

**BTS SERVICES INFORMATIQUES AUX ORGANISATIONS**  
**Sous-épreuve E12- Expression et communication en langue anglaise**  
**Session 2021**

Coefficient 1

Durée maximale de l'épreuve : 20 minutes

Préparation : 20 minutes

**Déroulement de l'épreuve :**

- 1) Expression orale en continu (5 minutes maximum)

Présentation en anglais de l'analyse du dossier

- 2) Expression orale en interaction (15 minutes maximum)

Échange en anglais avec l'examineur à partir de l'analyse du dossier et des réponses apportées au questionnement accompagnant la mise en situation

**L'usage d'un dictionnaire n'est pas autorisé.**

**Composition du dossier du candidat**

<b>Document A</b>	<b>Capture d'écran : Online forum</b>
<b>Document B</b>	<b>Vidéo : New challenges for local stores during Covid-19 (1'00)</b>
<b>Mise en situation et questionnement</b>	

*Ce sujet comporte 3 pages. Il est conseillé au candidat de vérifier que le sujet est complet.*

## Document A



Communities

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# What Is The Best Way To Shop Local Stores Online?

How can one get the full view of what is available to them in their own city online? One would think google, but google does not seem to do justice since it will most likely refer to big box stores and not all the stores in the area that might\* a similar product. So I question is there a better way to find local products online?

6 Answers 130 Views

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All Answers (6)

## Answers (1-6)



Chandra Cureton from IridiumITI  
Answered on Feb 27th, 2017

The backwards answer to "How can I see what's available locally?" would be "How can local businesses have a better online presence?".

Local businesses need to (1) Have a website, (2) Have website content that flags (Google) searches, (3) Include appropriate meta tags, (4) Make sure they're listed correctly with online directories, and (5) Sign up with services such as Google My Business.

If one or more of the above is missing (or worse, incorrect or incomplete), online search engines aren't going to find those local businesses or recognize them as local. Big Box stores get referred (most likely) because they work on their online presence.

If a local store isn't willing or able to create a sufficient online presence, the job of making them "visible" is essentially up to local associations & groups who DO have a website and who DO promote local businesses.

## Join Your Local Business Network

Connect & get quality referrals from Small Business Owners

Enter your email address

JOIN NOW - IT'S FREE

By submitting, you acknowledge you have read and agree to the [Alignable terms of use](#).

## Featured Questions

Hand-To-Hand Combat On Main St.?  
The Many Benefits Of Working With Vets

Boom Or Bust? How'd 2019 Turn Out?

How do you handle taking time off for yourself?

## Popular topics

- Alignable
- Business Operations
- Business Planning
- Communications
- Computers & Apps
- Coronavirus
- Customer Success
- Emergency Response
- Fundraising
- Hiring
- Legal & Insurance

\* The verb "sell" is missing in the original document.

## **Document B**

### **New challenges from local stores during Covid-19 (1'00)**

Eyewitness News WTVO WQRF 23 March 2020

#### **MISE EN SITUATION**

You are an IT technician. The owner of a local toy store in a small town asks you to help her develop her online activities.

#### **QUESTIONNEMENT**

- How can you set up a business website?
- How can you make sure online payment is safe for the customers and the store owner?
- What are the risks of e-commerce?