

Académie d'Orléans – Tours

EVALUATION SPECIFIQUE POUR L'ATTRIBUTION DE LA MENTION SECTION EUROPEENNE

BACCALAUREAT PROFESSIONNEL SECRETARIAT COMPTABILITE VENTE SERVICES

Session 2009

Epreuve orale

Durée de l'épreuve : **20 minutes**

Préparation : **20 minutes**

A. Première partie : durée 10 minutes, préparation 10 minutes

<p style="text-align: center;">SUJET N°1 Document candidat</p>
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Contacting a prospective client

Situation :

You work as a secretary at Beauchamp Foods Ltd whose head office is located in Glasgow and which is run by Mr Fergus. The company has created a website www.beauchampfoods.com Mrs Bread, a grocery manager filled in an email form in order to be contacted. Mr Fergus asks you to call her so that you can specify her needs and arrange a meeting with her.

Roleplay / You are Mr Fergus's secretary

- Give the call
- Present the products
- Evaluate Mrs Bread's specific needs
- Give an appointment
- Say that prices will be negotiated during the appointment
- End the call

Enclosures :

- Description of the products (annexe 1)
- Mrs Bread's enquiry form sent by e-mail (annexe 2)
- Mr Fergus's memorandum (annexe 3)
- Mr Fergus's planner (annexe 4)

**SUJET N°1
DOCUMENT JURY
CORRIGÉ**

Travail à faire par le candidat

Le candidat travaille chez Beauchamp Foods Ltd dont le siège social est situé à Glasgow. Le membre du jury est Mrs Bread. Le candidat doit appeler Mrs Bread pour l'informer tout d'abord de la bonne réception de sa demande, puis de préciser ses besoins (type de produit, quantité envisagée) et enfin lui fixer un rendez vous avec M. Fergus.

Objectif du sujet proposé :

- exploiter les documents écrits
- émettre un appel téléphonique

On donne :

- descriptif des produits
- imprimé complété par Mrs Bread
- agenda de M. Fergus

On demande au candidat qui prendra le rôle de la secrétaire Miss Mc Bride de :

- saluer
- se présenter
- rappeler l'email
- noter les besoins précis de Mrs Bread
- fixer un rendez vous
- remercier
- saluer

On exige du candidat

- une bonne analyse des documents
- une bonne maîtrise du vocabulaire
- une capacité à mener un entretien téléphonique
- une attitude courtoise et professionnelle

Annexe 1

Products Beauchamp Foods Ltd



Beauchamp Foods is building a range of top quality long life continental bread products, under our 'Le Français', 'Beauchamp' and 'Baton Rouge' brands. These products are highly competitive, in terms of quality, price and shelf life ⁽¹⁾, with any other continental bread range on the UK market. Our current range of products is as follows :

(1) Shelf life : Date limite de consommation

Product	Shelf Life	Case Size	Barcode
Part Baked Bread			
2 pack Baguettes (Twin Baguettes)	12 weeks	16 x 300g	5038562000201
4 pack Petits Pains	12 weeks	16 x 300g	5038562000225
Ready Baked Bread			
4 pack Butter Croissants	12 weeks	12 x 175g	5038562990038
4 pack Pains au Chocolat	12 weeks	12 x 180g	5038562990045
1 pack Butter Brioche Loaves	40 days	7 x 300g	5038562000416

Product	Shelf Life	Case Size	Barcode
Ready Baked Bread			
6 pack Burger Buns (sesame seeds)	12 weeks	16 x 330g	5038562000447
6 pack Burger Buns (plain)	12 weeks	16 x 315g	5038562000430
4 pack Hot Dog Rolls	12 weeks	16 x 240g	5038562000454
Product	Shelf Life	Case Size	Barcode
Part Baked Bread			
Ciabatta Loaf (with Olive Oil)	10 weeks	10 x 250g	5038562000379
4 pack Ciabatta Rolls (with Olive Oil)	10 weeks	10 x 250g	5038562000362
Chilled Part Baked Bread			

Garlic Baguette (with Garlic and Herb Butter)	40 days	12 x 175g	5038562000355
Ready Baked Bread			
4 pack Butter Croissants	12 weeks	18 x 160g	5038562000386
4 pack Pains au Chocolat	12 weeks	18 x 180g	5038562000393
Ready Baked Bread			
6 pack Burger Buns (sesame seeds)	12 weeks	16 x 330g	5038562000447
6 pack Burger Buns (plain)	12 weeks	16 x 315g	5038562000430
4 pack Hot Dog Rolls	12 weeks	16 x 240g	5038562000454

Please note – all shelf lives are from date of manufacture, we guarantee 75% of shelf life on delivery. Delivery within 7-10 working days.

Prices and delivery will be negotiated during the meeting with our manager Mr Fergus.

Annexe 2

Enquiry form sent by mail



Name:	Mrs Bread	
Company:	Glasgow Grocery Express	
Position:	Manager	
Address:	1891 Wert Faulkner Hwy, Glasgow	
Postcode:	VA 24555	
Tel:	540-258-1818	
Fax:	540-258-1822	
Email:	www.glasgowgroceryexpress@hotmail.uk	
Product(s) interested in:	Le Francais - Part baked bread	20
	Le Francais - Ready baked bread	35
	Beauchamp - Part baked bread	48
	Beauchamp - Chilled part baked bread	50
	Beauchamp - Ready baked bread	63
Other comments	<p>When and how are prices negotiated? I would like my products to be delivered as quickly as possible.</p>	

Annexe 3

MÉ MORANDUM

TO : MISS JENNY MAC BRIDE
FROM : M. FERGUS
SUBJECT : APPOINTMENTS
DATE : 20/05/2011

Please remind the future clients that during the meeting, there will be :

Presenting and tasting of the products

Negotiating prices and discounts, delivery and payment conditions

Samples will be given to the clients.

Don't forget I have lunch from 12 a.m. to 1 p.m.

Thank you

Mr Fergus