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OLLSCOIL NA hÉIREANN, GAILLIMH
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FOURTH COMMERCE EXAMINATION
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PAPER II
FRENCH - FR356

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Time allowed: 3 hours.

Répondre en français à toutes les questions.

I. Traduire les phrases suivantes en français: (50)

- 1) The Common Agricultural Policy is currently being examined by the Commission. Overproduction and supply exceeding demand mean that farm prices have collapsed. The system of grants, which is a form of unemployment benefit in disguise, is costing the taxpayer a lot of money.
- 2) The euro came into effect in the eleven participating countries on the 1st of January 1999. In three years time, all countries meeting the criteria laid down by the Maastricht Treaty will exchange their own national currencies. Two euros are worth one pound fifty.
- 3) The decision to abolish Duty-free sales was taken 8 years ago. From June onwards, duty-free shops in airports will no longer exist. Duty-free allowances and customs duties will disappear. Spot checks will still be permitted for security reasons. Ireland is against this decision.
- 4) John Costello launched his new collection of sportswear on the French market recently. The Havas agency took care of the advertising campaign. 30 second ads on the radio and television highlighted the quality and good value for money of the entire range in comparison with the competitors.
- 5) As Irish citizens, we are also regarded as E.U. nationals. The right to the freedom of movement of persons, goods and services is guaranteed under the legislation. Theoretically therefore we do not require a passport to visit another E.U. country. A valid piece of identification such as a birth cert or a drivers licence should suffice.

II. Donner une courte définition de 10 des termes ou sigles suivants: (50)

le troc; la mondialisation; C.S.G; un agent de publicité; l'ALENA; la T.V.A;
I.R.P.P; Euroland; le protectionnisme; la CECA; un référendum; un douanier;
l'AGETAC; la zone franc; le travail au noir; une foire; D.S.K. un Salon.

III. Commenter deux des sujets suivants au choix en 250 mots environ: (2 x 50)

- 1) Les grandes dates de la construction européenne.
- 2) La France et le commerce extérieur: les défis à relever face à la mondialisation et au développement de l'U.E.
- 3) Le Marketing et la Publicité: les serviteurs de la société de consommation?
- 4) Le rôle des Impôts dans le financement de l'Etat.