

UNIVERSITE DE NANTES

ANNEE : 2002-2003

UNITES D'ENSEIGNEMENT ET DE RECHERCHE
DE LETTRES ET SCIENCES HUMAINES

SESSION 1 - 1er s.

DATE : 22/01/2003

HEURE : 10h30

SALLE : Beauv. 5.

DUREE : 2 heures

DIPLOME DEUG ANNEE 1 CYCLE 1
DEPARTEMENT des Langues Etrangères Appliquées
INTITULE DE L'EPREUVE : UE 11
Pratique de la Langue

NOM DU PROFESSEUR RESPONSABLE : ARLEO 2 gres COUZIC 1 gre
OBSERVATIONS DU PROFESSEUR : CROIZIER 1 gre HERVOCHE 3 gres
LE GOFF 1 gre METTOUCHI 1 gre
NARCY-COMBES 1 gre TUSQUES-VENISSE 1 gre ZBIKOWSKI 1 gre

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In the 1950s a New York manufacturer of an ice cream brand called **Ciro's** decided to extend its distribution from ice cream parlours to supermarkets. Reuben Mattus had spotted that rising affluence plus freezer ownership encouraged consumers to buy ice cream all year round. Not surprisingly, this distribution strategy was soon imitated by larger rivals. They were able to offer incentive deals to the retailers that Mattus could not match, so sales of **Ciro's** slipped back.

§ 1

Thwarted by his competitors, Mattus decided to try a different approach. Using fresh cream, all natural ingredients and with less air pumped into the mix, he produced an ice cream with a finer flavour and texture. To distinguish it from other ice creams, he gave his new product a Scandinavian sounding name and packed it into pint pots instead of the usual 2 litre packs. In 1961 the first Häagen-Dazs ice cream was sold in New York delicatessens.

§ 2

With its high ingredients' cost and small-scale production, the price of Häagen-Dazs had to be high to be profitable. This was off-putting to shopkeepers, who feared that customers would not buy it. So Mattus visited shops personally, giving staff a taste of the product and promising to buy back any product that did not sell. By removing the shops' financial risk, gaining distribution became more possible. Slowly but steadily Häagen-Dazs spread to New York grocers, then supermarkets and later to national store chains.

§ 3

Without the desire or the finance to promote the product through advertising, Mattus relied upon word of mouth to generate customer demand. Fortunately, Häagen-Dazs customers loved talking about the product. By the mid-1970s the ice cream's popularity was such that remaining **Ciro's** ice cream products were phased out to turn the production capacity over to Häagen-Dazs. Mattus developed the theme 'Dedicated To Perfection' as a focus of staff training, materials and production control. He was determined that growth would not be at the expense of the product quality that he discovered and found in 1961.

§ 4

At the same time Mattus's daughter came up with the idea of creating a 'dipping store' in which vanilla ice cream bars were hand-dipped in melted milk or plain chocolate to create a hand-made choc ice. From this 250 Häagen-Dazs stores were developed in America, each offering an opportunity for people to sell the products they could then buy from supermarkets.

§ 5

§ 6 By the early 1980s Häagen-Dazs had become established as *the* super-premium ice cream throughout America. In 1983 the company **E** off to the Pillsbury Company, with a condition of sale being that the company's quality standards would always be maintained. Pillsbury, the multi-national owners of Burger King, were looking to develop Häagen-Dazs internationally. In 1984, after signing an agreement for it to be manufactured in Japan, Häagen-Dazs grew to become that country's best selling super-premium ice cream.

§ 7 Three years later, with sales levelling off in America, Pillsbury started to look seriously at the European market. Little progress had been made by 1989, however, when Pillsbury was itself bought up by the British company Grand Metropolitan. The American firm with the Scandinavian sounding name was now British owned, and was soon to launch its product in Britain.

§ 8 Meanwhile, by 1992 American sales were slipping under pressure from a strong competitor. Ben and Jerry's produced high quality ice cream at high prices, but differentiated itself from Häagen-Dazs by containing bigger chunks of chocolate, almonds or toffee. It also had a livelier image, as epitomised by the name of one of its flavours, Cherry Garcia. Häagen-Dazs responded to Ben and Jerry's success by introducing comparable products within a new range called Exträas. This revitalised Häagen-Dazs sales. For thirty years, the company's dedication to perfection had been enough to succeed; modern markets might require still more.

Sources: *The Financial Times*; Häagen-Dazs UK Ltd.

A/ COMPREHENSION

/ 10 2/ Find a title for the article (2 points)

Häagen-Dazs: dedicated to perfection (titre original pour information)

1 J
2 H
3 C
4 A
5 D
6 F
7 I
8 E

4	- a. Quality first
	- b. A powerful advertising campaign
3	- c. Getting off the ground
5	- d. Tasting samples at small stores
8	- e. Coping with the competition
6	- f. Going abroad
	- g. Brand-stretching
2	- h. Birth of Häagen Dazs ice-cream
7	- i. Tapping the Old World market
1	- j. A carefully tailored distribution strategy

B/ Use of English (10 pts.)

- brand _____
- competitors _____
- demand _____
- purchasing _____
- sample _____

- A. blow / blown
B. give / gave
C. refuse / would refuse
D. seek / had sought
E. sell / was sold

C/ Building Vocabulary (10 pts.)

Complete the chart below. N/A means "not applicable".

	Verb	Noun	Adjective	Adverb
Example:			global	
Answer:	globalise	globalisation	global	globally
1.	PRODUCE	product	PRODUCTIVE	PRODUCTIVELY
2.	PROFIT (FROM/BY)	PROFIT	profitable	PROFITABLY
3.	promote	PROMOTION	PROMOTIONAL	N/A
4.	rely	RELIABILITY/ RELIANCE	RELIABLE	RELIABLY
5.	succeed	SUCCESS	SUCCESSFUL	SUCCESSFULLY
6.	PROGRESS	progress	PROGRESSIVE	PROGRESSIVELY
7.	COMPARE	COMPARISON	comparable	COMPARABLY <i>comparatively</i>
8.	CONSUME	consumer	CONSUMING/ CONSUMER	N/A
9.	create	CREATION/ CREATIVITY	CREATIVE	CREATIVELY
10.	PERFECT	perfection	PERFECT	PERFECTLY

NB to correctors: To avoid dealing with 1/3 pts. we agreed that where there are three slots, we will proceed as follows. One correct answer out of three = 1/2 pt. Two correct answers out of three = 1/2 pt. Three correct answers out of three = 1pt

D/ WRITING (30 points)

As chief buyer for a famous chain of supermarkets you intend to diversify your range of ice-cream and make an up-market move: write to Pillsbury in order to inquire about Häagen Dazs.

Pillsbury UK Ltd
3, Oak Street
London SW19 5BX

Intermarché
Michel Durand
8, rue de la Paix
75002 Paris
Tel : 01 24 36 76 14
E-mail : michel.durand@free.fr

Paris, January 20th 2003
22nd

Dear Sirs,

As chief buyer for a French chain of supermarkets, I am writing to inquire about Häagen Dazs ice-cream.

We intend to diversify our range of ice-cream for next summer and make an up-market move. Our ice cream sales are levelling off and research into the public needs has recently shown that high quality and new flavours ranked higher than low prices.

Häagen-Dazs's quality standards are known all over the world and we are interested in your new range of products called "Extradas". Therefore we would be grateful if you could send us samples of different flavours in that new range as well as your 2003 catalogue and price list.

Could you also send us details on the shipping costs, delivery terms and discounts you are prepared to give for large orders?

I (am) looking forward to hearing from you very soon.

Yours faithfully,

Michel Durand
Chief buyer



Items	Présence à l'emplacement correct	Correction de l'expression
En tête/ adresse et raison sociale de l'expéditeur	0,5	0,5
Nom et adresse de Pillsbury	0,5	0,5
Salutation	0,5	0,5
Formule de politesse	0,5	0,5
Date	0,5	0,5
Signature/ titre	0,5	0,5

Style

1 0

- une idée par paragraphe OUI / NON
- concision OUI/NON
- Ordre logique des paragraphes OUI/ NON
- Pertinence des points abordés OUI/ NON

Contenu : 10 points

Items	présents
Premier paragraphe	
Présentation de l'auteur et de l'entreprise	2
Objet de la lettre	2
Développement	
A/Demande d'information : (ex : catalogues, tarifs, échantillons)	2
B/Questions (ex : mode de paiement, remises, expédition.)	2
Conclusion : (ex : capacité à établir une relation commerciale)	2

Langue 10 points

- Capacité à utiliser les expressions du domaine (chunks) 2,5
- Vocabulaire (pertinence) 2,5
- Correction grammaticale, orthographe et ponctuation. 5