

# EXAME NACIONAL DO ENSINO SECUNDÁRIO

12.º Ano de Escolaridade — Via de Ensino  
(2.º, 3.º e 4.º cursos)

Duração da prova: 120 minutos  
2002

1.ª FASE  
1.ª CHAMADA

## PROVA ESCRITA DE INGLÊS (NÍVEL INFERIOR)

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Material admitido: dicionários unilingues e/ou bilingues.

### I

1. After reading through the passage below, decide whether the title is appropriate and justify your opinion. **Write no more than 35 words.**

#### Shops map out the future for keyboard customers

If you have been to Tesco<sup>1</sup> recently, you may have noticed a new breed of shopper. They use king-sized, computerised trolleys which they fill with enough produce to feed an army. These are the home-shopping pickers, collecting goods to send out to Tesco's Internet customers.

5 Investors in Tesco may wonder why staff don't get the goods from the warehouse. Why spend more time picking and packing products which it has already taken hours to unpack, stack and price? Supermarkets are not known for wasting money if there is a chance of shaving margins.

10 "There's a reason we've gone down this route," says a Tesco spokesman. "It's to do with consumer confidence. People who shop online don't want to think their food, particularly fresh food, has come from a warehouse which they think of as a dark and dingy place. They like to know that what they have delivered is what they would have chosen from their local store, even though the store has been stocked from the warehouse."

15 Internet shopping can seem a funny business. Strange new rules apply. But so far, at Tesco at least, the company's strategy is working. "In the week before Christmas, our home-shopping service was delivering to up to 4,000 customers a day," says Carolyn Bradley, Tesco's e-commerce director.

Boden, a mail-order clothing company, is also happy with online trading. Managing director Julian Glanville says Internet sales represent about 10 per cent of its £20 million in sales.

20 But not everyone is celebrating. After the UK's first significant e-Christmas, there have been many stories of delivery problems.

Online shopping is still in its infancy. Many retailers who have followed the gold rush to get online do not have the back-up systems to cope. But there are plenty of reputable, reliable Internet sites and the online bookstore Amazon is already a household name.

25 Security is still one of the things which put people off Internet shopping. It need not. Reputable sites will be upfront about their security systems. If you are not certain if a site is secure, there are simple ways to tell. E-mail is not secure: never use it to send financial details.

30 Internet shopping has an exciting but troublesome future. "At the moment it's all about price, and markets which are driven by price are unsophisticated and one-dimensional," says Richard Hyman, managing director of retail analyst Verdict. "Retailers have to find a way to add value to Internet shopping but we don't foresee it making more than 3 per cent of the retail market in the next five years."

35 Hyman thinks that some Internet bargains will soon disappear. "It's too good to last. This is a unique moment in commercial history, but no one is making any money, and investors are not famous for having infinite patience. Sooner or later, they will want a return on their investment."

*Sunday Express*, 9 January, 2000  
(abridged)

<sup>1</sup> a chain of supermarkets

2.

**2.1. Explain what in the text is meant by:**

- 2.1.1. "... a new breed of shopper". (l. 1)
- 2.1.2. "... a chance of shaving margins". (ll. 7-8)
- 2.1.3. "There's a reason we've gone down this route..." (l. 9)
- 2.1.4. "Online shopping is still in its infancy". (l. 22)
- 2.1.5. "... a household name". (l. 24)
- 2.1.6. "... will be upfront about their security systems". (l. 26)

**2.2. Complete these sentences according to the information in paragraphs 1- 5.**

- 2.2.1. Unless... you'll find it strange to see people buying huge amounts of food at Tesco.
- 2.2.2. There's no other reason for the goods to be bought at Tesco...
- 2.2.3. According to Tesco's spokesman, it pays...
- 2.2.4. Warehouses are sometimes supposed...
- 2.2.5. Both Tesco and Boden claim...
- 2.2.6. In both cases, success is measured both...

**3. In 25-40 words each, answer these questions on the final part of the text. Use your own words as much as possible.**

- 3.1. In your opinion, what are the main reasons for the problems experienced by some of these companies?
- 3.2. According to the text, is there real cause for concern on the part of customers regarding online shopping? Justify your answer.
- 3.3. How do you foresee the future of e-commerce? Justify your opinion.

**V.S.F.F.**

826/3

4. Rewrite the sentences below without changing their meaning and beginning them as indicated.

4.1. Richard Hyman said, "Retailers have to find a way to add value to Internet shopping but we don't foresee it making more than 3 per cent of the retail market in the next five years."

*Richard Hyman said that...*

4.2. Someone from Boden says Internet sales represent about ten percent of its £20 million in sales.

*Internet sales...*

## II

Write 120-150 words on ONE of the following topics, either 1. or 2. or 3.

1.

Many people predict that in future, most of our activities will be conducted through the Internet – from buying and selling goods, to conducting investigation or even watching films or attending concerts, all this without leaving our home.

Give your opinion about the advantages or disadvantages of such a scenario.

2.

Analyse the impact of differences in economic status in the novel you have studied:

F. Scott Fitzgerald's *The Great Gatsby*

or

B. MacLaverty's *Cal*

3.

With advanced technology spreading, unskilled and poorly educated workers are being squeezed out of their jobs in cutting-edge companies. This leaves behind a more educated group, which cannot be managed in the traditional authoritarian fashion.

Toffler, Alvin, *Power Shift*, New York, Bantam Books, 1991

Computers and other information technology have often been accused of causing unemployment. According to the quotation above, however, that may not be the only thing that will happen.

Give your views on this subject.

## FIM

## COTAÇÕES

### I

1. ....		15 pontos
2.		
2.1. ....	(6 × 5) .....	30 pontos
2.2. ....	(6 × 5) .....	30 pontos
3. ....	(3 × 15) .....	45 pontos
4. ....	(2 × 10) .....	20 pontos

### II

1. ou 2. ou 3. ....		60 pontos
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**TOTAL** ..... 200 pontos