

**ÉVALUATION SPÉCIFIQUE POUR L'ATTRIBUTION
DE LA MENTION « SECTION EUROPÉENNE »**

**Baccalauréat professionnel
Métiers du Commerce et de la Vente - option A**

Session 2023

Épreuve orale

Durée de l'épreuve A et B : 20 minutes

Préparation : 20 minutes

A. Première partie : durée 10 mn, préparation : 20 mn

**SUJET N° 1
Document candidat**

ORDER FOLLOW-UP IN A SHOP AND WIN LOYALTY

Travail à faire par le candidat

Role play :

You are working as a shop assistant, at "Marks and Spencer's", in Dublin. This store is specialised in selling clothing, beauty, home products and food products. You are in charge of the clothes department. You are expected to welcome, advise customers, arrange window displays and shelves, so as to get customers' loyalty.

Today you are welcoming Mrs Smith and her husband. She wants to change her last order because she did 2 mistakes (size and colour). She would also like some advice about the loyalty card program.

You are expected to :

- Welcome the customers.
- Change the customer order on the PC.
- Explain the loyalty card program and complete the loyalty card application form.
- Take leave.
- Adopt a professional attitude.

Enclosure(s) :

Document 1 : Marks and Spencer loyalty program

Appendix 1 : Track the customer order on the PC

Appendix 2 : Marks and Spencer loyalty card application form

Appendix 3 : Worksheet for the dialogue

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DOCUMENT 1 : Marks and Spencer loyalty program

Sparks - the M&S members club

It's free, and it's open to everyone. Shop, shwop or write a review to collect sparks. The more you collect, the more we'll get to know you, and the more we can treat you - to offers, events and other exclusives you'll love. We'll also donate to a charity close to your heart every time you shop, because what matters to you matters to us.

Here's how it works

Join the club online and pick up a Sparks card in store (it's free)

Sign in to your account when you shop online, or scan your Sparks card when you shop in store

Each time you shop you'll collect sparks, and we'll donate to your chosen charity

The more sparks you collect, the more benefits you'll enjoy

Your Sparks benefits



Charity donations

We'll donate to your chosen Sparks charity every time you shop in store or online with sparks



Treats and offers

Enjoy more of your favourites. Every offer is made for you, based on what you love.



Priority Access

Collect 3,000 sparks and enjoy fast-track access to the latest products and trends. At 5,000 sparks, enjoy jumping the queue in the M&S Sale



Sparks on the go

Make sure you never miss out. [Download the M&S app](#) to access your Sparks card offers, wherever you are.

Collecting sparks is easy

Every time you shop **10 sparks**

Every £1 you spend **10 sparks**


Every review you write **25 sparks**

Every time you shwop **50 sparks**

Source : www.marksandspencer.com

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APPENDIX 1 : Track the customer order on the PC

Order number*  - -

Your Surname*

* required fields

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Home / Women / Coats & Jackets / Coats



New

M&S COLLECTION


Recycled Thermowarmth™ Belted Puffer Coat

Product code: T494521

★★★★★ [Write a review](#)

€95.00

BEAUTY OFFER

Beauty Advent Calendar for €45 when you spend €35 o... 



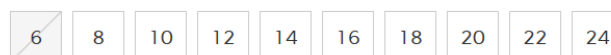
Free standard delivery over €50



COLOUR **Natural Beige**
Midnight Navy



SIZE



Source : www.marksandspencer.com

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Loyalty Card application form



Card Number

556-3021

for office use only

Old number (if replacing old card)

Date

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Please tick to confirm that you have read and agree to the Terms & Conditions.

Name†

Home postcode

Date of birth

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Email†

Tel. work:

mobile:

- Please tick if you would like to receive loyalty card and special offers by e-mail.
- Please tick if you would like to receive our monthly eNewsletter updating you on events

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APPENDIX 3 : Worksheet for the dialogue

TOPIC	YOUR PITCH
Welcoming the customers and identifying their needs	
Changing the order on your PC and requesting information	
Presenting the loyalty card program and benefits for the customers	
Offering to complete the loyalty card application form	
Taking leave	