



# BTS

## ANGLAIS

SESSION 2005

Durée : 2 heures

Management des unités commerciales		Coefficient : 1,5
Assurance		Coefficient : 1
Banque		Coefficient : 1
Communication des entreprises		Coefficient : 1
Professions immobilières		Coefficient : 1

*Dictionnaire bilingue autorisé*

***Calculatrice interdite***



## HR MANAGERS TACKLE ISSUE OF PROPER DRESS

- 5 Ties and suits have been replaced by the new business casual dress style at many North Carolina companies. While the change has been attributed to helping break down workplace barriers and fostering creativity, it can be challenging for companies seeking to maintain a professional appearance. That challenge has placed more demands on human resource departments to define what is - and is not - allowed in the modern workplace. "The image of the person must be in touch with the image of the entire company," says the vice president of human resources with SpectraSite Communications. "Each company has a different environment and the dress codes must be customized to fit that setting."
- 10 The relaxing of office dress standards seemed to coincide with the explosion of computer companies in the 1980s. Creativity and originality were more valued among young computer designers than were three-piece suits. The founding of the dot-com companies further promoted the idea of casual dress for creative thinking. Many companies have eliminated coats, ties and suits, but reject blue jeans and T-shirts.
- 15 Some started allowing casual dress on Fridays and then slowly let it creep into the rest of the work week.
- 20 Giving up formal business dress has been favourably linked with employee performance and the elimination of some barriers among various levels of employees. If people dress the same in companies, there tends to be better communication among the different ranks of employees.
- A manager loosened the dress code at his company, aiming at improving business relationships with clients. "The dress codes of most of our customers have changed to a more casual style," he says. "I felt wearing a tie was actually creating barriers between us and our customers."
- 25 Most companies rely on their employees' good judgment to dress appropriately for a sales call or meeting, although human resource directors agree that sometimes, especially in the summer, employees can push business casual too far.
- 30 As more college students enter the workplace, more companies are also having to deal with the recent fad for tattoos and body piercings. Students are advised to cover tattoos and remove jewelry besides women's earrings, before going to a job interview. Conservative, professional business suits are still the correct interview attire, and female students are encouraged to wear skirts.

Abridged and adapted from The Triangle Business Journal (North Carolina), July 2, 2004



TRAVAIL À FAIRE PAR LE CANDIDAT

**I. COMPREHENSION**

**10 points**

A rédiger en **FRANÇAIS**

Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 180 mots (+ ou - 10%).

Vous indiquerez le nombre de mots utilisés.

Toute présentation sous forme de notes sera pénalisée.

**II. EXPRESSION**

**10 points**

À rédiger en **ANGLAIS**

1.

RANKING OF THE TOP AREAS OF SPENDING IN 1964 & 2004 (IN TODAY'S PRICES)			
1964	£m.	2004	£m.
1. Housing	1,293	1. Housing	100,000
2. Vegetables	533	2. Communication & mobiles	14,879
3. Sugar and sweet products	528	3. Vehicle maintenance & repair	13,653
4. Road transport	393	4. Games, toys & hobbies	13,564
5. Shoes & footwear	343	5. Education	11,104
6. Vehicle maintenance & repair	126	6. Air travel	11,011
7. Education	104	7. Vegetables	8,504
8. Communication & mobiles	102	8. Road transport	7,437

(Data from ONS Consumer Trends, ONS Family Expenditure Survey, ONS Retail Price Index, and the Future Foundation)

Using the information given in the table, analyse the changes in people's spending habits. Draw your conclusions.

(100 words at least)

**AND**

2. *What are your spending habits? Do you think that "doing" is more important than "having"?*

(150 words at least)