

FIRST YEAR MID TERM EXAMINATION

Family Name:.....

Given Name:.....

Group:.....

Exam duration: 1h 30

NB: STUDENTS SHOULD ANSWER ON THE EXAM PAPER

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Amazon just unveiled what it describes as the world's most advanced shopping technology. It is the prime feature of its new-concept grocery store that has no queues or checkout counters. It is called Amazon Go and is being trialled in the company's hometown of Seattle. The technology works via an app on a shopper's mobile device. The app automatically checks in when the shopper enters the store. It lets you shop as normal and then scans what you have bought as you leave the store. Amazon then bills you later and the shopping gets charged to your Amazon account. There is no waiting in line, no cashiers, and no being held up by slow customers, credit card transactions or waiting for change.

Amazon Go may revolutionize the high street shopping experience and provide a much-needed boost for brick-and-mortar stores. The grocery and convenience store markets are extremely tough nuts to crack. Profit margins are low and competition is intense. However, Amazon seems confident it can change people's shopping habits. Rumors are that the online retail giant has plans for 2,000 grocery stores across the USA. It could also get involved in selling the software for its shopping technology to retailers worldwide. Industry analyst Colin Sebastian suggested Amazon Go could challenge Internet shopping. He said: "It makes it just as convenient, if not more convenient, than online shopping in some cases."

I. READING COMPREHENSION

1. Find in the text synonyms to for the following list of words (02 pts)

Conventional stores = ..brick-and-mortar stores / grocery stores / convenience stores

Charges = ...bills.....

Supermarket = ..grocery store.....

Revealed = ...unveiled.....

Business operations = ...transactions.....

gains = ... profit / profit margins

rivalry = ... competition

breakthrough = ... challenge / revolutionize / most advanced technology

II. ANSWER THE FOLLOWING QUESTIONS: (03 pts)

1. What advanced technology did Amazon say it had?

Amazon Go, grocery store that has no queues or  
checkout counters

2. Where is Amazon trialling the technology?

In the company's hometown of Seattle

3. What might the technology provide a boost for?

provides a boost for brick-and-mortar stores

4. What did an analyst say Amazon Go might be more convenient than?

might be more convenient than online shopping

III. FILL IN THE GAPS WITH WORDS FROM THE LIST BELOW (02 pts)

Cancel/ pay/ price/ cost/ delivery/ characteristics/ orders/name/write down/ keep a copy/ note/  
make sure.

When ordering

1. Make sure.....you know the trader's full name and address.
2. note.....when and where the advert appeared.
3. Write down.....the details of the delivery times and charges for postage and packing.
4. Keep a copy.....of the order confirmation on an e-mail which is your proof of purchase.
5. ~~The supplier is required to give you certain information in writing e-mail about its..... and.....~~
6. The main characteristics.....of the good or service.
7. The.....price.....including VAT and any other taxes.
8. ~~The.....managements and.....of delivery.~~
9. How you can.....pay.....
10. When and how you can.....cancel..... Your order.

IV. TURN THE VERBS INTO THE APPROPRIATE TENSE (04 pts)

Online banking (exceed)....exceeds..... 50% usage by internet users.  
Internet banking (be only)(was / has been)only...around for the past 12 years, but recent survey by the consumer payment survey (indicate)....indicates.....that the popularity (increase).is increasing.....so much, that for the first time, over 50% of regular internet users (bank now).are now banking... online this (represent)....represents.....an online banking user base in excess of 22 million people! One casualty of the increase of online banking usage (be)(is / has been)  
Telephone banking. Back in 2005, 16.1 million accounts holders (use).....used.....this service, but this declined in 2009 to 14.5 million, a drop over 10%.

V. REWRITE THE FOLLOWING SENTENCES AND MAKE ANY NECESSARY CHANGES (04 pts)

1. Amazon Go is being trialled in the company's hometown of Seattle.  
They are trialling Amazon Go in the company's hometown of Seattle.

2. If Amazon Go app (be) a success, it (revolutionize) high street shopping experience.

If Amazon Go app is a success, it will revolutionize high street shopping experience.

3. Amazon Go can change people's shopping habits.

People's shopping habits can be changed by Amazon Go.

4. If all people (buy) on line, there (be) no queues or check out counters.

If all people [bought / had bought] online, there [would be / would have been] no queues or check out counters.

## VI. WRITING SKILLS: 5 (25pts)

Conventional stores (supermarkets and grocery shops) are better than online stores. Discuss.

Cohesive / unity / spelling / grammar /  
relevance etc.