



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Sekolah Pendidikan
Profesional dan
Pendidikan
Berterusan
(SPACE)

B

**FINAL EXAMINATION / PEPERIKSAAN AKHIR
SEMESTER II – SESSION 2020 / 2021
PROGRAM KERJASAMA**

COURSE CODE : UHLB 1042 / ULAB 1042
KOD KURSUS

COURSE NAME : INTERMEDIATE ACADEMIC ENGLISH
NAMA KURSUS

YEAR / PROGRAMME : 1 – ALL PROGRAMMES / 1 – SEMUA PROGRAM
TAHUN / PROGRAM

DURATION : 2 HOURS 30 MINUTES (INCLUDING SUBMISSION HOUR)
TEMPOH : 2 JAM 30 MINIT (TERMASUK MASA PENGHANTARAN)

DATE : APRIL 2021
TARIKH

INSTRUCTION / ARAHAN:

1. Answer **ALL** questions and write your answers on the answer sheet.
*Jawab **SEMUA** soalan dan tulis jawapan anda pada kertas jawapan.*
 2. Write your name, matric no., identity card no., course code, course name, section no. and lecturer's name on the first page (in the upper left corner) and every page thereafter on the answer sheet.
Tulis nama anda, no. matrik, no. kad pengenalan, kod kursus, nama kursus, no. seksyen dan nama pensyarah pada muka surat pertama (penjuru kiri atas) kertas jawapan dan pada setiap muka surat jawapan.
 3. Each answer sheet must have a page number written at the bottom right corner.
Setiap helai kertas jawapan mesti ditulis nombor muka surat pada bahagian bawah penjuru kanan.
 4. Answers should be handwritten, neat and clear.
Jawapan hendaklah ditulis tangan, kemas dan jelas menggunakan huruf cerai.
-

WARNING / AMARAN

Students caught copying / cheating during the examination will be liable for disciplinary actions and the faculty may recommend the student to be expelled from sitting for exam.

Pelajar yang ditangkap meniru / menipu semasa peperiksaan akan dikenakan tindakan disiplin dan pihak fakulti boleh mengesyorkan pelajar diusir dari menduduki peperiksaan.

This examination paper consists of 16 pages including the cover.
Kertas soalan ini mengandungi 16 muka surat termasuk kulit hadapan.

ONLINE EXAMINATION RULES AND REGULATIONS

PERATURAN PEPERIKSAAN SECARA DALAM TALIAN

1. Student must carefully listen and follow instructions provided by invigilator.

Pelajar mesti mendengar dan mengikuti arahan yang diberikan oleh pengawas peperiksaan dengan teliti.

2. Student is allowed to start examination only after confirmation of invigilator if all needed conditions are implemented.

Pelajar dibenarkan memulakan peperiksaan hanya setelah pengesahan pengawas peperiksaan sekiranya semua syarat yang diperlukan telah dilaksanakan.

3. During all examination session student has to ensure, that he is alone in the room.

Semasa semua sesi peperiksaan pelajar harus memastikan bahawa dia bersendirian di dalam bilik.

4. During all examination session student is not allowed to use any other devices, applications except other sites permitted by course lecturer.

Sepanjang sesi peperiksaan pelajar tidak dibenarkan menggunakan peranti dan aplikasi lain kecuali yang dibenarkan oleh pensyarah kursus.

5. After completing the exam student must inform invigilator via the set communication platform (eg. WhatsApp etc.) about completion of exam and after invigilator's confirmation leave examination session.

Selepas peperiksaan selesai, pelajar mesti memaklumkan kepada pengawas peperiksaan melalui platform komunikasi yang ditetapkan (contoh: Whatsapp dan lain-lain) mengenai peperiksaan yang telah selesai dan meninggalkan sesi peperiksaan selepas mendapat pengesahan daripada pengawas peperiksaan.

6. Any technical issues in submitting answers online have to be informed to respective lecturer within the given 30 minutes. Request for re-examination or appeal will not be entertain if complains are not made by students to their lecturers within the given 30 minutes.

Sebarang masalah teknikal dalam menghantar jawapan secara dalam talian perlu dimaklumkan kepada pensyarah masing-masing dalam masa 30 minit yang diberikan. Permintaan untuk pemeriksaan semula atau rayuan tidak akan dilayan sekiranya aduan tidak dibuat oleh pelajar kepada pensyarah mereka dalam masa 30 minit yang diberikan.

7. During online examination, the integrity and honesty of the student is also tested. At any circumstances student is not allowed to cheat during examination session. If any kind of cheating behaviour is observed, UTM have a right to follow related terms and provisions stated in the respective Academic Regulations and apply needed measures.

Semasa peperiksaan dalam talian, integriti dan kejujuran pelajar juga diuji. Walau apa pun keadaan pelajar tidak dibenarkan menipu semasa sesi peperiksaan. Sekiranya terdapat sebarang salah laku, UTM berhak untuk mengikuti terma yang dinyatakan dalam Peraturan Akademik.

SECTION A (50 marks)

READING: TEXT I (35 marks)

Read the text below carefully and answer all the questions that follow.

- I There has been a lot of progress in the entertainment industry. Over the last decade, some of the world's biggest entertainment and telecom corporations put their bet on streaming entertainment. The last ten years have shown a **rapid** progression of home entertainment as Netflix, Hulu, Disney Plus, HBO Now and other video streaming platforms gain millions of subscribers. As the cinemas are closed and more people are forced to stay at home to try to curb the spread of COVID-19, the concept of a mundane, non-tv watchers searching for shows to **constantly** watch for weeks has become a reality. So, more people are resorting to watching shows on video streaming platforms instead of going to the cinema or watching the tv because these video streaming platforms offer something that cinema and tv do not offer, which is binge-watching the shows. However, is the world ready to provide the extra bandwidth for video streaming that consumers are using?
- II People are prepared for a world where everything is **accessible** at the press of a button, but the Internet Service Providers (ISPs) might not be ready to cater to people's bandwidth needs, especially for video streaming platforms. To illustrate, music streaming services like Spotify and Apple Music use far less bandwidth as compared to video streaming platforms. These video streaming platforms are referred to as 'bandwidth hogs' when they require large amounts of system resources to run the video and even longer time to download it. People would be **at their wits' end** when facing the problem with bandwidth traffic during the lockdown.
- III To alleviate the bandwidth traffic problem during the lockdown, video streaming platforms, especially Netflix, were all **committed** to reducing the streaming quality for lesser bandwidth traffic. The streaming quality was first reduced all over Europe before implementing the reduction throughout the world. The reduction from Netflix was in addition to other methods the company has implemented since 2011 to keep the streaming steady in low bandwidth areas. Netflix already uses an adaptive streaming tool that automatically adjusts the quality of streaming video based on accessible bandwidth. When the bandwidth is low, the video will automatically reduce its definition, which will result in a lower-quality video. So, the video will still run steadily, although not in the most **desirable** quality.
- IV Following Netflix's adaptive streaming tool all over Europe, ISPs in different parts of the world have asked Netflix to start reducing streaming quality immediately. Ken Florance, Vice President of content delivery at Netflix, noted that "It is an understandable request, as different ISPs around the

world have built their networks in distinctive ways and operate within distinctive **constraints.**” ISPs in crowded cities have more complicated networks than rural areas. Some ISPs will build networks with a lot of capacity, while others might not. However, Florance did announce that Netflix will do their best to help ISPs around the world in dealing with large government-mandated bandwidth reduction orders by providing at least 25 per cent traffic reduction that Netflix has started in Europe. Nonetheless, he also added that this reduction will be done in stages as it needs to be done around the world. **Florance also added that “As much as we would love to help our subscribers in having the best viewing experience while streaming the videos, we also wish everyone to be able to enjoy Netflix without interruption. Truly, we are sorry for the inconvenience that might be caused later but we appreciate everyone’s understanding in this matter.”**

- V Other video streaming companies are following in Netflix’s footsteps in reducing the streaming quality. For example, YouTube announced last month that they will automatically make videos available in standard definition instead of high definition around the world for 30 days. It is a provident move from YouTube, as concerns over ISPs network limitations increase. Meanwhile, Amazon is much more reactive, as they prepare to reduce bit rate streams in countries around the world once local authorities request it.
- VI Streaming is a new-found online problem as it is increasingly putting a strain on ISPs because people are using the network for other online activities too. It is not just a concern for people trying to marathon a show that they watch constantly on Netflix. ISPs are seeing a tremendous number of people using the Internet to work and study from home or communicate with friends and family over video chat due to the lockdown. According to Digi’s CEO, Alburn Murty, Digi’s mobile Wi-Fi calling (which includes video calling) increased to 90 per cent, while mobile data daily use increased to 65 per cent since the lockdown started in 2020. Murty said “If streaming puts too much of a strain on networks, it is not just entertainment that could suffer, but the entire communication channels; and, this is definitely a hassle for us all.” Just last year, ISPs around the world had to do more than double the amount of their yearly planned system maintenance due to the huge increase of bandwidth traffic.
- VII Despite the increased state of the bandwidth usage, there is a possibility that upcoming video streamers like Quibi, HBO Max, and Peacock will launch at a time when people are looking for new things to watch. In addition, the fact that people are stuck at home will give every new, promising and yet-to-launch video service a much stronger shot at success. It also means more companies and platforms will be competing for a piece of bandwidth. Florance commented that there are more options for people to stream videos using different and new platforms. People will feel less isolated. However, they cannot avoid the fact that these platforms will definitely surge the bandwidth traffic.

He added that “People’s frustration from being bored due to the isolation will only be patched with another frustration due to the bad network connection when streaming videos. That will make people feel less isolated for sure!” Regardless of how good these platforms may be, with the current state of bandwidth being strained in Malaysia and worldwide during this lockdown, it will definitely affect the performance and quality of the video being played.

VIII In promising not to take advantage of the public that relies hugely on their networks during a lockdown, several ISPs voluntarily signed a pledge with the Malaysian Communication and Multimedia Commission (MCMC). Murty said that ISPs in Malaysia, especially Digi are committed to aid their customers in dealing with the bandwidth traffic issue. He emphasised that “It is not that we want to become heroes by starting to pledge but somebody has to start. This time, let Digi be the one **to heat the engine and start the motor**. I am sure others will follow soon. Trust me.” Digi announced they would increase the Internet daily data limit in the first few months of the lockdown period. Shortly after Digi’s move, Unifi announced they would raise Internet speed on all their Internet plans throughout the lockdown period. Not long after that, many other ISPs in Malaysia too offered various other options to minimise the bandwidth traffic issue. True enough, Digi’s first step in aiding their customers in dealing with the bandwidth traffic issue has geared others towards doing the same, if not more.

IX Conclusively, while industries around the world are taking hits because of society’s recent self-isolation, streaming is still seeing a boom. It is likely to continue to be popular because people will continue to be at home. Our reality right now is a clear portrayal of what it is like when more people are forced to rely on entertainment that they can only access inside their homes. As Internet usage increases and new services are launched, it is undeniable that companies with streaming businesses will be fine, as long as the Internet’s infrastructure can keep up with the increased bandwidth capacity. However, should the Internet’s infrastructure fail to keep up, video streaming platforms are doomed.

A I Write the main ideas for paragraphs II, IV, VI and VII in the blank spaces provided.

Paragraph	Main Idea
I	Video streaming platforms are getting more popular and use a lot of bandwidth.
II	
III	Netflix started reducing the streaming quality for lesser bandwidth use.
IV	
V	Other video streaming companies have started to follow Netflix by reducing the video's streaming quality.
VI	
VII	
VIII	Several ISPs signed with MCMC to not take advantage of their users that rely on the network during the lockdown.
IX	Video streaming is popular despite the high usage of bandwidth during the lockdown.

(4 x 2m = 8 marks)

A II State whether each of the following statements given below is True (T) or False (F).

1. ISPs are not ready to supply huge bandwidth capacity for video streaming platforms. []
2. Netflix reduced its video streaming quality to lesser the bandwidth traffic in 2011. []
3. Netflix will help ISPs around the world to reduce more than 25 per cent of bandwidth traffic from video streaming on Netflix. []
4. Countries may request Amazon to reduce its bit rate streams. []
5. Since the lockdown started in 2020, there has been a 90 per cent increase of Digi's mobile Wi-Fi calling. []

(5 x 1m = 5 marks)

A III Choose the correct meaning of the words/expressions highlighted in the following sentences according to the context in which they are used. Circle the correct option.

1. The last ten years have shown a **rapid** progression of home entertainment as Netflix, Hulu, Disney Plus, HBO Now and other video streaming platforms gain millions of subscribers.
A. key
B. fast
C. major

2. As the cinemas are closed and more people are forced to stay at home to try to curb the spread of COVID-19, the concept of a mundane, non-tv watchers searching for shows to **constantly** watch for weeks has become a reality.
A. steadily
B. repeatedly
C. continuously

3. People are prepared for a world where everything is **accessible** at the press of a button, but the Internet Service Providers (ISPs) might not be ready to cater to people's bandwidth needs, especially for video streaming platforms.
A. reachable
B. manageable
C. approachable

4. To alleviate the bandwidth traffic problem during the lockdown, video streaming platforms, especially Netflix, were all **committed** to reducing the streaming quality for lesser bandwidth traffic.
A. keen
B. loyal
C. devoted

5. So, the video will still run steadily, although not in the most **desirable** quality.
A. suitable
B. bearable
C. preferable

6. Ken Florance, Vice President of content delivery at Netflix, noted that “It is an understandable request, as different ISPs around the world have built their networks in distinctive ways and operate within distinctive **constraints**.”
- A. directions
 - B. guidelines
 - C. challenges

(6 x 1m = 6 marks)

A IV Answer the following questions based on the text.

1. Why do some of the world’s biggest entertainment and telecom corporations put their bet on streaming entertainment?

(2 marks)

2. What is the clear distinction between music and video streaming platforms?

(2 marks)

3. People would be **at their wits’ end** when facing the problem with bandwidth traffic during the lockdown.

What does the expression **at their wits’ end** mean?

(2 marks)

4. **Florance also added that “As much as we would love to help our subscribers in having the best viewing experience while streaming the videos, we also wish everyone to be able to enjoy Netflix without interruption. Truly, we are sorry for the inconvenience that might be caused later but we appreciate everyone’s understanding in this matter.” (Paragraph IV)**

Based on the statement above, what are Ken Florance’s tone and attitude?

- i. Tone : _____
ii. Attitude : _____

(2 marks)

5. What are the TWO impacts on the networks when people stream too many videos?

- i. _____

ii. _____

(2 x 1 m = 2 marks)

6. List TWO reasons why video streaming platforms will still be launched despite the increased bandwidth usage.

- i. _____

ii. _____

(2 x 1 m = 2 marks)

7. This time, let Digi be the one **to heat the engine and start the motor**. I am sure others will follow soon. **(Paragraph VIII)**

In your opinion, what does this expression mean?

(2 marks)

8. Why are video streaming platforms still in demand even when other industries are affected by the lockdown?

(2 marks)

TEXT II (15 marks)

Read the text carefully and answer the questions that follow.

- I There is an emerging new wave within the food and beverage industry in Malaysia, namely the online food delivery (OFD) service. In Malaysia, there are numerous food delivery companies with many offering OFD services. One of the companies is Foodpanda, the first delivery company that started in Malaysia. Others in the market are companies such as GrabFood, DeliverEat, Mamman, Honestbee, FoodTime, and Dahmakan. Being in this business **sector** is highly competitive. Most of these food delivery services are concentrated in the highly populated areas such as the Klang Valley, Penang and Johor Bahru. These companies secure their success in the business through maintaining high customer satisfaction with on-demand delivery.
- II The emergence of the OFD services is attributed to the changing nature of urban consumers. These consumers use food delivery services for a variety of reasons. The most common one is the need for quick and convenient meals on a busy work day. The various food delivery services that are readily available take the hassle away from consumers to plan and cook their meals for the family. Food delivery services have changed consumer behaviour so much, especially urban consumers. For them, using the OFD services have become normal and routine. More and more people are turning to food delivery in recent years because of the current pace of life as well as the opportunity to discover more restaurants that food delivery offers. For many busy urbanites, OFD services are a convenient option during a busy work day in the city. Many prefer this service as this allows them to have fresh and healthy food at their offices or homes while they have the freedom to continue their work. This is also an advantage as busy city dwellers can go straight home and relax instead of spending a few more hours travelling to get food. It is obvious that the OFD services provide convenience and time savings for customers. The OFD services are taking the delivery business by storm, impacting the food and beverage industry because of its potential growth, ensuring higher employee productivity, delivering order accuracy and building customers database.
- III Another reason for the development of the OFD services is the increasing use of smartphones in Malaysia. An increasing number of Malaysian consumers are using their mobile devices to do their online shopping. In 2016, 18 million Malaysians accessed the Internet via their mobile phones. By 2020, this figure had reached 22 million. The increasing rate of the smartphone use has made it more convenient for consumers to shop anywhere and at any time. Although not all of these Internet users purchase online, retail sales via mobile devices accounted for 15 per cent of all online sales in 2016. By 2020, retail sales via mobile devices had accounted for 22 per cent of the total value of online sales. The further convenience of accessing OFD services through their smartphones could have **tempted**

consumers to move from the traditional offline food purchase to adopt OFD services, as consumers can now get a wide selection of food choices on a single click. Table 1 shows the profile of customers using mobile devices for OFD services in Malaysia in 2020.

Profile	Sample	Percentage
Gender	Male	42.38
	Female	57.62
Age Group	17 and below	8.61
	18-25	59.27
	26-33	12.58
	34-41	5.74
	42-49	3.20
	50 and above	10.60
Ethnicity	Malays	9.27
	Chinese	81.45
	Indians	7.62
	Others	1.66

Table 1: Profile of Customers Using Mobile Devices for Online Food Delivery Services, 2020

- IV Despite the importance and the changing consumer behaviour, studies that address the contributing factors towards OFD services among urbanites are still **at its infancy stage** in the Malaysian context. Hence, a comprehensive research that investigates the relationship of several factors on device usage (ease of use, convenience, and privacy and security) with the consumers' behavioural patterns towards OFD services among Malaysian urban dwellers is very much needed. By addressing these gaps, service providers and restaurant owners planning to utilise OFD services will gain benefits by comprehending consumers' psychology especially in their behavioural patterns to use their services.

Adapted from <http://jmaap.org/wp-content/uploads/2019/01/5-Online-Food-Delivery-Services-Making-Food-Delivery-the-New-Normal-201911.pdf>

A V Circle the correct answer.

1. What factor does not play a role in determining the success of an OFD company?
 - A. Being in a highly populated area
 - B. Maintaining customers' satisfaction
 - C. Being in a highly competitive business sector

(1 mark)

2. The word **sector** in Paragraph 1 can best be replaced with
 - A. part
 - B. zone
 - C. segment

(1 mark)

3. The city dwellers do not engage OFD services for the purpose of
 - A. getting fresh healthy food.
 - B. discovering restaurants offering delivery.
 - C. being able to relax at home after a busy day.

(2 marks)

4. Based on Table 1, which of the following statements is **FALSE**?
 - A. The male was lower than the female.
 - B. The female Chinese was the highest.
 - C. The Chinese was about nine times more than the Malays.

(2 marks)

5. Which of the following statements below is **FALSE**?
 - A. Retail sales using mobile devices grew four per cent from 2016 to 2020.
 - B. 22 million Internet users did not contribute to the 22 per cent of online sales.
 - C. The mobile phones Internet users increased to over 3 million from 2016 to 2020.

(2 marks)

6. What does the word **tempted** mean in Paragraph III?
 - A. drawn
 - B. coaxed
 - C. appealed

(1 mark)

A VI Answer the following questions based on the text.

1. Based on Table 1, analyse the gender and ethnicity for customers using mobile devices for online food delivery services in 2020.

(2 marks)

2. What can be inferred from the expression “**at its infancy stage**” in Paragraph IV?

(2 marks)

3. By addressing these gaps, OFD service providers and restaurant owners planning to utilise OFD services will gain benefits by comprehending consumers’ psychology especially in their behavioural patterns to use OFD services.

What are the gaps the writer is talking about?

(2 marks)

SECTION B: WRITING (10 marks)

SITUATION

Malaysia, like the rest of the world, has been greatly affected by COVID-19 pandemic. With the enforcement of movement control order (MCO) by the government, Malaysians have resorted to online food delivery (OFD) services as an alternative to eating out. The rise of OFD services has resulted in the increase of traffic accidents involving food delivery riders.

Task:

Based on the data presented in Figures 1 and 2, write a report between 200 and 250 words on the comparison between consumers' use of OFD service applications and the traffic accidents involving their riders.

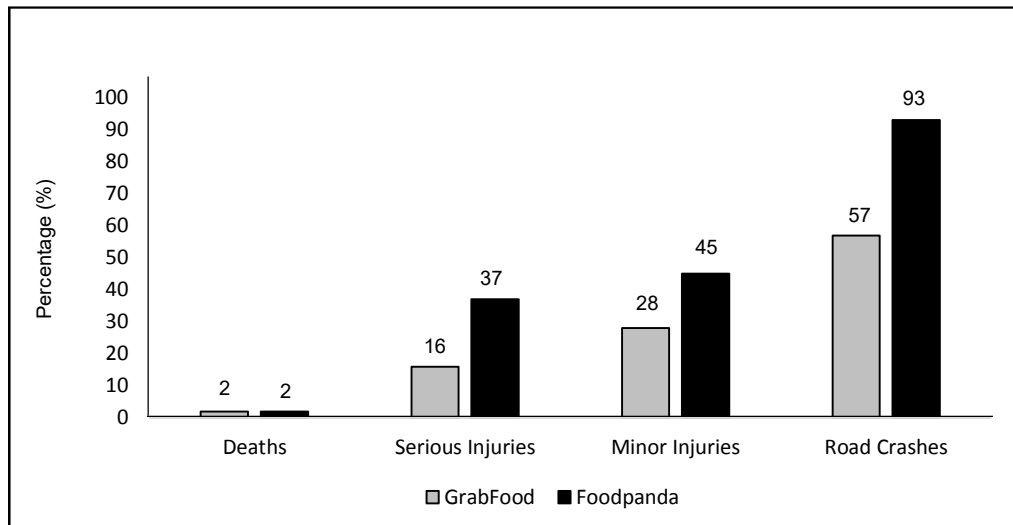


Figure 1: Road Accidents Involving Foodpanda and GrabFood Delivery Riders, 2020

Adapted from Shahrin Tamrin, <https://www.freemalaysiatoday.com/category/nation/2020/07/07/food-deliveries-soar-but-riders-bear-the-cost/>

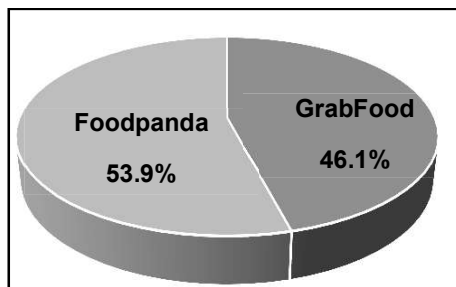


Figure 2: Two Most Used Online Food Delivery Applications in Malaysia, 2020

Adapted from <https://www.statista.com/statistics/1149430/malaysia-favorite-food-delivery-apps-by-age-group/>

