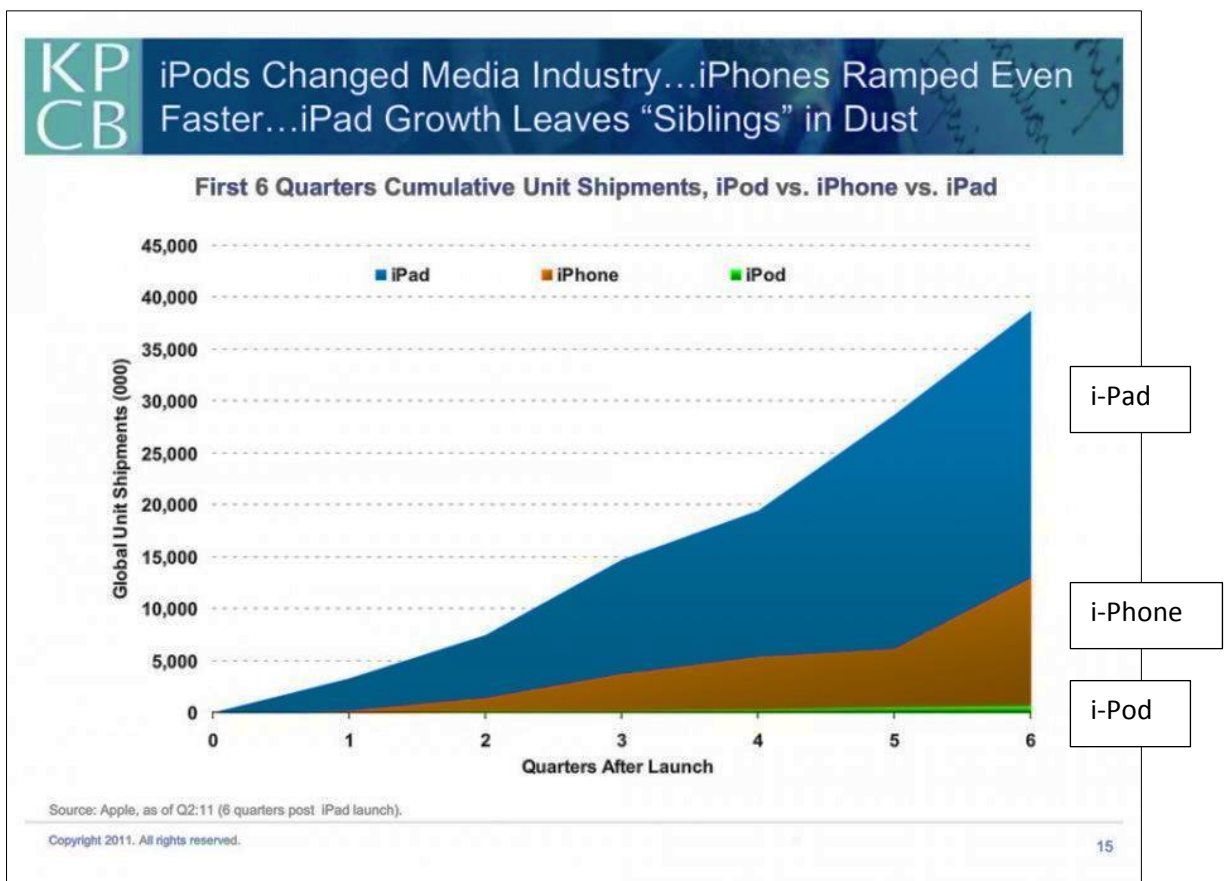# English I
Época Normal
9 January 2014
15h – 17h

A. Writing (13.5 points)

The following graph came up on a Google image search with the key words 'innovation graph'. Write the data commentary for the figure and explain how it relates to innovation. (250-300) words.

Figure 1

Your text will be marked on content; discourse organisation; range and appropriacy of vocabulary and structures; and grammatical accuracy.

B. Reading Comprehension (4.5 points)

Read the text, then answer the questions that follow.

Analytics start-ups drink deep from Twitter 'fire hose' of data

By Hannah Kuchler in San Francisco

1.   The thoughts, desires and sarcastic comments of Twitter's more than 230m active users have become hot property, with Apple this week buying one social media analytics company and more investors piling into **another**.

5.   Apple acquired Topsy Labs on Tuesday in a deal thought to be aimed at using analysis of the Twitter "fire hose" – every tweet sent – to improve its advertising services, iTunes recommendations or the iPhone's virtual assistant Siri. The Apple deal is thought to value Topsy at $200m, according to one person familiar with **the matter**. The next day, Datasift, the Reading and San Francisco-based social data platform which provides data to 1,000 companies including

10. Bloomberg and Dell, raised $42m in a fundraising led by Insight Venture Partners, with participation from existing investors.

    Twitter data has become important to everyone from financial traders to supply chain managers – and even sitcom makers – who rely on the social messaging site to tell them what's happening, fast. Twitter, which went public

15. last month, made $47m of its total $422m revenue from sales of its data over the past nine months, an increase of 36 per cent from the same period the year before. But as it focuses on boosting advertising revenue and starting to sell adverts abroad, **the company** has left the data analysis to selected partners.

It has restricted access to the fire hose to a handful of data analytics companies,

20. which are feeding off the more than 500m tweets posted on the messaging platform a day, slicing and dicing the information to make it relevant for everyone from traders to supermarket stockists. These companies are hoping the messaging platform will grow into a data source that few industries can live without – and that **these customers** will rely on **them** to sort the market-moving

25. news from the Justin Bieber celebrity tweets.

    Founded in 2007, a year after Twitter, San Francisco-based Topsy Labs created a search engine to track trends on Twitter, selling analysis on keywords, users and sentiment. It also issues real-time alerts and reports on how specific companies are viewed on social media.

The Financial Times, 4 December 2013

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Name: …………..………………………………………………

Number: ……………………

B. Reading comprehension (cont.)

Choose **one** answer to each question and write the letter clearly in the box. [e.g. 1 *c*)]
(0.4 points each)

Answers

1. The main purpose of the article is …
   a)   to explain a recent trend in the business world.
   b)   to report a recent event in the business world.
   c)   to describe the importance of Twitter.
   d)   to explain what analytics companies do.

   1. ☐

2. Why does the writer refer to Twitter as a "fire hose"?
   a)   Because the messages on Twitter – tweets – are as useful as the water in a fire hose.
   b)   Because the volume and production of tweets is similar to the volume and pressure of water in a fire hose.
   c)   Because Twitter offers social services that are similar to those of the Fire Brigades.
   d)   Because Twitter is as important as a Fire Brigade.

   2. ☐

3. Which statement is true?
   a)   Apple paid $200 for Topsy Labs.
   b)   Apple definitely wants to use information from tweets to improve its advertising services.
   c)   Both a and b.
   d)   Neither a nor b.

   3. ☐

4. What accounts for more than half of Twitter's revenue?
   a)   Selling advertising.
   b)   Selling its data.
   c)   Analysing its data.
   d)   Social media comments by Twitter's users.

   4. ☐

5. The goal of a social media analytics company is …
   a)   to select useful information from tweets and sell it to companies.
   b)   to provide feedback to companies on whatTwitter thinks of them.
   c)   to report on celebrity tweets and market-moving news.
   d)   None of the answers is correct.

   5. ☐

6. Data analytics companies have become more important since the advent of social media because …
   a)   more people are using their *i* phones.
   b)   social media offers a new source of information on consumer trends.
   c)   of Apps.
   d)   None of the answers is correct.

   6. ☐

7. Which statement is false?
   a)   Twitter data are important because they offer immediate access to consumer trends.
   b)   Twitter's revenue from selling its data is up from that of the previous year.
   c)   Topsy Labs was quick to predict the importance of Twitter data.
   d)   Datasift, a social data platform, was sold the day after Topsy Labs.

   7. ☐

What do the following reference items (highlighted in the text) refer to? (0.34 points each)

8. another (line 3)

9. the matter (line 8)

10. the company (line 18)

11. these customers (line 24)

12. them (line 24)

C. Vocabulary (2 points)

Complete each sentence with an expression similar in meaning to the explanation in brackets. The first letter of the keyword is given to help you. You may need to add a preposition and you will need to conjugate verbs. (0.4 points each)

1. Shadow environment secretary says the drive to **d…..** the food safety industry has led to chaotic system with fewer checks. (remove government regulatory controls from)

   ………………………………………………………………………

2. The purchase follows the **a…..** at the end of last month of Prime Sense, an Israeli technology company, for around $350m. (purchase)

   ……………………………………………………………………

3. "If the regional spillover results in a significant supply disruption in Iraq or elsewhere, Brent could **s…..** briefly to $150," he added. (peak)
   ……………………………………………………….....................

4. Npower is the latest firm to announce gas and electricity price rises. We look at the best fixed-**t…..** deals currently available. (price)

   ……………………………………………………….....................

5. The BBC's target of having a **g….. r…..** of 500 million faces stiff competition from other broadcasters. (ability to have customers in many different countries of the world)

   ………………………………………………………………….....

Answers

A. Writing

A good answer will note that the figure shows cumulative shipments for the first six quarters after the product was launched. The trend for the i-pod remained constant over the whole period, at the end of which less than1 million units had been shipped. Shipments of the i-phone were slow in the first quarter, but then showed a slight rising trend over the next two quarters. They then declined during the fourth and fifth quarters and rose during the sixth. By the end of the period about 12 million units had been shipped. The shipments of the i-pad remained constant at about 3 million units for the first two quarters, rose during the third then levelled off. Halfway through the fifth quarter there was a significant increase in shipments to approximately 6 million units per quarter and this trend remained constant till the end of the period. All three electronic devices were innovative; nothing like them existed on the market when they were produced. Apple also continued to innovate by means of incremental innovation in the up-grades of these devices. For example the i-phone 5 is superior to the original i-phone.

The answer will use appropriate structures and vocabulary – verbs, adverbs, adjectives – to describe the trends in the graph. E.g. Shipments of the i-pad **doubled** in the sixth quarter. It will also use appropriate language to explain why the devices were innovative.

B. Reading Comprehension

1. B
2. B
3. D
4. A
5. A
6. B
7. D
8. another = another social media analytics company
9. the matter = the sale of Topsy Labs to Apple
10. the company = Twitter
11. these customers = industries such as traders and supermarket stockists who buy data from the analytics companies
12. them = data analytics companies

C. Vocabulary

1. Shadow environment secretary says the drive to **deregulate** the food safety industry has led to chaotic system with fewer checks.
2. The purchase follows the **acquisition** at the end of last month of Prime Sense, an Israeli technology company, for around $350m.
3. "If the regional spillover results in a significant supply disruption in Iraq or elsewhere, Brent could **spike** briefly to $150," he added.
4. Npower is the latest firm to announce gas and electricity price rises. We look at the best fixed-**tariff** deals currently available.
5. The BBC's target of having a **global reach** of 500 million faces stiff competition from other broadcasters.