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'examinateur à partir de l'analyse du dossier et des réponses apportées au questionnement accompagnant la mise en situation

L'usage d'un dictionnaire <u>n'est pas</u> autorisé.

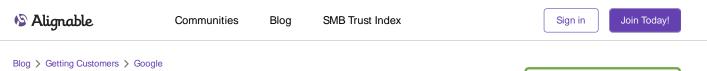
Composition du dossier du candidat

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

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

DOSSIER DU CANDIDAT : E-Commerce

Document A



What Is The Best Way To Shop Local Stores Online?

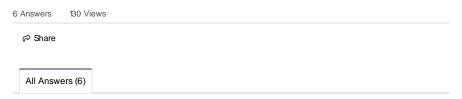
Department Store

Marketing

Retail

Show more

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?



Answers (1-6)



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.



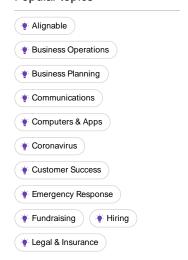
Featured Questions

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

Boom Or Bust? How'd 2019 Turn Out?

How do you handle taking time off for yourself?

Popular topics



^{*} The verb "sell" is missing in the original document.

Document B

| New challenges from local store | es 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?