

6. How far do you agree that internet shopping will eventually replace traditional shops and markets?

How far: to which extent.

internet shopping: e-commerce

eventually: in the long run

Plough Works  
✓

Introduction: Past decade: Internet revolution.

1: Cheaper prices (no showroom fees, employees, bulk).

2: Less time consuming (no commute time, checkout time etc)

3: Wider choice (goods from anywhere, customizable).

4: No human help/advice. No personal look at goods.

5: Security: Internet fraud, Credit card scans etc.

Conclusion: Not in the short term.

During the past decade, the internet has truly been  
revolu like a real revolution for the modern world.

Even though the internet itself, as a technology and  
network, has been here & present for quite some

time, it is the cheap lowering of personal computer  
prices and broadband ~~tariff~~ fees that have brought

the internet and all its potential in a new  
light. With the internet becoming more and more

accessible, tons of new web-based services have  
emerged, with each of them trying to make our

lives better and easier. One of those, is, of course,  
internet shopping, which allows people to ~~take~~ purchase

goods online, and have them delivered to their  
doorstep.

Good  
summary

link  
to  
Q.

low price of same goods  
reason well explained  
One of the most important advantages of such a service would be the price it offers. Indeed, goods on sale over the internet have a much lower price compared to their equivalents in traditional shops. This is mainly due to the fact that online stores do not have to pay for showrooms and retail employees. They just need a warehouse to store their products, a few people to dispatch the goods, and a website. The law of the market dictates that people will always prefer the cheapest prices for goods of the same quality, and internet shopping clearly wins here.

time issue clearly explained  
Another great advantage of internet shopping is that it is much less time consuming compared to traditional shopping. One does not have to waste time in congested traffic, or in long checkout queues. Everything can be done while remaining at home, and performing a few clicks on the computer. In today's world, where time is considered to be very precious, internet shopping offers a great way to save a few hours each month, and allows us busy people to do more activities.

range world wide choice  
Adding to the cheap prices and quick service, there is also the wide range of products that internet shopping offers. Since the internet comprises of websites from all around the world, one is presented with a huge amount of choices. In the globalized world of today, some e-shopping websites even offer worldwide delivery under 48 hours. With such an

*customer goals*  
efficient service, one can really get whatever one desires. Further more, each many products are even customizable online. For example, a Football jersey shirt can have a personalized name written on the back, and you can even have a preview of the product online, before you click 'purchase.'

*Balance*  
*no human touch*  
*clear desc*  
*eg.*  
However, even with all ~~the~~ the above-mentioned advantages, internet shopping is not really better than traditional shopping in every aspect. One of the qualities that online shops lack is that of the human touch. One will not be able to get on-the-spot purchasing advice from knowledgeable salespersons, nor ~~the~~ customers with ~~no~~ are not able to have a personal look at the goods either. They ~~are~~ are not able to hold it in their hands, and see the quality with their own eyes. For purchasing vegetables for example, this can be quite a problem.

*yes*  
*hard*  
*yes*  
Another great disadvantage of internet shopping ~~is~~ ~~the~~ ~~various~~ <sup>is the</sup> security issues related to it. Even though much technological improvements have been made to the internet in terms of speed and digital content, very ~~few~~ little progress has been made towards preventing internet frauds. Business transactions, even if mostly safe on popular websites, are often prone to vulnerabilities ~~one~~ the lesser-known ones. Many people even get tricked into buying products ~~on~~ <sup>on</sup> fake websites, or get their credit card details stolen by hackers.

future  
planning.

Even though internet shopping is an undeniably  
a very efficient way of doing purchases, it remains  
for the time being constrained by its few, but  
still very important flaws. It is quite sure that  
internet online shopping websites will replace most  
traditional shops one day, but this will occur in  
the very long term, with additional technologies  
such as virtual reality, which may give users  
a more realistic idea online shopping experience.

good  
p1.

However, there will always remain little town markets  
or very luxurious shops, as neither online shopping  
will never be able to beat tailor made customer  
service offered by devoted and concerned retailers.

E 19

Virtually error-free.

Highly fluent, concise  
expression.

42

C 23

Very well-explained  
and makes some  
coherent observations.

## Examiner comment grade a

The introduction is very useful because it sets the scene for the main body of the essay. The topic of internet shopping is introduced by a brief overview of the rapid advances in the availability and affordability of computers and internet services for home use. A clear and well-reasoned account then demonstrates convincingly how lower personnel and favourable warehousing costs can lower prices to the consumer, which is one of the main reasons for the success of internet shopping.

The fact that ordering goods and services by computer has distinct time-saving advantages over sitting in traffic jams and standing in long checkout queues is highly relevant and well explained. The desirability of enjoying a wide range of choice from all over the world then follows the first two main points already mentioned. This point is strengthened by the appropriate example of being able to customise and personalise an online purchase.

The candidate then balances the analysis by admitting the absence of the 'personal touch' and the lack of 'purchasing advice' from knowledgeable sales staff which is available in traditional retailing. The short illustration regarding the selection of vegetables is valid but could be enhanced by including further products where 'feel', together with personal assessment of quality is important to the buyer. The question of various types of cyber fraud is quite rightly raised and fairly handled showing how some websites are better protected than others.

The conclusion offers a realistic appraisal of how far online shopping has changed traditional shopping habits and gives a well-reasoned estimate of the market share of online/traditional retailing in the future. This answer never wanders from the set question.

This script is very fluent and very accurate with good, clear expression. It contains just a few minor slips, e.g. 'frauds' and 'vulnerabilities' and 'on the long term'. There is just one grammatical error of subject/verb agreement which, given the high standard of the script, is probably due to a moment of carelessness rather than a lack of knowledge.

### **General conclusion**

The essay shows very good topic knowledge. The main points are well explained with some convincing detail. This essay is very well written. The script is highly fluent with a good range of vocabulary and contains very few errors.