

OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY
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FRENCH - **FR356**

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Time allowed: **3 hours**.

Répondre en français à toutes les questions:

A. Traduire les phrases suivantes en français : (100)

1. Duty free shopping no longer exists in airports and ferry terminals for travel within E.U. member states and prices are now fully inclusive of VAT. Countries forming part of a common economic area must levy uniform taxes on consumer goods such as alcohol and tobacco. The duty free allowance of those travelling to other countries is unaffected. This decision took effect in July '99.
2. To determine the wealth of a country, one looks to the GNP, the balance of payments and the balance of trade among other factors. A country is considered as doing well when it has a trade surplus and as being in difficulties when it has a trade deficit. Policies such as protectionism or free trade are pursued depending on the economic climate that prevails.
3. Ireland became the ninth member of the E.E.C. as it was then known when its citizens ratified the Treaty of Rome by referendum in 1973. As such, Irish people are also E.U. nationals and can rely on the guarantees of the freedom of movement of persons, goods and services throughout the Communities. The enlargement of the EU is a very topical issue at the moment.
4. "Euroland" or "Euro Zone" is the name given to the countries that adopted the single currency in 1999. Only those countries fulfilling the criteria laid down in the Treaty on European Union were considered. Growth, inflation and public spending were the crucial issues. Greece failed to be accepted. The U.K. opted out. The notes and coins will come into circulation in January of next year.
5. Trade shows, trade fairs and exhibitions of all sorts are very important events in the marketing of a product. They allow for face-to-face meetings with potential customers, and the opportunity to see what competitors are doing. One can display one's entire range of products and promote them by offering free samples or trials.

B. Traiter de l'un des sujets suivants: (100)

- i. Discuter du rôle que joue le marketing dans la commercialisation d'un nouveau produit. Présentez quelques-uns des concepts de base.

ou

- ii. Discuter de l'importance des rapports commerciaux d'un pays avec ses voisins en vous appuyant sur l'exemple de l'Irlande et de la France. Y-a-t-il un certain nombre de mots clés dont on ne pourrait pas se passer dans une telle discussion?

C. Répondre à l'une des questions suivantes: (100)

- i. Un budget est la façon dont on gère son argent. Comment le Ministre des Finances gère-t-il les finances de l'État? D'où vient l'argent et où va-t-il ?

ou

- ii. L'Irlande s'est fait reprocher la gestion de ses affaires économiques récemment par la Commission européenne. Est-ce que l'Irlande devrait se poser des questions au sujet de son appartenance à l'Europe? Qu'est-ce qu'elle y gagne et qu'est-ce qu'elle y perd? Êtes-vous eurosceptique ou non?