Epreuve du 1ᵉʳ groupe

ANGLAIS

E-commerce in Africa

1   Considering statistics alone, it is obvious that Africa is an **up-and-coming** market for e-
2   commerce. With a billion people, the continent offers a huge consumer base for online trading.
3   Though Africa does not rank as high as other e-commerce markets, the on-line shopping
4   phenomenon is spreading. Yet, the reality is that e-commerce in Africa is far from realizing its full
5   potential in the short term, because of **shortcomings** plaguing the continent. Experts believe
6   some problems need to be resolved before Africa can realize its full potential as an e-commerce-
7   ready market.
8   First among the problems is the issue of the cost of data. Internet data is expensive for
9   most people in Africa, and even with those who can afford the Internet experience, weak
10 connectivity, makes online shopping not an attractive option for everyone. This means that
11 many Africans do not find it economical to spend time attempting to **browse through** e-
12 commerce sites when they could easily obtain needed items from physical stores. However,
13 with continued investment in fiber optics networks, and pressure on governments to pursue
14 lower Internet costs, this may become less of a barrier over the coming decade.
15 Another problem needing attention relates to online payments. As many Africans do not
16 have a bank account, payments for online goods through such accounts is likely to be an obstacle
17 to the development of e-commerce. However, the existence of many money-transfer platforms
18 using mobile phones may compensate for the deficit in bank accounts, if used as methods of
19 payment in e-commerce.
20 Delivery of goods also constitutes a **challenge** for e-commerce operators in Africa. Postal
21 services in most countries are extremely limited or non-existent, making e-commerce operations
22 extremely difficult. E-commerce businesses require a great infrastructure, including an effective
23 postal service for logistical purposes. However, e-commerce in Africa relies on motorbike delivery
24 operations, which increase the cost of doing business.
25 In the coming years, we can expect increased implementation of innovative technologies,
26 including drone deliveries, mobile payments, and fiber optics infrastructures. This, together with
27 education about the safety and convenience of online payments, makes the future of African e-
28 commerce extremely promising.

https://news.africa-business.com/post/ecommerce-in-africa

I. **READING COMPREHENSION** (8 marks)

A. **Indicate in Column C, the paragraph corresponding to each of the ideas in Column A.**
(2,5 marks)

Column A: Ideas	Column B	Column C
1. Unsatisfactory Internet services	a. Paragraph 1	………….
2. Promising perspectives for e-trade in Africa in the future	b. Paragraph 2	………….
3. Africa is lagging behind in terms of e-commerce	c. Paragraph 3	………….
4. Difficulties in the delivery of products bought	d. Paragraph 4	………….
5. Online payments are not only dependent on bank accounts	e. Paragraph 5	………….
	f. Paragraph 6	………….

B. Circle the right answer a, b, c or d, based on the text.   (2,5 marks)

6. '*Up-and-coming*' (line 1) is closer in meaning to…
     a. unfavorable;   b. promising;   c. fashionable ;   d. arriving.
7. The word *'shortcomings'* (line 5) means…
     a. coming late;   b. coming early;   c. shortening ;   d. weaknesses.
8. '*To browse through e-commerce sites'* (line 10) mean…
     a. to go through;   b. to stare at;   c. to look up;   d. to peer into.
9. The closest synonym of the word *'challenge'* (line 19) is…
     a. defiance   b. sports   c. difficulty   d. ease.
10. '*Infrastructure*' (line 22) means…
     a. postal services;   b. roads ;   c. bridges;   d. more than a., b., and c.

C. Circle True or False, based on the text, and justify.   (3 marks)

11. African online marketing has yet to reach its full range. *True / False*
     ………………………………………………………………………………………………..

12. With fiber optics, most people in African can now enjoy quality Internet. *True / False*
     ………………………………………………………………………………………………..

13. Postal services are not really an obstacle to e-commerce in Africa. *True / False*
     ………………………………………………………………………………………………..

II. **LINGUISTIC COMPETENCE (8 marks)**

D. Complete with the right connector from the box.   (2 marks)

In order to	otherwise	Instead of	despite	then	so as

(14) …………….wasting too much time trying to buy products online, people find it simpler to go to the shop nearby. However, we need to adopt and adapt to new technologies, (15)…………..,we run the risk of being left out of the general world-trend. The authorities should (16) ……… deploy efforts to strengthen the infrastructure (17) ……….. to facilitate the expansion of e-commerce.

E. Match each of the statements Column A with the appropriate notion in column B. Indicate your answers in Column C.   (2 marks)

A. Statements	B. Notions	C. Answers
	Wish	
18. Unless we trust ourselves, we will never achieve development.	Condition	-----------------------
19. I would rather go to the shop than waste my time browsing in vain.	Regret	-----------------------
20. If only he would stop gambling online; he is ruining his life.	Preference	-----------------------
21. You should really give it a try; it's quite safe to shop online	Condition	-----------------------
	Advice	-----------------------

A N G L A I S   3/3   22G33RA0159
Séries : S1-S2-S1A-S2A-S4-S5
Epreuve du 1er groupe

F. Use the beginning words provided to reformulate the sentence, making sure to maintain the original meaning. An example is given. **(2 markets)**

Example: *It is a pity we cannot watch the game on my smartphone due to weak connectivity.*
I wish <u>the connectivity were strong to allow us to watch the game on my smartphone</u>.

22. Although the number of potential customers is big enough, e-commerce is not widespread.
   Despite …………………………………………………………………………………………….
23. Chinese and American investors consider Africa as the new market to conquer.
   Africa is …………………………………………………………………………………………

G. Complete with the right form of the word in parentheses. **(2 marks)**

24. The prospects for e-commerce are in fact far (good) …………. than many people think.
25**.** Although e-commerce is not so widespread on the continent now, the situation is (like) …………. to change favorably in the future.
26. Of all the problems plaguing e-commerce in Africa, only the high cost of data is the (bad) ……… ; the others, i.e., payments and delivery of goods, can easily be solved.
27. For the case of payments, the many (company) ………… now offering electronic money transfer services can compensate for the deficit in traditional bank accounts.

III. **WRITING: Choose one topic and write about 150 to 200 words** **(4 marks)**

TOPIC 1: According to the text, e-commerce is not widespread in Africa. Write an essay in which you explain what e-commerce is, give its advantages and disadvantages, and say if it can be recommended.

TOPIC 2: You have bought something from an online shop, but you were disappointed when it was delivered. Write a letter to the shop manager to express your disappointment, and ask for a remedy to the situation.

TOPIC 3: You have seen a Nike pair of shoes you like very much on an on-line shopping site. However, you do not know how it works, and you called the contact number for information. Write down your conversation.