2- How are products sold and bought using the Internet? (2 pts)

3- What factors have favoured the development of e-commerce? (2 pts)

**II- WRITING (Not more than 10 lines) (6 pts)**

Which, of e-commerce and real-world commerce, do you prefer?

Justify your point of view.

**III- TRANSLATE INTO FRENCH (4 pts)**

From "Most credit card..." down to "...industry it is today."

**IV- TRANSLATE INTO ENGLISH (4 pts)**

1- La vente en ligne est l'échange de biens et de services entre deux entités sur Internet. (2 pts)

2- Le commerce électronique est un autre canal de distribution. (2 pts)