



DEPARTMENT OF GENERAL STUDIES

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 14 empty boxes]

Student ID (in Words) : \_\_\_\_\_

Course Code & Name : ENG1023 English for Foundation Studies 3
Semester & Year : September – December 2020
Lecturer/Examiner : Vijayamalini Sathasivam
Duration : 2 Hours

INSTRUCTONS TO CANDIDATES

- 1. This question paper consists of 2 parts:
PART A (40 marks) : Grammar & Vocabulary – There are TWO (2) sections in this part. Answer both sections. Write your answers in the answer booklet.
PART B (60 marks) : Writing – There are TWO (2) sections in this part. Read the instructions carefully and write your answers in the answer booklet.
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 12 (Including the cover page)

**PART A : GRAMMAR & VOCABULARY (40 marks)**

**INSTRUCTION(S) :** There are **TWO (2)** sections in this part. Answer both sections. Write your answers in the answer booklet.

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**SECTION 1 : 20 marks**

**Instructions :** Fill in the blanks by choosing the most appropriate words in from the box. Write your answers in the answer booklet.

aim	yourself	feel	lose	find
place	take	lift	quiet	period
when	one	fall	hard	instead
while	strenuous	comfortable	soothe	set

Getting good results in your studies comes from developing good study habits. The best \_\_\_1\_\_\_ to study is a comfortable room with good lighting. The best chair for studying should be \_\_\_2\_\_\_ which you would be \_\_\_3\_\_\_ in but not so comfortable that you may \_\_\_4\_\_\_ asleep on it after a while ! Before you study, look for a \_\_\_5\_\_\_ environment with no distractions. If you \_\_\_6\_\_\_ your home too noisy for studying, try the library or community centre \_\_\_7\_\_\_.

When you study, \_\_\_8\_\_\_ realistic targets for yourself to achieve. For example, do not \_\_\_9\_\_\_ to study five chapters of Geography in one sitting \_\_\_10\_\_\_ you know that you take more than an hour to read one chapter. Furthermore, remember not to push yourself too \_\_\_11\_\_\_ . When you have studied for a \_\_\_12\_\_\_ of time, reward \_\_\_13\_\_\_ by taking a short break. You could perhaps take a short walk or listen to some music for a \_\_\_14\_\_\_.

If you begin to \_\_\_15\_\_\_ sleepy when studying, do not force yourself to go on as you may \_\_\_16\_\_\_ your power of concentration. Instead, you may want to \_\_\_17\_\_\_ a short nap to refresh yourself. Studying may also be \_\_\_18\_\_\_ on the eyes. When you study, it may be a good idea to \_\_\_19\_\_\_ your eyes away from your books occasionally. Looking at objects at a distance or at greenery can help \_\_\_20\_\_\_ tired eyes.

**Adapted from:** [http://www.englishdaily626.com/cloze\\_passages.php?034](http://www.englishdaily626.com/cloze_passages.php?034)

**SECTION 2 : 20 marks**

**Instructions** : Write a sentence using each of the words given below. You may change the form of the verbs.

1. actively  
action
2. adjust  
adjustable
3. cheer  
cheerful
4. complex  
complexity
5. develop  
development

**END OF PART A**

**PART B** : **WRITING (60 marks)**

**INSTRUCTION(S)** : There are **TWO (2)** sections in this part. Read the instructions carefully and write your answers in the answer booklet.

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The following two sections are based on the accompanying **THREE (3) articles**.

**SECTION 1** : **10 marks**

**Instructions** : Provide the full referencing following the BERJAYA University College Harvard Referencing Style for each of the following **THREE (3)** articles.

**SECTION 2** : **50 marks**

This section requires you to integrate a variety of sources into a coherent, well-written essay. Refer to the sources to support your position; avoid mere paraphrase or summary. Your argument should be central; the sources should support this argument. Remember to include at least **ONE (1)** citation from **EACH** article.

*'In current society, shopping online is becoming more and more popular. People just need to click their mouses and choose the item they want instead of buy something in a store. Even though shopping online make our lives become more easier than shopping in a store, it has some problems that we cannot ignore.'*

**Instructions** : Read the following articles (including any introductory information) carefully. Then, in an essay that synthesises all **THREE (3)** sources for support, take a position that defends, challenges, or qualifies the claim that **online shopping has caused inconvenience to consumers**.

## Online Shopping Vs Offline Shopping Customer Preference In Salem District

by

Dr.D.Suthamathi, Mr.S.Jeeva

Online shopping is one of the most well-liked ways to make purchase. It is act of purchase products or services over the Internet. An offline shopping is a traditional way of trade armed forces or products. It depends upon a person which medium they go after for shopping. It's an era of technology so people want to take the advantage of that thing and prefer online shopping but still there are some persons who don't trust online sites and prefer offline shopping.

Factors affecting online shopping:

**Risks:** customers do not touch or feel the product in a physical sense. Hence we know that lot of risk is involve while trade an online product whether it will reach us on correct time or not is also a concern and also there may arise a risk of product size and colour as it may be different in real view or sense. Sometimes the product ordered is kind of damaged.

**Convenience:** Online shopping is much more suitable than offline shopping. Instead of taking out your motor vehicle and visit shop to shop you can just sit at your house and do the shopping. It is suitable to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment procedure is seamless and the order is delivered to your place. Online shopping makes things more convenient.

**Pricing strategy:** Online retailer gets an inherent advantage in pricing as they don't have to bear expenses like store rental fee, bills etc. They can pass their price straight to customer and generally offer a lower price to buyer than offline market. Even when delivery charge are included than also it is better than the offline shopping. Consumer usually prefers kind or standard price with good quality and do not want to pay out or expense lot for any kind of things. So buying and selling both are concurrently affected by the cost of manufactured goods.

**Quality:** The quality of product at online site and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good distressing nature over any kind of shopping. As customer or buyer want to have a good quality of product as they spent their huge sum of currency. In general, qualities is a primary need over any variety of purchasing as it somewhat safe or give a good sense of buying or type of assurance about the product chosen.

Online trust: It depends on buyer perception whether they trust a particular site and its product and services. Therefore the frequency of online shopping also depends upon whether they trust a particular site or not. People are unusual in their nature and thoughts, some kind of people trust online trade some kind of people is in fear of online dealing. Trust carries a lot of points example- trust regarding the same product size quantity weight and security etc.

Delivery time: The product ordered by the buyer in online shopping take a minimum of six to seven days to deliver the product to the buyer. But in offline shopping the control of the goods is immediately transfer to the buyer. So this is a main issue which affects the online shopping. People want a good delivery time; they prefer to get a product in a preferred time or in short time of period. Duration is the second major issue affecting the demand of product.

Variety: The kind of selection that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the whole major brand and a customer can find any product in their listing no matter how hard to find it is in the offline store.

#### Factors Affecting Offline Shopping

Less number of choices: present are limited numbers of choice when it comes to offline shopping. The lot of variety is limited. The range of goods available in the shops are limited. Sometimes, the stock are old and are up for reduction and sale. Basically in offline or any store we get less numbers of options as it consists of manual work.

Time consuming: It takes a lot of time to go shopping to a store. Distance from house or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other goods.

Information: What generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

Bargaining: In offline store a buyer can do physical bargaining to the seller unlike shopping online. In online shopping a buyer cannot do bargain as the price of the product is fixed. A few of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

#### Conclusion

In current situation, E-commerce can be used a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and service. Online shopping is a growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. Salem city population is highly tech savvy, and the city is dotted with the firms of many successful entrepreneurs. Many industries, hospitals, colleges in future, online shopping is bound to grow in the big way, given the growing youth population.

**ARTICLE 2 (Adapted from: <https://www.irjet.net/archives/V6/i11/IRJET-V6I11113.pdf>):**

*International Research Journal of Engineering and Technology (IRJET), Volume 6, 2019, Issue No.11, page 1105 – 1110*

### **Online or Offline Shopping: Factors that Determine Customer Behavior**

by

Divyendu, Siddharth Raj, and Vivek Yadav

#### **1. INTRODUCTION**

Today, the growth of internet has most predominantly been capitalized by companies to widen its consumer base, through the use of web development. Seemly, the companies promote, advertise, sell, and display images of their products and services on the internet through their website/application. This is slowly embarking a shift in consumers' behaviour from the traditional style of shipping by visiting shops to the easily accessible online shopping.

Moreover, this paradigm shift in internet access and technology now means that the beneficiaries of the internet are also a contributor to the development of online shopping. Keeping up with the change in consumers' behaviour, most companies have now revamped their marketing strategy to best suit their consumers and not fall behind in changing demands. To sum up, the growth of the e-commerce industry today seems a promising story.

#### **2. Literature review**

Several scholars have claimed that shopping in any country is directly influenced by the needs and demands of a customer. Good customer research helps in planning on how to convince the customers, that they need your products and services. The shopping behaviour of customers depends on different factors in both online as well as offline means. A study by Arjun Mittal (November,2013) shows that

web consumer's trust and risk factor drastically affects their online shopping choices. The trust of a consumer on an e-commerce company affects the acquiring choice of a buyer. Online shopping has a plurality of factors that increases a consumers' loyalty towards online shopping and empowers the organization to acquire upper hand over different rivals in a developing economy (Abdul Gaffar Khan, 2016). According to Mohammad Ahmad Al-hawari (August, 2012) different factors have been analyzed and studies have shown that online shopping depends on many factors. However, there is also a need to consider the influence of offline factors on customer's trust for online services use.

### 3. Conclusion

To conclude, the shopping behaviour and more importantly the trust of a consumer highly depends on the need of a product and the delivery time of that particular product. It is shown that an individual want to buy a product from a place from where his or her product is delivered with minimum time. Therefore, the delivery system of any product highly influence consumers and it is clear that any potential consumer of online product is more inclined toward a company which provides a lesser time in delivering their product. However, it was observed that regions with better infrastructure and connectivity had a rise in preference for online shopping in most cases.



ARTICLE 3 (Adapted

from:[https://www.researchgate.net/publication/340445932\\_The\\_Impact\\_of\\_Coronavirus\\_Covid-19\\_on\\_E-Business\\_in\\_Malaysia](https://www.researchgate.net/publication/340445932_The_Impact_of_Coronavirus_Covid-19_on_E-Business_in_Malaysia)):

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## The Impact of Coronavirus (Covid-19) on E-Business in Malaysia

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The coronavirus (Covid-19) has a wide-reaching effect on e-commerce, technology, business travel, and the economy. It has already taken the lives of many and is also taking. In addition to this, every country follows the lockdown procedures as a means of preventing measures and Malaysia has also adopted the same. The increasing threat of novel coronavirus is a public health crisis and hampers the macro economy as a whole. It has also cut off the supply chain of the business. The production and the manufacturers are expected to be hampered more. China is the central manufacturing hub for many businesses globally. Therefore, any disruption in china's output will simply have effects (Meyer, 2020) .

Similarly, the Malaysian market is also dependable upon China products and it will highly impact the economy of Malaysia. Further, the lockdown has also obstructed the import and export facilities in the country. Many online businesses are facing shortages of the products which are unable to satisfy the demand of the customers over there. This may also increase the price of the products in the coming futures after everything gets well.

### Literature Review

In the last two decades, the name of China has become common in every country. It has become one of the crucial countries to enhance the economy of the country. The country plays an immense role in terms of boosting the economy by providing them great infrastructure. The importance of China in the global economy is not only related to the manufacturer and exporter of the product but also the suppliers of the immediate products for the manufacturing companies ( Unctad,2020).

As Malaysia is a highly dependable China product, therefore with the rise of this sudden pandemic disease the sales rate of offline business has slowed down. The pandemic of COVID-19 has forced the retail outlets of the nation to remain closed. This situation has identified to be supreme disruption of many businesses. When the number of major cities has declared self-isolated, lock-downs and following social distancing have directed towards the enhancement in the activities of the user. The users have enhanced their activities upon the online applications concerned with shopping in Malaysia. As per the research studies it has been found out that the usage of online retail applications and e-commerce mobile apps has experienced a significant rise of inactive and new users. According to Jebril, N (2020), the rise in the numbers of the online audience has been evidenced from the primary week of March of the financial year 2020.

### Customer Behaviour

The behaviour of the customer of Malaysia mainly influences the demand of e-commerce business activities to a great extent. The purchase behaviour of the customers would be influenced due to the lockouts in the nations since there would be a lack of availability of products and services in the various outlets and stores. For this particular reason, the customer should depend mainly on the e-commerce platform in order to fulfil the essential necessities required for their survival (MoEngage,2020).

### Security Factor

Today internet shopping has to face security issues, like identity theft and fraud (Tsiakis, 2012). Hossain, Jamil, and Rahman (2018) found the most influential factors for consumers' online shopping decisions, such as security, personal hobby, payment method, appropriate pricing, privacy, social media, and reference groups. These factors put significant influences on customer online buying decisions.

### Conclusion

COVID-19 has emerged as one of the pandemic health menace. This pandemic disease is worsening the country's situation in terms of health and economics. Most of the kits are manufactured in China and Malaysia is also highly dependable upon the China products. With the effect of coronavirus, all the shipments processes are delayed which have lower down the economic growth of the country. Countries are trying to bring back their product from other

countries apart from China only to continue their business process. The research paper here comprises of the impact of the coronavirus on the online business of Malaysia. On analyzing it has found that online businesses are seriously hampered due to this pandemic disease. The country is severely suffering as the death rate is increasing but in the coming days the country's economy has also lowered down. It is expected that to return and to enhance the economy like before is much hard. It is also much hard to increase the sales of the country.

**END OF EXAM PAPER**