

English 1
Regular period

2018-2019

7 January 2019

Time allowed: 2 hours

NOTE: During the exam students may consult a dictionary, which must not contain any handwritten notes. Students are NOT allowed to consult any electronic device or extra notes or materials.

The answers to question B, numbers 1-6 are to be written on the exam question paper. All other answers are to be written in an examination booklet.

A. Writing (13 points)

Write the data commentary for figure 1 (250-350 words) in response to the following prompt:

Describe and explain the environmental impact of the clothing industry.

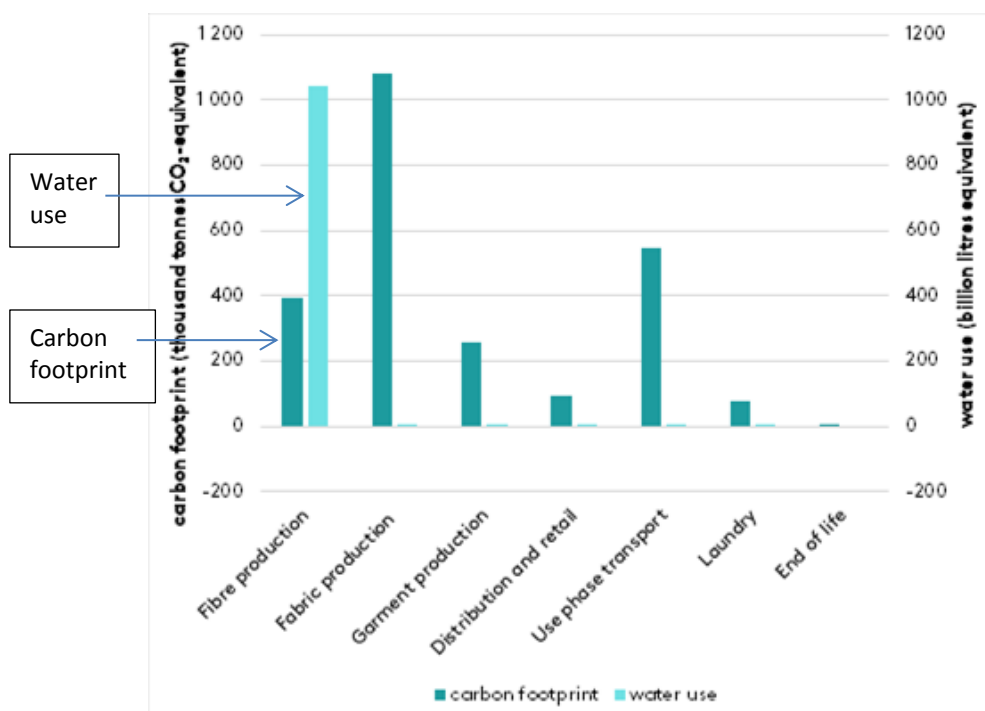


Figure 1. Environmental impact of clothing life cycle

Source: <http://mistrafuturefashion.com/sv/output-2/livscykelanalys-fem-plagg/>

Your text will be marked on content, discourse management and genre, range and appropriacy of vocabulary and structures, and grammatical accuracy.

B. Reading Comprehension (5 points)

Read the text, then answer the questions that follow on pages 3 and 4.

'Purple Tuesday' puts disabled shoppers at the fore

Initiative includes schemes to improve shopping for those with hidden disabilities

Jonathan Eley, Retail Correspondent

Financial Times, November 11, 2018

Black is the colour most associated with retailing in November, owing to the spread of the US "Black Friday" phenomenon. This week in the UK, however, belongs to purple as 500 retailers and other businesses look to improve **their** offering to the millions of shoppers with disabilities. "Purple Tuesday", which takes place on Tuesday, is the brainchild of Mike Adams, chief executive of campaign group Purple and non-executive director at CareTech, an Aim-traded residential care company. The motivation was the failure of business to address a profit opportunity, as much as frustration at the treatment of disabled people.

10. "The evidence suggests that shops are losing £11.4bn of sales from disabled people by not addressing **their** needs, either in store or online. Disabled people want to have a blended shopping experience like everyone else," he said, noting that the government estimates households containing a disabled person have £249bn of disposable income.

15. Mr Adams, a wheelchair user himself, said physical impediments to shopping were only part of the problem. "I visited 27 shops in one shopping centre. In 23 of them, the front of store staff either talked to my partner rather than me, or avoided conversation altogether. There's a real fear of saying or doing the wrong thing."

20. People who do not look disabled face other challenges. Jo Moran, head of customer service at Purple Tuesday supporter Marks and Spencer, said that a key aspect of the company's inclusion training included "broadening the perception of what a disability is".

25. "There is a lot more emphasis on things like dementia, so we have less bright lighting and no music in our stores," she said. Mr Adams said that only 4 per cent of Britain's 13m disabled people were wheelchair users. He is aware that large capital spending projects, such as improving access, may be difficult for retailers or local authorities to sanction at a time when high streets in particular are suffering from declining footfall. Instead, Purple Tuesday has focused on quicker, easier wins such as increasing awareness and improving staff training. J Sainsbury [a supermarket chain], another supporter of the initiative, has trialled a scheme designed to improve shopping for those with hidden disabilities. Customers pick up a sunflower lanyard [on a stick] at store entrances. The lanyard acts as a discreet sign for staff to recognise someone who may require additional help. Sainsbury's, Wm Morrison [a supermarket chain] and others are also supporters of Autism Hour, an initiative set up by the National Autistic Society. Designed to make shopping less stressful for those with autism, **it** involves dimming lights, turning music off, avoiding tannoy [loudspeaker] announcements and reducing electrical noise such as checkout beeping.

35. Purple Tuesday initially targeted between 50 and 75 businesses as supporters for the inaugural day. **It** has ended up with around 500, but Mr Adams rejected the idea that it could end up being tokenistic. "Everyone who has signed up has to give commitments. We have those commitments in a database, and we'll be holding their feet to the fire," he said. A guide to disability best practice will also be produced ahead of Purple Tuesday 2019.

45. Assessing whether **such initiatives** boost business would be difficult, Ms Moran acknowledged. "It is very difficult to measure the uplift as customers may or may not choose to identify themselves to us as disabled. But around specific local events such as 'quiet hours' in stores we can certainly see the impact."

<https://www.ft.com/content/05b0c9bc-e445-11e8-a6e5-792428919cee>

Name: Number:

B. Reading comprehension (cont.)

Choose **one** answer to each question and write the letter clearly in the box. [e.g. *b*]
(0.5 points each correct answer; - 0.15 each incorrect answer)

1. The main purpose of the article is
 - a. to comment on a retail phenomenon.
 - b. to report and describe a retail phenomenon.
 - c. to inform people when Purple Tuesday will take place.
 - d. to encourage businesses to participate in Purple Tuesday.
2. Why did Mike Adams create Purple Tuesday?
 - a. Because he is disabled.
 - b. Because disabled people are discriminated against when they go shopping.
 - c. Because businesses are losing potential revenue from unsatisfied disabled customers.
 - d. None of the alternatives is correct.
3. What is the purpose of Purple Tuesday?
 - a. To encourage disabled customers to spend money.
 - b. To better meet the needs of disabled customers when shopping.
 - c. To provide training for staff so that they can identify customers with disabilities that are not necessarily noticeable.
 - d. To provide wheelchair access for disabled customers.
4. Which statement is false according to the text?
 - a. The problem for the majority of disabled customers is that stores are not equipped with wheelchair access.
 - b. Shopping in a supermarket is stressful for many disabled people because of the noise and bright lights.
 - c. If you are carrying a sunflower lanyard in Sainsbury's, a staff member will ask if you need help.
 - d. The number of customers in retail stores in town centres has fallen.
5. Which statement is false according to the text?
 - a. In general retail stores have little understanding of how to interact with disabled customers.
 - b. Business reaction to Purple Tuesday was better than expected.
 - c. Critics to Purple Tuesday argue that businesses are unlikely to continue to cater to the needs of disabled customers after Purple Tuesday.
 - d. It will be difficult to measure the impact of Purple Tuesday because disabled customers will want to be recognised.
6. What is the best one-sentence summary of the article?
 - a. An initiative to improve the shopping experience of disabled customers has been successfully launched.
 - b. Disabled shoppers have responded well to a business initiative that aims to improve their shopping experience.
 - c. Training staff to be more sensitive to the needs of disabled customers will boost revenue for retailers.
 - d. Shops are missing out on revenue because they are not catering to the needs of disabled customers.

B. Reading comprehension (cont.)**Reference, substitution and ellipsis**

What do the following items (highlighted in the text) refer to? (0.4 points each)

7. their (line 2)
8. their (lines 9)
9. it (line 34)
10. It (line 37)
11. such initiatives (line 42)

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. All letters are in lower case. You might need to add a preposition and you will need to conjugate the verbs. (0.4 points each)

1. By 2025, battery electric vehicles **m**..... between 15 to 25 per cent of its total sales, Daimler said.
(will account for)
2. A sharp **s**..... in spending and a slowdown in the growth of tax receipts meant UK government borrowing in October was the highest for three years, according to official statistics..
(sudden increase)
3. Under chief executive Darren Woods, who took over at the start of 2017, Exxon has been doing more to address the issue of climate change, including setting targets for **c**..... its leaks of methane, a potent greenhouse gas.
(limiting)
4. The dovish read [encouraging interpretation] on the comments helped **t**..... a rally in equities and in the US government bond market.
(cause)
5. Once the lack of demand from refiners starts to limit the growth of US shale production, we will end up with lower oil **s**.....
(quantity of [oil] available for households and companies to buy)

Answers

A. Writing (12.5 points)

A good answer will describe and explain the environmental impact of the different phases of the clothing industry, following the move structure of a data commentary. There should be a clear topic sentence stating what the graph shows. The text should identify a general trend and compare and contrast the impact in terms of carbon emissions and water use. The register should be relatively formal, with few overtly subjective or personal lexico-grammatical selections such as “We can see”. Information flow should be clearly maintained through use of conjunctions and appropriate thematic development.

Descriptive content should include:

- General trend – The environmental impact of the clothing industry is far greater in the early phases of production – growing and producing the fibres, producing the fabric – than in the latter post-production phases when the garment has been sold.
- More detailed comparison and contrast of phases.

Explanatory content could include:

Causes

- high water use in fibre production partly due to water needed to grow primary resources like cotton
- consumption patterns & business models like fast fashion create overproduction, which accounts for high levels of CO₂ & water use

Consequences

- industry is highly pollutant
- causes pollution in rivers in China, India, where fabric produced
- may not be sustainable

B. Reading comprehension

(0.5 points each
correct; - 0.15
each incorrect)

(0.4 points each)

- | | | |
|------|--------------------|------------------------------------|
| 1. B | 7. their (line 2) | retailers and other businesses |
| 2. C | 8. their (line 9) | disabled people |
| 3. B | | |
| 4. A | 9. it (line 34) | Autism Hour |
| 5. D | 10. It (line 37) | Purple Tuesday |
| 6. A | 11. That (line 42) | Initiatives such as Purple Tuesday |

C. Vocabulary (0.5 points each)

- | | | |
|-----------------|------------|-----------|
| 1. will make up | 3. curbing | 5. supply |
| 2. surge | 4. trigger | |