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SESSION 2011

UE 12 – ANGLAIS APPLIQUÉ AUX AFFAIRES

Durée de l'épreuve : 3 heures - coefficient : 1

Document autorisé :

Aucun matériel (agendas, calculatrices, traductrices) ni dictionnaire n'est autorisé

Document remis au candidat :

Le sujet comporte 4 pages numérotées de 1/4 à 11/4.

Il vous est demandé de vérifier que le sujet est complet dès sa mise à votre disposition.

Document 1

The Global Benefits of Biofuels

The Globalist | Thursday, June 15, 2006

Biofuels have the potential to truly benefit not only the environment, but developing nations as well.

Of the world's 47 poorest countries 38 are net oil importers and 25 of these import all of their oil. Yet many of these countries have substantial agricultural bases and are well-positioned to grow highly productive energy crops.

The World Bank reports that biofuel industries require about 100 times more workers per unit of energy produced than the fossil fuel industry. The ethanol industry is credited with providing more than 200,000 jobs in the United States and half a million direct jobs in Brazil.

Between 1975 and 1987, ethanol saved Brazil \$10.4 billion in foreign exchange while costing the government \$9 billion in subsidies. Even with subsidies, the economic savings with biofuels from avoided oil imports can be considerable and this investment paid off even more in subsequent years. Studies show that from 1976-2004, Brazil's ethanol production substituted for oil imports worth \$60.7 billion.

In Southeast Asia, Thailand, eager to reduce the cost of oil imports while supporting domestic sugar and cassava growers, has mandated an ambitious 10% ethanol mix in gasoline starting in 2007.

(Abridged)

Document 2

Why Biofuels Help Push Up World Food Prices

TIME | by Bryan Walsh Monday, Feb. 14, 2010

The world is in the grip of a full-blown food crisis. According to the U.N., world food prices hit a record high in January, meaning food is now more expensive than it has ever been in real terms since the U.N. first began tracking the numbers in 1990. Grains, in particular, are more expensive than ever, with corn prices up 53% in 2010, wheat up 47% and rice now at its highest level in more than two years. At a time when much of the global economy is still struggling to bounce back from the crisis of the past few years, high food prices could push millions back into poverty and cause millions more to go hungry. "The impact is really being felt, especially outside the U.S.," says Marie Brill, the senior policy analyst at the antipoverty NGO Action Aid USA.

Less clear is what's actually behind the spike in food prices. Bad weather plays a major role. Rising demand for food especially meat, whose production requires lots of grain and water in the richer parts of the developing world is straining supplies. And then there's ethanol, the production of which sucks up grain and cropland that could be used for food. In America, 40% of the corn crop is currently

diverted to make fuel for cars. "Ethanol uses 4.9 billion bushels of corn in the U.S.," says Lester Brown, president of the Earth Policy institute, an environmental think tank. "That's enough grain to feed 350 million people."

Princeton researcher Tim Searchinger, in a column last week in *The Washington Post*, argued that biofuels are contributing to the food crisis. He noted that biofuels — both corn-based ethanol in the U.S. and biodiesel, which depends on palm oil, elsewhere — now consume more than 6.5% of the world's grain and 8% of its vegetable oil. That's up from 2% and virtually nothing in 2004. In a tight world food market, tightened by bad weather, that diversion of grain and oil makes a difference for food prices, especially in developing countries where a rise in the price of staples is passed directly to consumers.

The world will have 219,000 more mouths to feed tomorrow, and another 219,000 the next day. We'd be wise to use our food for food, not for fuel.

(abridged)

Document 3

Are biofuels part of the solution to global warming, or are they a new problem?

*The Guardian*¹ by Judith Kneen, Tuesday, July 15, 2008

Are biofuels the promised *wonderfuel*, or a global disaster? They were embraced enthusiastically by western governments looking for a viable alternative to fossil fuels. Companies have ploughed headlong into turning land over to biofuel crops. The problem is that land once farmed to feed people now feeds our cars, leading to food shortages and soaring food prices.

Biofuels are a worldwide commodity: sugar cane and maize from the Americas; biodiesel, rapeseed and sugar beet from Europe; palm oil from south-east Asia.

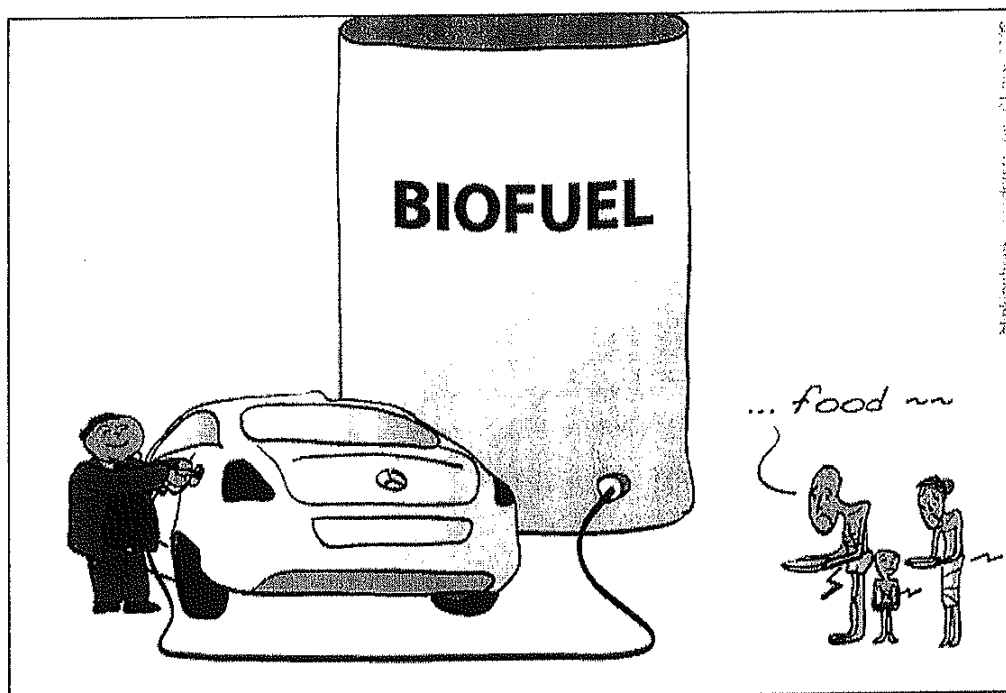
The UK, like other governments, is taking biofuels very seriously. The introduction of the Renewable Transport Fuel Obligation (RTFO) in April means that petrol and diesel should now contain at least 2.5% biofuel, rising to 5% by 2010. The US, with a view to reducing its dependence on other oil-producing countries has a target of replacing 75% of oil imports with biofuel by 2025.

The world leader in biofuel motoring is Brazil, where all the cars run on ethanol or an ethanol mix.

Biofuels are theoretically carbon neutral, as the carbon released by burning them is balanced by the carbon absorbed by plant growth. However, there is considerable alarm about the sudden rise in biofuel production, including the environmental costs of land clearance for growing biofuel crops. The overriding concern, however, is that using land normally used for food production has led to food shortages and high food prices. A recent World Bank report estimates that prices have soared by 75% – far higher than anticipated, and a rate that has forced 100 million people across the world into poverty.

(Abridged)

Document 4



www.wordpress.com

TRAVAIL À FAIRE

Le dossier qui vous est proposé comporte 4 documents :

- **Document 1** : un article du *Globalist* du 15 juin 2006, intitulé *The Global Benefits of Biofuels*
- **Document 2**: un article de *TIME*, du 14 février 2010, intitulé *Why Biofuels Help Push Up World Food Prices*
- **Document 3**: un article du *Guardian*, du 15 juillet 2008, intitulé *Are biofuels part of the solution to global warming, or are they a new problem?*
- **Document 4** : un dessin humoristique publié le 1er mai 2008 sur le site www.wordpress.com

1- COMPRÉHENSION (10 points)

En vous appuyant sur les documents fournis, vous rédigez en français une note de 250 mots, +/- 10 %, qui mettra en évidence les avantages et inconvénients liés à l'utilisation des biocarburants.

Vous indiquerez le nombre de mots que vous aurez utilisés.

II- EXPRESSION EN LANGUE ANGLAISE (10 points)

1. To which extent can we say that the Americans are ready to reduce their oil consumption?
 Answer the question with a detailed analysis of the cartoon.

150 words, +/- 10 %, indicate the number of words

Cartoon by Kal, from the print edition of *The Economist*, June 17, 2010



2. Document professionnel à rédiger en anglais :

Vous êtes Nora White 1 John White et vous dirigez une entreprise de services. Dans le cadre de la politique de développement durable de votre entreprise, vous rédigez un courriel adressé à vos collaborateurs et votre personnel, leur demandant de limiter les gaspillages au sein de la société (impression des documents, utilisation des fournitures, etc.). Vous soulignez l'ensemble des avantages d'une telle pratique pour l'entreprise.

150 mots, +/- 10%. Indiquez le nombre de mots

PROPOSITION DE CORRIGE

COMPRÉHENSION

Le corpus est composé de trois textes et d'un dessin humoristique : The Global Benefits of Biofuels publié dans The Globalist le 15 juin 2006, Why Biofuels help push up fuel prices écrit par B Walsh et publié dans Time en février 2004, Are Biofuels a Solution to Global Warming, or are they a new problem écrit par Judith Green en juillet 2008 dans The Guardian. Le dessin est paru sur internet : ww.wordpress.com.

Le premier article datant de 2006 met en évidence les avantages des biocarburants, alors que les textes datant de 2008 et 2010 mettent en relief les inconvénients de ce qui avaient été considéré la panacée. Le dessin souligne le paradoxe de l'utilisation des biocarburants pendant que des millions de gens manquent de nourriture.

De nombreux pays importateurs de pétrole tels les USA et les pays en voie de développement se sont tournés vers les biocarburants pour réduire leur facture de pétrole.

Pour réduire leur dépendance vis à vis des pays producteurs de pétrole, les USA projette de remplacer 75% des importations par des biocarburants d'ici 2025, au Royaume Uni, l'essence contient 5% de biocarburants et au Brésil, leader mondial, toutes les voitures fonctionnent soit à l'éthanol pur, soit avec un mélange. Même si cette production est subventionnée par le gouvernement, les économies dépassent le montant des subventions. Outre l'avantage financier, le développement des biocarburants génère plus d'emplois que les énergies fossiles. Cette culture profite aux pays en voie de développement car ils ont un potentiel agricole élevé. De plus, certaines productions telles le sucre et le manioc en Thaïlande ont été relancées. Le biocarburant est une marchandise mondiale issue de diverses cultures selon les pays.

Un argument écologique est également mis en avant, ils ne contribueraient pas au réchauffement planétaire. En effet, le rejet de CO₂ des biocarburants serait absorbé par les plantes cultivées pour la fabrication de ces mêmes carburants.

Cependant, ce qui paraissait comporter beaucoup d'avantages en 2006 a contribué à la crise alimentaire mondiale de 2010 qui pourrait plonger des millions de gens dans la pauvreté surtout en dehors des USA. Premièrement, l'éthanol est très gourmand en terres arables qui pourraient être utilisées pour la production de céréales. Les biocarburants utilisent 6.5% des céréales mondiales et 8 % de l'huile végétale. Deuxièmement, le détournement des céréales pour les biocarburants a contribué à une pénurie de nourriture et donc à la flambée des prix. A cette cause, s'ajoutent l'augmentation de la demande, surtout en viande et le mauvais temps.

Il serait préférable de nourrir une population croissante, surtout dans les pays en voie de développement et du tiers monde avant de nourrir des voitures énergivores.

Le dernier inconvénient est d'ordre écologique. Il faut pratiquer la déforestation pour planter les céréales destinées aux biocarburants.

En 2006, les biocarburants semblaient comporter beaucoup d'avantages, mais le développement intensif des cultures à cet effet a entraîné des effets pervers culminant en 2010 avec la crise alimentaire mondiale.

EXPRESSION EN LANGUE ANGLAISE

1. To which extent can we say that the Americans are ready to reduce their oil consumption?

Answer the question with a detailed analysis of the cartoon.

In the cartoon drawn by Kal, published in The Economist on June 17, 2010, two characters President Barak Obama and Uncle Sam are discussing the issue of oil addiction. The United Uncle Sam, who embodies the USA is drinking oil from barrel shaped cans. This suggests that to this day, the US remain oil greedy. Big, comfortable gas guzzling cars are part of the longstanding car culture and American dream. During the 1973 and the 1979 oil crisis, the government subsidized oil so that consumers did not have to change their consumption habits so they did not feel the need to save and kept leading an oil squandering lifestyle, cars, air conditioning and so on.

President Obama it is high time America reduced consumption and urges to switch to renewable energies. He has made clean energy one of his paramount causes with his policy of "Win the Future" vision of an economy developed with green technologies, including electric vehicles, wind and solar power, and high-speed trains. Rising fuel prices are convincing people to turn toward alternative sources.

The comic effect comes from the fact that Uncle Sam is all set to follow Obama but first reacts by saying that he is going to get the car which shows that despite good intentions Americans are reluctant and long to change their consumption habits. If America reacts, it could become less reliable on oil producing countries and could contribute to the reduction of CO2 emissions which contribute to global warming. By developing renewable energies it would take the lead and be ready for peak oil and for oil depletion, otherwise it may have to cope with an economic meltdown.

2. Document professionnel à rédiger en anglais :

From: Nora.white@infoservicesector.com
TO: peter.parker@departmeninfoservicesector.t manager.com
CC: staff members@infoservicesector.com
Subject: sustainable management

Dear staff,

As part of our sustainable development I advise you to take every opportunity to stop squandering.

What you can do on a daily basis:

First, you should print only when really needed? Whenever you print, print double sided to limit paper waste. Use paper that has already been written on for draft paper.

Make sure you keep the same pen until it runs out.

You should not leave your computer on standby when you leave the office after work. Turn off the light as soon as you can do without it.

Turn down the heater rather than open the window. Temperature should be regulated at 20 degrees.

Email memos.

The company's new policies:

We are going to invest in solar panels for part of our electricity. Maintenance staff will be given biodegradable cleaning products, and bathroom tissue and paper towels that are made from recycled fibre. Timed thermostats, efficient light bulbs and water-efficient toilets are going to be installed.

So as to cut down travel expenses and reduce our CO emissions most business trips will be replaced by video conferencing.

Advertising, communicating on special offers and events will be done through social networks.

Instead of going to meet customers every time, we urge you to use social networks to reach out to them. Email them.

To cut down our energy consumption, you will be encouraged to telecommute at least once a week.

We are going to set up a computer and recycling paper and packaging program.

The advantages of these measures are of course to contribute to the reduction of green house gas emissions.

By resorting to social media, we will have a closer relationship with our customers.

The savings we make will be re invested in better working conditions.

It will also prove valuable for our corporate brand image to show that we have green practices. An annual report highlighting progress made towards improving environmental performance and may be the best advertisement for us. It will demonstrate our commitment to environmental protection and social responsibility.

Don't forget to bring your own mug to work so as not to use paper cups.

And of course DON'T PRINT THIS!

Nora white
Head manager