UNIVERSITY OF TECHNOLOGY MALAYSIA

FINAL EXAMINATION SEMESTER III
2011/2012 SESSION

COURSE CODE : UHB 1412
COURSE : ENGLISH FOR ACADEMIC COMMUNICATION

NAME :
MATRIC NUMBER :
COURSE/SECTION NUMBER :
NAME OF LECTURER :
DURATION : 2 HOURS
DATE : SEPTEMBER 2012
MARKS : 40

INSTRUCTIONS TO CANDIDATES:

There are two (2) sections in this paper:

Section A : Reading (30 marks)
Section B : Writing (10 marks)

Answer ALL questions in the space provided in this question booklet.

THIS EXAMINATION PAPER CONSISTS OF 11 PRINTED PAGES (INCLUDING THIS PAGE).
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Program Ijazah Sarjana Muda,
Pengajian Separuh Masa,
Universiti Teknologi Malaysia

Saudara/i,

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2. Tindakan tatatertib boleh dikenakan ke atas mana-mana pelajar yang ditangkap kerana kesalahan seperti di atas dan jika disabit kesalahan boleh dihukum melalui Peruntukan Kaedah 48, Bahagian V, Tataraca Tatatertib, Kaedah-Kaedah Universiti Teknologi Malaysia (Tatatertib Pelajar-Pelajar) 1999, yang membaawa hukuman maksima seperti “digantung daripada pengajian” atau “dipecat” dari Universiti Teknologi Malaysia. Hukuman juga boleh berdasarkan Peraturan Akademik, UTM Bahagian XIII yang membaawa hukuman maksima “membatalkan keputusan keseluruhan peperiksaan dan diberhentikan daripada pengajian”.

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30 Julai 2012
SECTION A – READING (30 marks)

This section contains two (2) texts.

Text 1
Read the text and answer all questions that follow.

I Online shopping or online retailing is a form of electronic commerce whereby consumers buy goods or services from sellers over the Internet without an intermediary service. An online shop or virtual store evokes the physical analogy of buying products or services at a brick and mortar retailer or shopping centre. The process is called business-to-consumer online shopping. When a business buys from another business, it is called business-to-business online shopping. The largest online retailing corporations are eBay and Amazon.com which are both US-based.

II The first World Wide Web server and browser were created by Tim Berners-Lee in 1990. It opened for commercial use in 1991. In 1994, other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced Secure Socket Layer encryption of data transferred online. In 1994, the German company ‘InterShop’ also introduced its first online shopping system. In 1995, Amazon.com launched its online shopping site, and in 1996 eBay appeared.

III Online consumers must have access to a computer and a method of payment. In general, high levels of education, income and occupation of the head of the household correspond to more favourable perceptions of online shopping. In addition, increased exposure to technology improves the probability of developing positive attitudes towards new shopping channels. In December 2011, a research found 87 per cent of tablet users made an online transaction with their tablet device during the early holiday shopping season.

IV Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers
use shopping cart software to allow the consumer to accumulate multiple items, and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. The next process is 'checkout' in which payment and delivery information is collected. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumers often receive an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders. However, credit card numbers are not accepted by e-mail for security reason.

V

Online consumers commonly use credit cards to make payments. However, some systems allow consumers to create accounts and pay by alternative means, such as billing to mobile phones, cash on delivery, cheque, debit card and direct debit. Some sites will not accept international credit cards, while some require both the purchaser’s billing address and shipping address to be in the same country in which the business is conducted.

VI

Once a payment has been accepted, the goods or services can be delivered in several ways. One of the ways is downloading which is a method used for digital media products such as software, music, movies or images. Next is drop shipping whereby the order is passed to the manufacturer or distributor who ships the item directly to the consumers, bypassing the retailer’s physical location to save money, time and space. In-store pickup is another way for the consumers to order online where they find a local store using locator software and pick the product up at the closest store. Finally, shipping of product to the consumers’ address is a popular method for the delivery of goods or services.

Adapted from:
E-Commerce: A Study on Online Shopping in Malaysia
Retrieved on 2 July 2012 from Journal of Social Science, 13(3)
1. Match each main idea below with its paragraph. Write the number of the paragraph on the line provided.

(a) ______ : Possible modes of payment for online shoppers
(b) ______ : Factors that encourage shopping online
(c) ______ : The concept of online shopping
(d) ______ : The process of making online purchases
(e) ______ : History of online shopping
(f) ______ : Ways of delivering online goods or service

(6 x 1m = 6 marks)

2. Find ONE word in the text which is a synonym of the following words. The number in parentheses refers to the paragraph where the answer can be found. Write your answer in the space provided.

(a) likeness, equivalence (paragraph I) ________________________________
(b) began (paragraph II) _____________________________________________
(c) positive, constructive (paragraph III) ______________________________
(d) build up (paragraph IV) _________________________________________
(e) traded in, exchanged (paragraph VI) ______________________________

(5 x 1m = 5 marks)

3. What is the difference between business-to-consumer and business-to-business online shopping?

__________________________________________________________________
__________________________________________________________________
__________________________________________________________________

(2 marks)
4. What leads to favourable attitudes towards online shopping?
   (a) _______________________________________________________________
   (b) _______________________________________________________________
   (c) _______________________________________________________________
   (d) _______________________________________________________________
   (4 x ½m = 2 marks)

5. Explain the process involved in making a purchase online.
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________
   (3 marks)

6. List four methods how online shoppers receive their products and services.
   (a) _______________________________________________________________
   (b) _______________________________________________________________
   (c) _______________________________________________________________
   (d) _______________________________________________________________
   (4 x ½m = 2 marks)
Text 2
Read the text and complete the task that follows.

I There are people who prefer to do their shopping online while there are those who do not. Online webstores such as Amazon.com, Zalora Store and eBay offer a wide variety of products to consumers all over the world. Although online shopping is a continuously growing multibillion industry, it has its own advantages and disadvantages.

II Many consumers are attracted to online shopping because of its high level of convenience. Online stores are usually available 24 hours a day and many consumers have Internet access both at work and at home. Other establishments such as Internet cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours. Through online shopping, shoppers can easily shop from their own place at their own free time, thus avoiding the hassle of visiting several stores. Online shopping is of great help for physically disabled people.

III Online shopping also provides a broader selection, competitive pricing and greater access to information. Business organisations seek to offer online shopping because it incurs much lower cost compared to conventional stores, offers access to a worldwide market, increases customer value and builds sustainable capabilities. Finding things online becomes easy. Online shoppers can just open up a search engine such as Google and type in whatever they are looking for. This is probably the biggest advantage of online shopping over traditional shopping. With online shopping, shoppers will instantly know if they can or cannot find what they are looking for, thus saving them hours of looking for what they want in conventional stores.

IV Despite its considerable benefits, online shopping has also been widely criticised. Quality seems to be the biggest issue when it comes to online shopping. There is no way for online shoppers to know if what they are purchasing is of the quality they want. Unlike a conventional store, online shoppers cannot see and feel first hand, what they are purchasing. They need just to take the words of the description of the product which is usually cleverly crafted by online stores to make it sound appealing
to people. There are for instance, many online shops that sell cakes but online shoppers have no way of knowing if the cakes are tasty. This is probably the biggest disadvantage of online shopping that turn many people off.

V Security is another concern when it comes to online shopping. A recent survey showed that a majority of online shoppers were not aware of various hacker attacks and phishing scams which might affect them. Whenever a product is purchased online, shoppers will usually be required to put in their credit card information and billing or shipping address. If the online store’s website is not secure, a customer’s information can be accessible to anyone who knows how to obtain it. In addition, online shoppers will also not know if an online store is really reliable and if they will actually ship the goods that shoppers have paid for. There are many occasions where the online store is a scam, put up to gather people’s credit card data and social security numbers. Most large online corporations are inventing new ways to make such frauds more difficult. The criminals however, are constantly responding to these developments with new ways to manipulate the system. Online shoppers are advised to familiarise themselves with online stores and they must also be aware of the most current technology and scams to fully protect themselves and their finances.

VI One of the most difficult areas to deal with in online shopping is the delivery of the products. Most companies offer shipping insurance in case the product is lost or damaged. If the shopper opts not to purchase insurance on their products, some shipping companies will offer refunds or compensation for the damage, but it is up to the companies’ discretion. It is important for the online shoppers to realise that once the product leaves the hands of the seller, the seller has no responsibility.

VII Thus, it is obvious that although there are many advantages to online shopping, the disadvantages should not be brushed off. Consumers should be vigilant when making online purchase so that they would get the same satisfaction as buying products the conventional way.
Based on Text 2, prepare notes on the **Advantages and Disadvantages of Online Shopping**.

(10 marks)
SECTION B – ESSAY (10 marks)

Write a four- to six-paragraph essay on ‘How Online Shopping Affects Our Lives’. You may refer to Text 1 and Text 2 to support your points.

Note: Marks will be deducted for direct lifting of sentences from the texts.
KERTAS SOALAN PEPERIKSAAN TAMAT