



PIONEER JUNIOR COLLEGE
JC2 PRELIMINARY EXAMINATION

GENERAL PAPER

8807/01

Higher 1

Paper 1

11 September 2017
1 hour 30 minutes

Additional Materials: Writing Paper

READ THESE INSTRUCTIONS FIRST

Write your name, CT group and GP Tutor's name on all the work you hand in.

Write in dark blue or black pen on both sides of the paper.

Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **one** question.

Note that **20** marks out of **50** will be awarded for your use of language.

At the end of the examination, fasten all your work securely together.

All questions in this paper carry equal marks.

This document consists of **2** printed pages.

PJC 2017

[Turn over]

Answer **one** question from this Paper.

Answers should be between 500 and 800 words in length.

1. 'Children must be taught how to think, not what to think.' Comment.
2. Should humans be hired when robots can do the job better?
3. 'Going green makes good business sense.' Comment.
4. To what extent can we believe what is in the news when information today can be easily made up?
5. How far can a culturally diverse society build unity?
6. To what extent is technology making crime more of a problem?
7. 'The key to effective leadership is to give the majority what they want.' Do you agree?
8. Is charity always a good thing?
9. 'All forms of scientific research are worth pursuing.' Discuss.
10. Can war be avoided when countries continue to invest in weapons?
11. In times of economic difficulty, should the Arts in your society still be publicly funded?
12. 'Freedom of speech must include the freedom to offend.' Do you agree?

Insert

The authors of this article contemplate the future of shopping malls in today's modern world.

- 1 Officially shopping malls are defined as “one or more buildings forming a complex of shops representing merchandisers, with interconnected walkways enabling visitors to walk from unit to unit.” Unofficially, they are the heart and soul of communities, the foundation of retail economies, and a social sanctuary for teenagers everywhere. In recent decades, the concept of the shopping mall, which has its origins in the U.S. and became a full-blown modern retail trend there in the post-WWII years, has proliferated across the globe. The five largest malls in the world now reside in Asia. China’s New South China Mall in Dongguan stands at the top of the heap with 2.9 million square meters of space. 5
- 2 Despite its ubiquity, the mall as it has been conceived for the last half century is at a critical inflection point. A storm of global trends are coming together at the same time to cause malls to change the role they play in people’s lives. No longer are they primarily about shopping. Now, when consumers visit malls, they are looking for experiences that go well beyond traditional shopping. 10
- 3 The trends helping to create this change include changing demographics, such as an aging population and increased urbanisation. This means more people living in smaller spaces and a greater need for public spaces in which to congregate and socialise. In this environment, malls offer a welcome watering hole, especially in cities where other public spaces are not safe. Sustainability concerns are causing some consumers to prefer mixed use developments where they can live, shop and work all within walking distance – instead of having to get into a car and drive to a crowded suburban mall. The growing middle classes in Latin America and Asia maintain a strong association between consumption and pleasure, driving the need for more engaging shopping experiences. And finally, the e-commerce revolution and the rise of digital technologies are fundamentally reshaping consumer expectations and shifting the function of stores toward useful and entertaining customer experiences. 15
20
25
- 4 As these trends advance across the global stage, they are forcing mall operators to rethink how they conceive and operate their properties. This identity crisis is most intense in the U.S., the country that pioneered malls and has the most malls per inhabitant. Thanks to a continued economic slowdown and rapid advance of the digital revolution, the U.S. mall industry is retracting and facing high vacancy levels. Websites such as deadmalls.com collect pictures of weedy parking lots and barren food courts, and try to explain how once-thriving shopping malls began to spiral downward. The death of the shopping mall has been predicted for years, ever since people started shopping on the internet, but the decline only recently became serious, retail sales be damned. Within 10 to 15 years, the typical US mall, unless it is completely reinvented, will be a historical anachronism – a 60-year aberration that no longer meets the public’s needs, the retailers’ needs, or the community’s needs. 30
35
- 5 In her talk, entitled “Are fashion stores out of fashion? Or a competitive weapon in the digital age?”, Nathalie Remy, partner, McKinsey & Co. spoke about the changing retail landscape. Even though the digital market share is still below 10 percent in most countries, it is gaining ground rapidly. She cited that 50 percent of French apparel buyers made at least one purchase online in the last six months, and digital apparel sales have multiplied tenfold in China in the last two years. Most of the casualties will be in the mid-market range, like those malls arranged around a huge branch of Sears or JC Penney, which announced the closure of 33 of its stores in January, with the loss of 2,000 jobs. 40
45

- 6 Remy sees two fundamental trends that have put a burden on the future of brick-and-mortar stores. One is that consumer shopping behaviours are changing, and consequently, a great store experience is changing too. Second, the economics of apparel stores have been deteriorating for the last few years and will most likely continue to do so. The question today is whether fashion stores are at risk of becoming completely out of fashion one day. 50
The development of e-stores and pop-up stores has changed the role of the store, which can sometimes be a showroom, delivery point, or in some cases, not even visited. Today's consumers are also going through an integrated path to purchase, where physical and digital touchpoints reinforce each other. Ironically, some people consider the future of offline is online, but they should actually say that the future of online is offline. 55
- 7 In the face of these considerable challenges, malls are seeking to stay relevant, drive growth and boost efficiency. We see successful players investing along three key fronts: differentiating the consumer offering, with a focus on experience and convenience; transforming the mall experience by leveraging technology and exploring new formats like mixed used developments to offer consumers an attractive, integrated community in which to live, work and shop. 60
- 8 Whilst these strategies help businesses, the pleasures of the shopping mall bring out the worst in us, encouraging our worst appetites and feeding on a dim, atavistic desire to shuffle around overlit spaces buying things we do not need. There is the muzak, and the marble and the zombie-like pace of it all. There are the fake bargains. Nothing advertises the cynicism of the mall experience so much as the discount outlets, those complexes where *Fifth Avenue stores sell cheap lines with posh labels to encourage the delusion you are getting something exclusive for less. 65
- 9 And yet. There is a reason the mall occupies such a central role in the American idea – and it is not just one of grim-faced consumerism. Most of people's mall experiences recently have not resulted in much impulse spending. (With the exception of the large, pink exercise ball gathering dust in the corner of the living room. And the thing that takes the head of your egg like a guillotine. And the gourmet jelly beans.) True to those movies of the 1980s, when you go to a mall, even at this age, it is not to shop, it is to hang out. After all, you are not wandering around the Sistine Chapel. The scenery is aggressively uninteresting. 70
75
- 10 But what does it matter? For the space of an afternoon you are strolling and talking with someone uninterrupted. You are not half-listening while staring at a screen. You are not trying to get anywhere in a hurry, except, perhaps, the food hall, where you can eat as grossly as you want because that is all there is. If that is not quality time these days I do not know what is. There are times in life when malls offer a thing we will be sad to see go, an activity with no redeeming feature, no take-away, no element of self-improvement. 80

**Fifth Avenue is a major thoroughfare in New York City. It is considered to be one of the most expensive and best shopping streets in the world.*

Adapted from

'Are fashion stores out of fashion?' by Lisa Lockwood, 'The future of the shopping mall' by Roberto Fantoni, Fernanda Hoefel and Marina Mazzarolo and 'The shopping mall is dead' by Emma Brockes



PIONEER JUNIOR COLLEGE
JC2 PRELIMINARY EXAMINATION

GENERAL PAPER
Higher 1

8807/02

Paper 2

11 September 2017
1 hour 30 minutes

ANSWER BOOKLET and INSERT

Candidate's Name: _____ CT Group: _____

GP Tutor: _____

READ THESE INSTRUCTIONS FIRST

Write your name, CT group and GP tutor's name on every sheet on the cover page of this answer booklet.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions in the Answer Booklet.

Note that 15 marks out of 50 will be awarded for your use of language.

The number of marks is given in the brackets [] at the end of each question or each part question.

For Examiner's Use	
SAQ	/17
SQ	/ 8
AQ	/10
Language	/15
TOTAL	/50

This document consists of an **Answer Booklet** comprising **6** printed pages including **1** cover page, and an **Insert** comprising **2** printed pages.

PAPER 2 (50 marks)

For
Examiner's
Use

Read the passage and then answer all the questions which follow below. Note that up to fifteen marks will be given for the quality and accuracy of your use of English throughout this paper.

Note: When a question asks for an answer **IN YOUR OWN WORDS AS FAR AS POSSIBLE** and you select the appropriate material from the passage for your answer, you must still use your own words to express it. Little credit can be given to answers which only copy words or phrases from the passage.

- 1 From paragraph 1, what is the authors' purpose in giving the official and unofficial definition of shopping malls (lines 1-4)?

[1]

- 2 Why do the authors call shopping malls a 'welcome watering hole' (line 17)? **Use your own words as far as possible.**

[2]

- 3 In paragraph 3, the authors identify several trends that created 'this change' (line 14). Explain the consequence of any 2 trends. **Use your own words as far as possible.**

[2]

- 4 In paragraph 4, why do the authors use the phrase 'historical anachronism' (line 35) to describe the future state of a typical US mall?

[1]

5 Explain the irony in the last sentence of paragraph 6 (lines 54-55).

[1]

6 In paragraph 8, according to the authors, why do the pleasures of the shopping mall bring out the worst in us (line 62-63)? **Use your own words as far as possible.**

[3]

7 In paragraph 8, how do the authors illustrate the cynicism of the mall experience (line 66)? **Use your own words as far as possible.**

[2]

8 Why do the authors put brackets around the 3 sentences in paragraph 9 (lines 71-73)?

[2]

9 Explain the authors' use of the word 'even' in the phrase 'even at this age' (line 74).

[2]

2017 PJC JC 2 Prelim Suggested Answer Scheme

Q1) From paragraph 1, what is the authors' purpose in giving the official and unofficial definition of shopping malls (lines 1-4)? [1m]

From the text	Inferred
Officially shopping malls are defined as "one or more buildings forming a complex of shops representing merchandisers, with interconnected walkways enabling visitors to walk from unit to unit." Unofficially, they are the heart and soul of communities, the foundation of retail economies, and a social sanctuary for teenagers everywhere.	<p>He wants to show us:</p> <ul style="list-style-type: none"> i) what the real or unintended function or value of malls is OR ii) how impactful the mall is to the larger community OR iii) a more comprehensive understanding of malls

Q2) Why do the authors call shopping malls a 'welcome watering hole' (line 17)?
Use your own words as far as possible. (2m)

From the text	Inferred
This means more people living in smaller spaces and a greater need for public spaces in which to congregate and socialise . In this environment, malls offer a welcome watering hole, especially in cities where other public spaces are not safe .	<p>They are a 'welcome watering hole' as they</p> <ul style="list-style-type: none"> i) provide secure spaces for people (1m) ii) to gather or meet (1m) iii) and interact in the crowded city. (1m) <p>1-2 points – 1m 3points – 2m</p>

Q3) In paragraph 3, the authors identify several trends that created 'this change' (line 14). Explain the consequence of any 2 trends. Use your own words as far as possible. (2m)

From the text	Inferred
1. changing demographics, such as an aging population and increased urbanisation. <u>This means</u> more people living in smaller spaces and a greater need for public spaces in which to socialise and congregate.	<p>More people in tinier homes and the increased necessity to have common areas for people to aggregate and bond with other (1m)</p>

<p>2. Sustainability concerns are <u>causing</u> some consumers to prefer mixed use developments where they can live, shop and work all within walking distance</p> <p>3. The growing middle classes in Latin America and Asia maintain a strong association between consumption and pleasure, <u>driving</u> the need for more engaging shopping experiences.</p> <p>4. the e-commerce revolution and the rise of digital technologies are fundamentally <u>reshaping</u> consumer expectations and shifting the function of stores toward useful and entertaining customer experiences.</p>	<p>ii) More inclined to live in a place that has amenities and their office in close proximity (1m)</p> <p>iii) Necessity to make personal shopping a pleasurable/enjoyable activity (1m)</p> <p>iv) Redefining what shoppers want and the role of shops in meeting the practical and pleasure elements of a shopping activity. (1m)</p>
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Q4) In paragraph 4, why do the authors use the phrase ‘historical anachronism’ (line 35) to describe the future state of a typical US mall? (1m)

From the text	Paraphrased
<p>Within 10 to 15 years, the typical US mall, unless it is completely reinvented, will be a historical anachronism – a 60-year aberration that no longer meets the public’s needs, the retailers’ needs, or the community’s needs.</p>	<p>It suggests that the typical US mall will be: a thing of the past /outdated /serves no purpose /irrelevant /obsolete</p>

Q5) Explain the irony in the last sentence of paragraph 6 (lines 54-55). (1m)

From the text	Inferred
<p>Ironically, some people consider the future of offline is online, but they should actually say that the future of online is offline.</p>	<p>It is ironic as</p> <p>i) it is expected for people to feel that the future is one where physical stores have no place in the shopping experience</p> <p>ii) but in actual fact, they are needed to complement e-commerce.</p> <p>Note: both parts must be present to get 1m</p>

Q6) In paragraph 8, according to the authors, why do the pleasures of the shopping mall bring out the worst in us (line 62-63)? **Use your own words as far as possible.** (3m)

From the text	Paraphrased/Inferred
the pleasures of the shopping mall bring out the worst in us, 1) encouraging our worst appetites and 2) feeding on a dim, atavistic desire to 3) shuffle around overlit spaces buying things we do not need. There is the muzak, and the marble and 4) the zombie-like pace of it all.	<p>They bring out the worst in us as they</p> <ul style="list-style-type: none"> i) promote our greed / base instincts ii) make us regress / succumb to primitive or primeval impulses iii) promote wasteful behaviour / overspending / unnecessary consumption iv) reduce us into unthinking consuming creatures/ something less than human <p>1 point – 1m 2-3 points – 2m 4 points – 3m</p>

Q7) In paragraph 8, how do the authors illustrate the cynicism of the mall experience (line 66)? **Use your own words as far as possible.** (2m)

From the text	Inferred
Nothing advertises the cynicism of the mall experience so much as the <u>discount outlets</u> , those complexes where Fifth Avenue stores sell cheap brands alongside posh labels to encourage the delusion you are getting something exclusive for less .	<p>They illustrate this cynicism using the example of</p> <ul style="list-style-type: none"> i) discount outlets that mislead buyers (1m) ii) into thinking they are getting a high-end product at a cheaper price (1m) <p>Note: Context must be correct to get any mark - the discussion is not about fake goods - cannot confuse discount outlets with Fifth Avenue stores</p>

Q8) Why do the authors put brackets around the 3 sentences in paragraph 9 (lines 71-73)? (2m)

From the text	Inferred
Most of people's mall experiences recently have not resulted in much impulse spending. (With <u>the exception</u> of the large, pink exercise ball gathering	<p>They want to:</p> <p>Function: show a contrast (1m)</p>

dust in the corner of the living room. And the thing that takes the head of your egg like a guillotine. And the gourmet jelly beans.)	Content: between their own miserable failed attempts at not buying with the observed lack of impulse buying in most people. (1m)
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Q9) Explain the authors' use of the word 'even' in the phrase 'even at this age' (line 74). (2m)

From the text	Inferred
True to those movies of the 1980s, when you go to a mall, even at this age, it is not to shop, it is to hang out.	<p>This word shows that the authors are</p> <ul style="list-style-type: none"> i) want to emphasis the purpose of the mall has still not changed (1m) ii) despite the passing of time / after a long period of time (1m)

Q10) Why do you think the authors switch to 'we' in the final sentence (line 81)? (1m)

From the text	Inferred
There are times in life when malls offer a thing we will be sad to see go, an activity with no redeeming feature, no take-away, no element of self-improvement.	<p>The word 'we' includes both the readers and authors to highlight how everyone would share the same feelings about the mall.</p> <p>Note: -Both the aim of inclusivity and context must be present. Accept any other sensible answer. -'make relatable' - 0m</p>

Q11) Using material from paragraphs 5 to 7, summarise how the retail landscape has changed, why it has changed and how malls can cope with the challenges. Write your summary in **no more than 120 words**, not counting the opening words which are printed below. **Use your own words as far as possible.** (8m)

The retail landscape has changed in many ways. Firstly,

#	Lift	Paraphrased
	<i>How the retail landscape has changed</i>	
1	1a) Even though the digital market share is still below 10 percent in most countries, it is gaining ground	1a) more people are buying products online Or - e-commerce is becoming increasingly popular
	1b) rapidly . She cited that 50 percent of French apparel buyers made at least one purchase online in the last six months, and digital apparel sales have multiplied tenfold in China in the last two years.	1b) - at a fast rate/quickly
2	Most of the casualties will be in the mid-market range, like those malls arranged around a huge branch of Sears or JC Penney, which announced the closure of 33 of its stores in January, with the loss of 2,000 jobs.	Many stores have shut down.
	<i>Why it has changed</i>	
3	consumer shopping behaviours are changing ,	The way people buy things has altered
4	a great store experience is changing	an enjoyable shopping encounter is being redefined
5	the economics of apparel stores (note: not bolded anymore) have been deteriorating for the last few years	Stores find it harder to make money,
6	and will most likely continue to do so	and this will probably not stop anytime soon

7	The development of e-stores and pop-up-stores (note: not bolded anymore) has changed the role of the store which can sometimes be a showroom, delivery point, or in some cases, not even visited.	New retail set-ups / platforms to sell have altered the way shops are used
8	today's consumers are going through an integrated path to purchase	Shoppers also now adopt a dual/combined approach
9	where physical and digital touchpoints	where online and actual stores connect
10	reinforce each other	to complement each other.
<i>how malls can cope with the challenges</i>		
11	... malls are seeking to stay relevant	need to keep up with the times
12	drive growth	ensure the progress of the company / stimulate sales
13	and boost efficiency	encourage productivity / lower production costs
14	differentiating the consumer offering	by customising the products / providing a unique experience
15	with a focus on experience	making shopping a meaningful and enjoyable activity
16	and convenience;	and easy-to-do activity / accessibility / ease of shopping
17	leveraging technology	harnessing/optimising/maximising/ capitalising on technology
18	and exploring new formats	And trying out novel retail ideas/concepts
19	to offer consumers an attractive, integrated community	providing an appealing one-stop location

Mark allocation:

Points	Number of marks
1 point	1
2-3 points	2
4-5 points	3
6-7 points	4
8 points	5
9-10 points	6
11-12 points	7
13 points or more	8

Q12) In this article, the authors examine the role and future of shopping malls. How applicable do you find their views to yourself and your society?

Some possible points	
<p>From para 6:</p> <p>Shopping malls are not dead. In fact, the future of shopping malls lies in the presence of online stores that complement the physical stores. According to the authors, today's shoppers tend to adopt "an integrated path to purchase, where physical and digital touchpoints reinforce each other".</p>	<p>Applicable:</p> <p>Ex/Eg: Singaporean shoppers, especially the young who grew up with the Internet, are savvy in making online purchases either through online platforms like Lazada or Amazon. This trend has spurred the large shopping malls like CK Tangs to create an online platform to cater to them. At the same time, Tangs still maintains its physical stores to cater to those who want to browse, touch and feel the merchandise. This two-pronged strategy helps to pull back customers who have migrated to online platforms and at the same time, retain those who have not.</p>
<p>From Para 7:</p> <p>We see successful players investing along three key fronts: differentiating the consumer offering, with a focus on experience and convenience; transforming the mall experience by leveraging technology and exploring new formats like mixed used</p>	<p>Ex/Eg:</p> <p>In Singapore, where the size of the local market is limited due to its small land area, companies that are still geared to serving customers directly are increasingly drawn to being part of mixed use developments. Malls like Westgate, Ion Orchard and Hillion are among many that are built around existing train stations</p>

<p>developments to offer consumers an attractive, integrated community in which to live, work and shop. Applicable:</p>	<p>or bus interchanges with adjoining condominiums. These malls gain from the ready stream of daily commuters and the hundreds of residents.</p>
<p>From para 2: No longer are they primarily about shopping. Now, when consumers visit malls, they are looking for experiences that go well beyond traditional shopping.</p>	<p>Not Applicable</p> <p>Ex/Eg: Singaporean Shoppers are still very much lured by shopping as the reason to visit malls. The experiences they are looking for are for a wide variety of products and brands. This is the reason why the most successful malls in Singapore such as Wisma Atria, Ion Orchard and Ngee Ann City constantly updating their stalls and products to be on trend.</p> <p>In addition, Singaporean shoppers constantly visit malls for shopping bargains and sales. This is especially apparent during the period known as the Great Singapore Sale where shoppers flock to malls purely for shopping. Even overseas visitors visit malls during this period purely for the shopping.</p>

