

Conception : BANQUE IENA

Brest Business School – BSB Burgundy School of Business - EM Normandie
ESC Clermont – ICN ARTEM Business School – INSEEC School of Business and Economics –
Institut Mines-Télécom Business School - ISC Paris Grande École –
ISG International Business School – La Rochelle Business School - Montpellier Business School –
South Champagne Business School

OPTIONS : SCIENTIFIQUE, ÉCONOMIQUE, TECHNOLOGIQUE et LITTÉRAIRE

PREMIÈRE LANGUE

Jeudi 7 mai 2020, de 8 h. à 12 h.

ALLEMAND – ANGLAIS – ARABE – ESPAGNOL – ITALIEN – PORTUGAIS - RUSSE

Durée : 4 heures

(La note sur 80 sera divisée par 4 pour obtenir la note sur 20).

N.B. :

Les candidats ne sont pas autorisés à modifier le choix, effectué lors de l'inscription, de la première langue dans laquelle ils doivent composer.

Aucun document n'est autorisé ; l'utilisation de toute calculatrice ou de tout matériel électronique est interdite.

Si au cours de l'épreuve, un candidat repère ce qui lui semble être une erreur d'énoncé, il la signalera sur sa copie et poursuivra en expliquant les raisons des initiatives qu'il sera amené à prendre.

How Amazon Wove Itself Into the Life of an American City

Another big Prime Air 767 takes off from Baltimore-Washington International Airport — where Amazon's shipping last year eclipsed that of FedEx and U.P.S. put together — and wheels above the old industrial city. Below, the online giant seems to touch every niche of the economy, its ubiquity and range breathtaking.

To the city's southeast stand two mammoth Amazon warehouses, built with heavy government subsidies, operating on the sites of shuttered General Motors and Bethlehem Steel plants. Computers monitor workers during grueling 10-hour shifts, identifying slow performers for firing. Those on the floor earn \$15.40 to \$18 an hour, less than half of what their unionized predecessors made. But in Baltimore's postindustrial economy, the jobs are in demand.

Near the Inner Harbor are the side-by-side stadiums of the Ravens and the Orioles, where every move on the field is streamed to Amazon Web Services for analysis using artificial intelligence. Football players have a chip in each shoulder pad and baseball players are tracked by radar, producing flashy graphics for television and arcane stats for coaches. Up in northwest Baltimore, a pastor has found funding to install Amazon Ring video cameras on homes in a high-crime neighborhood. Privacy advocates express alarm at proliferating surveillance; footage of suspects can be shared with the police at a click. But the number of interested residents has already outstripped the number of cameras available. In City Hall downtown and at Johns Hopkins University a few miles away, procurement officers have begun buying from local suppliers via Amazon Business — and even starred in a national marketing video for the company.

Buyers say the convenience more than justifies interposing a Seattle-based corporation between their institutions and nearby businesses. Critics denounce the retail giant's incursion into long-established relationships. It is a very Amazon dispute. [...] Amazon's presence shows how the many-armed titan may now reach into Americans' daily lives in more ways than any corporation in history. If antitrust investigators want to sample Amazon's impact on the ground, they could well take a look here. Anirban Basu, a Baltimore economist who has studied the region for years, is skeptical of apocalyptic claims about Amazon, saying Sears and Walmart were both once seen as all-powerful. But he called Amazon a "profit-margin killer" and said it should be scrutinized, particularly because technological trends that include artificial intelligence, driverless trucks, drones and new payment systems all play to its advantage. "All these things are a threat to other industries," Mr. Basu said. "But they're all good for Amazon. As powerful as it is, Amazon is set to be much more powerful."

Ken Knight has felt Amazon's long reach. He plans to close his 152-year-old Baltimore houseware and hardware store, Stebbins Anderson, at the end of the year. He pins most of the blame on Amazon. "It's put me out of business," said Mr. Knight, 70, who had hoped to pass the business to his son. Mr. Knight is especially aggrieved by government subsidies to the company in the name of job creation; he will be laying off 40 employees.

Amazon insists, in an argument it is likely to use in antitrust proceedings, that its market power is nothing like what people imagine. Yes, it accounts for 40 to 50 percent of online retail in the United States — but that is only four to five percent of total retail. (Walmart's revenue is still twice that of Amazon, though Amazon's total value on the stock market is the fourth largest among American companies, more than double Walmart's.) And while Amazon may sell nearly half of cloud-computing services, it points out that the cloud makes up a small fraction of information technology spending. [...]

Baltimore offers in microcosm the contentious issues that Amazon's conduct has raised nationally: the erosion of brick-and-mortar retail. Modestly paid warehouse work and the looming job destroyer of automation. An aggressive foray into government and institutional procurement, driving local suppliers to partner with Amazon or face decline. A swift expansion in air cargo, challenging FedEx and U.P.S. The neighborhood spread of video and audio surveillance. And the steady conquest of the computing infrastructure that underlies commerce, government and communications, something like an electric utility — except without the regulation imposed on utilities.

Scott Shane, *The New York Times*, November 30, 2019

I. VERSION (sur 20 points)

Traduire le titre, puis à partir de "Near the Inner Harbor..." jusqu'à "... for the company."

(de la ligne 8 à la ligne 16)

II. QUESTIONS (sur 40 points)

1. Question de compréhension du texte

According to the journalist, what effect does Amazon have on the daily lives of Baltimore's inhabitants?

(180 mots, $\pm 10\%$ sur 20 points)

2. Question d'expression personnelle

Do you think that the negative perception of large companies like Amazon is justified, or is such criticism exaggerated? Illustrate your answer with relevant examples.

(300 mots, $\pm 10\%$ sur 20 points)

** Le non-respect de ces normes sera sanctionné. (Indiquer le nombre de mots utilisés.)*

III. THEME (sur 20 points)

La faillite du Britannique Thomas Cook s'annonce comme un feuilleton mondial, un effet domino massif retransmis en direct sur toutes les chaînes d'info, sur tous les sites internet. Il faut dire que le choc est gigantesque en ce qu'il frappe une activité pionnière de la mondialisation, le voyage [...]. Ce coup d'arrêt brutal, où se mêlent Brexit et actionnaire chinois, fournit déjà tous les ingrédients d'un feuilleton planétaire. Le suspense en plus, avec le défi logistique de rapatrier 600 000 touristes bloqués aux quatre coins du monde. Incapable de réunir les 200 millions de livres qui lui aurait permis de survivre malgré une perte abyssale de 1,5 milliard de livres, le voyageur britannique, né en 1841, lâché par ses actionnaires et - dit-on - par un Boris Johnson qui aurait refusé de lever le petit doigt, s'éteint donc, précipitant 21 000 employés au chômage et 544 agences vers la fermeture.

D'après *Les Echos*, 23 septembre 2019