

English 1
Época Normal

2017-2018

8 June 2018

Time allowed: 2 hours

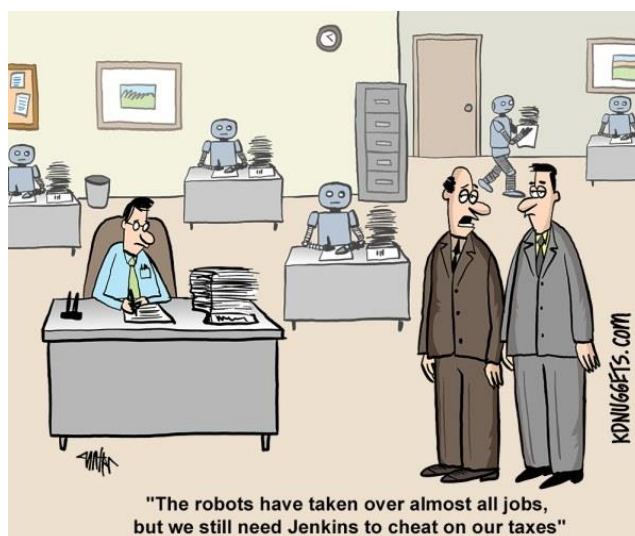
NOTE: During the exam students may consult a dictionary, which must not contain any handwritten notes. Students are NOT allowed to consult any electronic device or extra notes or materials.

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 an analytical exposition (250-350 words) in response to the following prompt:

This cartoon was published in April 2017. What issue does it raise? What point does it make? Elaborate with a comment.



Source: <https://www.kdnuggets.com/2017/04/cartoon-taxes-vs-ai.html>

Due to the word limit, you should not describe the cartoon or interpret the symbolic meanings of its elements.

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.

Capita turns to robots to rebuild**Analysts question how likely it is the UK group's high-tech vision can be realised**

Gill Plimmer, *Financial Times*, APRIL 23, 2018

1. Faced with contract scandals and accounting problems, Britain's biggest outsourcing company has said **it** will rebuild the business using a new team of workers: robots. Capita announced on Monday pre-tax losses had widened from £90m in 2016 to £513.1m last year and that it would raise £700m of new capital from investors to repair
5. its balance sheet. The next step, said new chief executive Jon Lewis, was for the company to reinvent itself as a specialist in artificial intelligence, robotics and other new technologies. The shake-up — which includes £500m of investment in technology and infrastructure over the next three years — will lead to Capita shifting further away from companies such as G4S, Serco, Mitie and Interserve to compete more with IT
10. consultancies such as Accenture, Cognizant and Atos.
“We’re going to move Capita into the digital arena and further away from . . . the blue-collar end of the spectrum,” Mr Lewis said. “We will strengthen our business by making investments in order to drive improvements in digital, analytics and automation.”
15. But despite a 13 per cent rise in the share price on Monday, analysts questioned how likely it was that Mr Lewis's high-tech vision could be realised. “Can software margins be sustained in such a rapidly changing market? Can service differentiate in a market where software as a service is making such headway?” asked analysts at HSBC Capital Markets.
20. The strategy marks a change of direction for the outsourcer that was born 34 years ago out of Margaret Thatcher's promise to shrink the state and introduce “private sector discipline” to public services. Since then, Capita has expanded from 33 to 70,000 staff as **its** work expanded to cover everything from disability assessments for the UK's Department of Work and Pensions to collecting the licence fee for the BBC and
25. recruiting soldiers for the army. Mr Lewis's own scathing assessment of the business has highlighted years of under-investment in technology, a failure to integrate acquisitions, and a lack of accountability for performance on too many contracts.
...
30. Capita said that a “simpler, more focused” company would have 40 different end-markets reorganised into five divisions: software, HR, customer management, government and IT services. It has started to offer automated services that process orders and update customer data. It has also approached US software companies to buy products that can be used by organisations including the NHS to track inspection and maintenance work, or allow emergency services to live-stream call-outs to **their**
35. control centres.
Michael Donnelly, analyst at Panmure Gordon, said the company had bought a number of software services companies over the past decade, many of which appeared to have “disappeared into a black hole”. “There must be a lot of good intellectual capital and systems integration skills in there that the company could use. Capita could grow
40. into an international rival that will compete with the CapGemini's of the world — but although [Mr Lewis] said this would deliver double-digit margins starting in 2020 it is quite hard to know how **this** will be achieved.” He added that the large IT competitors had a wide geographical spread, when just 5 per cent of Capita's revenues come from outside Britain, though Mr Lewis has outlined plans to expand in other English-speaking
45. markets. “This company was meant to be brilliant at using and selling IT to clients. Now investors are being told it is short about half a billion on technology. **That** is a big number to spend on computers for a company that was meant to be among the best at using computers in the industry.”

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 argue a point of view.
b. to report some business news.
c. to explain something happened.
d. to describe the economic state of a company.
2. What news did Capita announce?
a. That it was going to restructure its services.
b. That its losses were greater than expected.
c. That it had invested in robotics and artificial intelligence.
d. None of the alternatives is correct.
3. What has Capita's traditional line of business been?
a. Software, HR, customer management, government services.
b. IT.
c. Outsourcing public services.
d. None of the alternatives is correct.
4. Which statement is true according to the text?
a. Capita has a competitive advantage in IT compared to Accenture.
b. Capita's strong global reach is a strength.
c. Capita has suffered from investments in technology.
d. Capita is a private sector company.
5. Which statement is false according to the text?
a. Over the years Capita did not monitor if its contracts were carried out efficiently.
b. Over the years Capita did not spend enough money on IT.
c. Over the years Capita bought companies but did not incorporate them efficiently and effectively.
d. Over the years Capita introduced private sector discipline into public sector services.
6. Michael Donnelly believes
a. that Capita will deliver double-digit margins in 2020.
b. that Jon Lewis's forecasts are overly optimistic.
c. that Capita has tapped its resources well.
d. None of the alternatives is correct.

B. Reading comprehension (cont.)

Reference, substitution and ellipsis

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

7. it (line 2)
8. its (lines 23)
9. their (line 34)
10. this (line 42)
11. That (line 46)

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. Botsman also found that peer2peer rental of items from power tools to party supplies is already generating £22.5bn a year, and **r..... m.....** are worth over £310 billion.
(systems by which goods are re-allocated)
2. O2 will be the first of Apple's network partners to offer a **p..... a..... y..... g.....** version of the phone and the news comes as Nokia today unveiled what it hopes will be the biggest seller at Christmas.
(a system of meeting costs as they arise)
3. On April 19, Alibaba announced an investment of Rmb4.5bn (700m) in a rural **e.....- c.....** company.
([company that] uses the internet to sell goods or services)
4. The yield — which moves inversely to price — on 10-year Chinese government debt was up by a modest 1.6 **b..... p.....** on Monday.
(one hundredth of one percentage point)
5. One bright spot for Vertu has been aftersales: in its January update, it said **g.....** profits in aftersales rose 2.2 per cent – the eighth consecutive year of similar growth.
(total [profits] before any has been taken away)

Answers

A. Writing (12.5 points)

A good answer will follow the generic structure of an analytical exposition, presenting a clear statement of issue and thesis statement in the introduction, arguments supporting the thesis in the development, and reiteration in the conclusion. The register should be relatively formal, with few overtly subjective or personal lexicogrammatical selections. Information flow should be clearly maintained through use of conjunctions and appropriate thematic development.

Content should include:

Issue – the impact of artificial intelligence & robotics on employment

Point of cartoon – Robots can only replace routine and repetitive jobs. They will not replace those where creativity is needed.

B. Reading comprehension

(0.5 points each (0.4 points each correct; - 0.15 each incorrect)

- | | | |
|------|--------------------|--|
| 1. B | 7. it (line 2) | Capita |
| 2. a | 8. its (line 23) | Capita's |
| 3. c | | |
| 4. d | 9. their (line 34) | emergency services' |
| 5. d | 10. this (line 42) | delivering double digit margins starting in 2020 |
| 6. b | 11. That (line 24) | half a billion (pounds) |

C. Vocabulary (0.5 points each)

1. redistribution markets
2. pay as you go
3. e-commerce
4. basis points
5. gross

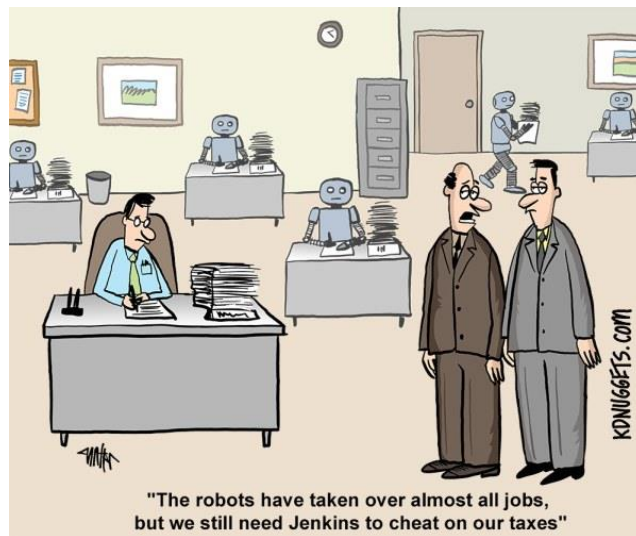
Oral exam

18 June 2018

Specific questions about the figures are based on the answer given by each student in the written component of the exam.

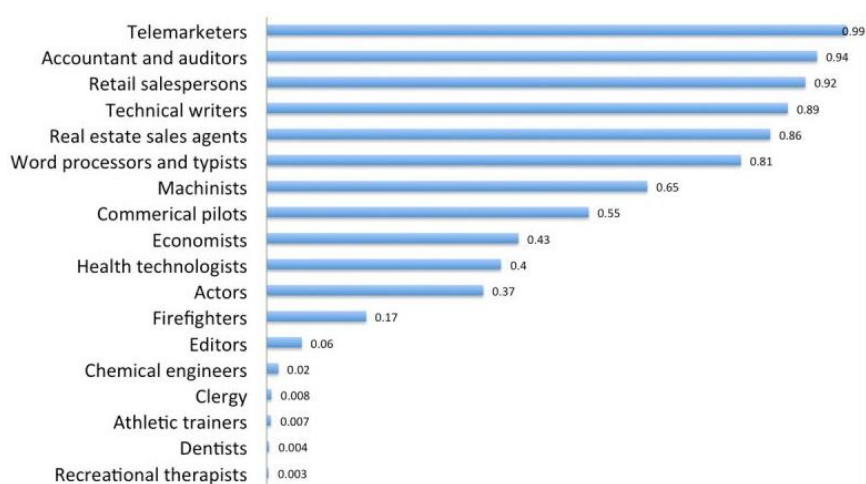
Figure 1:

This cartoon was published in April 2017. What issue does it raise? What point does it make? Elaborate with a comment.



Source: <https://www.kdnuggets.com/2017/04/cartoon-taxes-vs-ai.html>

Figure 2: Probability Robots Will Take Your Job in Next 20 Years, 1 = Certain



Source: Business Insider from *The Economist*, 17 Jan. 2014