

BACCALAURÉAT TECHNOLOGIQUE

SESSION 2012

ANGLAIS LV1

Série(s) : ST2S, STI, STL

Durée de l'épreuve : 2 heures - Coefficient : 2

Série(s) : STG

Durée de l'épreuve : 2 heures - Coefficient : 2

spécialité Gestion des Systèmes d'Information

Durée de l'épreuve : 2 heures - Coefficient : 3

spécialité Mercatique

spécialité Comptabilité & Finances d'Entreprise

spécialité Communication et Gestion des Ressources Humaines

L'usage des calculatrices et de tout dictionnaire est interdit.

Barème appliqué pour la correction.

	<i>Séries(s) : STI, STL</i>	<i>Séries(s) : STG, ST2S</i>
<i>Compréhension du texte</i>	<i>12 points</i>	<i>10 points</i>
<i>Expression personnelle</i>	<i>8 points</i>	<i>10 points</i>

Dès que le sujet est remis, assurez-vous qu'il est complet.

Ce sujet comporte 3 pages numérotées de 1/3 à 3/3.

By the summer of 2004, I¹ was in Colorado on vacation. I had heard about this new low-fare airline called JetBlue, which was launched in 1999. I had no idea where they operated, but I needed to fly between Washington and Atlanta, and couldn't quite get the times I wanted, so I decided to call JetBlue and see where exactly they flew. I confess I did have another motive. I

5 had heard that JetBlue had outsourced its entire reservation system to housewives in Utah, and I wanted to check this out. So I dialed JetBlue reservations and had the following conversation with the agent:

"Hello, this is Dolly. Can I help you?" answered a grandmotherly voice.

"Yes, I would like to fly from Washington to Atlanta," I said. "Do you fly that route?"

10 "No, I'm sorry we don't. We fly from Washington to Ft. Lauderdale," said Dolly.

"How about Washington to New York City?" I asked.

"I'm sorry, we don't fly that route. We do fly from Washington to Oakland and Long Beach," said Dolly.

15 "Say, can I ask you something? Are you really at home? I read that JetBlue agents just work at home."

"Yes, I am," said Dolly in the most cheerful voice. (I later confirmed with JetBlue that her full name is Dolly Baker.) "I am sitting in my office upstairs in my house, looking out the window at a beautiful sunny day. Just five minutes ago someone called and asked me that same question and I told them and they said, 'Good, I thought you were going to tell me you were in New

20 Delhi.'"

"Where do you live?" I asked.

"Salt Lake City, Utah," said Dolly. "We have a two-story home, and I love working here, especially in the winter when the snow is swirling and I am up here in the office at home."

"How do you get such a job?" I asked.

25 "You know, they don't advertise," said Dolly in the sweetest possible voice. "It's all by word of mouth. I worked for the state government and I retired, and [after a little while] I thought I have to do something else and I just love it."

30 David Neeleman, the founder of JetBlue Airways Corp., has a name for all this. He calls it "homesourcing." JetBlue now has four hundred reservation agents, like Dolly, working at home in the Salt Lake City area, taking reservations – in between babysitting, exercising, writing novels, and cooking dinner.

Thomas L. Friedman, *The World is Flat*, Penguin Books, copyright 2005-2006

¹ « I » is Thomas Friedman.

I. COMPREHENSION

1. How many people are mentioned in the text? Give their names and occupations when possible.
2. Where did the author want to fly from?
3. What company did he want to fly?
4. What is specific to this airline company? Are the following statements right or wrong? Justify ALL your answers by quoting from the text:
 - a. They offer cheap flights.
 - b. They fly between all cities in the United States.
 - c. Their employees are all young.
 - d. They publish their job offers in *The New York Times*.
5. Where is the lady when she answers the narrator's phone call? Quote from the text.
6. What other activities can Dolly have in between calls?
7. Why do you think some customers expected the reservation platform to be located in New Delhi?

II. EXPRESSION

Vous traiterez les DEUX sujets.

1. You are an advertiser. JetBlue Airways asks you to write a brochure to promote their company. (80 words)

ET

2. Is it always pleasant to work at home? Use ideas from the text and yours to give your opinion. (120 words)