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# SUGGESTED ANSWERS

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## THE BIG CORP ISSUE

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## SUGGESTED ANSWERS

### PERFECTING

Visual Comprehension: Next Level Dazzle

Here are suggested answers to our visual comprehension exercise:

1. Tick the most suitable caption for Text 1.

- Experience the magic on your phone
- Unbox your screen with Samsung
- It's tiger town!

2. From Text 2, what does the word “star-studded” suggest about Samsung’s event?

It suggests that Samsung’s event featured numerous famous people. / It suggests that many famous people graced/attended Samsung’s event.

3. Identify the phrase in Text 2 which reflects the effect Text 1 has on viewers.

The phrase is “an unforgettable experience”.

4. Look at Text 1 and 2 and statements (a) and (b) below.

Decide whether the statements refer to Text 1, Text 2, both texts, or neither text.

Circle the answer you have chosen for each statement.

(a) The media is developed to impress the viewer / reader.

Text 1 / Text 2 / **Both** / Neither

(b) The campaign experience that the media is showcasing is exclusive.

Text 1 / **Text 2** / Both / Neither



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## PERFECTING

### Grammar Editing: Power Play

Here are suggested answers to our grammar exercise:

<p>With their gigantic reserves, big corporations possess global reach and influence like no other. Their wealth give them the ability to invest in other companies and initiatives of their choice. In other words, they hold a power to support the causes that they are interested in. For example, in 2022 Pepsico, known for its products like Pepsi, Gatorade and Doritos, gave USD \$35 million for develop the Closed Loop Local Recycling Fund. Such an investment will help cities develop better recycling facilities. But the mighty of big corporations does not end there. Some of this corporations even have power over governments. They can sway legislation and policies in their favour by investing in a process known as lobby. That is, the act of attempt to influence the decisions of a government by paying policymakers to argue for or against laws that are being written. According to CNBC, Amazon and Meta spent US\$19.7 million and US\$19.2 million respective on lobbying in 2022. This is technically legal, but with such power, corporations that only look out for their own interests can be very dangerous.</p>	<ol style="list-style-type: none"> <li>1. gives</li> <li>2. the</li> <li>3. ✓</li> <li>4. to</li> <li>5. might</li> <li>6. these</li> <li>7. lobbying</li> <li>8. attempting</li> <li>9. ✓</li> <li>10. respectively</li> </ol>
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#### Nature of errors:

1. SVA, singular verb for uncountable noun
2. for specific noun "power to support the causes"
3. ✓
4. the explanation is a verb, as in "to develop"
5. word class, adjective to noun
6. plural demonstrative pronoun for plural "corporations"
7. word class, add "ing" to form a noun
8. present continuous tense
9. ✓
10. word form adjective to adverb



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### PERFECTING

Listening Comprehension: I Can't Mind My Business

*Here are answers for our listening comprehension exercise:*

In this listening comprehension exercise, let us hear what people have to say about big corporations.

1. Speaker 1

D. Pessimistic about starting a company due to competition from big corps

2. Speaker 2

B. Resolute about the sustainability of his company being the most important goal

3. Speaker 3

F. Upset about the unfair wages and working hours

4. Speaker 4

A. Outraged that a big corp's control of the market has led to a supply shortage

5. Speaker 5

G. Fearful about future changes in business operations from company mergers

6. Speaker 6

E. Comforted at the sight of familiar big corp brands



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### PERFECTING

Expository Text Comprehension: What Happens When Big Corp Comes to Town

Here are suggested answers to our text comprehension exercise:

1. (i) What is the meaning of the word 'preeminent' (Line 1)?

It means surpassing all others. [1]

1. (ii) Identify **one** reason from the passage for why Silicon Valley is "the world's preeminent hub for technology" (Line 1).

Many of the world's largest high-tech corporations have set up their headquarters there. [1] OR Silicon Valley's resources have earned it recognition as the global centre for technological innovation. [1]

**Note:** pick any one of these reasons.

2. **Using your own words as far as possible**, explain why the author states that Silicon Valley's "growth is unsustainable" (Line 13).

(from passage) "The San Francisco Bay Area's increasing unaffordability and declining quality of life means that the Silicon Valley tech industry's growth has come at the expense of the development of the local community and workforce."

(paraphrased) Silicon Valley's tech industry's growth cannot go on / last as it has sacrificed / cost the welfare of the local community and workforce. It has driven up costs of living and the living conditions of the local community have suffered. [2]

**Note:** there are two sections to the answer, what "unsustainable" growth means and why it is unsustainable

3. Aside from the "increasing unaffordability and declining quality of life" (Line 14), explain **in your own words** another possible impact of tech companies that the author mentions in Paragraph 5.

Tech companies may also cause the loss of cultural diversity in the cities where they set up offices in. [1]



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4. What makes the sentence “Amazon has said that while it opposed the worker tax, it is ‘deeply committed to being part of the solution’” (Line 42-43) ironic?

Since Amazon is “deeply committed to being part of the solution”, it is expected to take actions that would benefit the local community. Instead, it has opposed the worker tax, which would have benefitted the community by funding the development of the city’s infrastructure. [2]

5. Why is it “no wonder” (Line 52-53) that Virginia’s residents have mixed feelings about Amazon building a second HQ in Virginia?

Considering the negative effects that come with the benefits that Amazon’s headquarters had on Seattle, it should **come as no surprise / be expected** that Virginia’s residents are conflicted over whether they want Amazon’s second headquarters in Virginia. [1]

**Note: to obtain the full marks for the question, the answer must capture the sense expressed by “no wonder”, and why they would have mixed feelings**

6. (i) How would blocking the worker tax help Amazon protect its profits, as Wen Qi suggests?

This would prevent Amazon from having to pay out an annual \$275 million per employee, which would increase its costs. [1]

6. (ii) Afiq mentions that Amazon helps the community by funding non-profits. Explain what critics’ opinions are about this.

Critics argue that Amazon is trying to make Seattle’s residents more dependent on it. [1]

7. **Using your own words as far as possible**, summarise the existing or potential benefits and costs of big companies on the local communities they settle in.

Use only information from Paragraphs 4 to 8.

Your summary must be in continuous writing (not point form). It must not be longer than 80 words (not counting the words given to help you begin).

*Big companies are beneficial for the community because...* [15]

	Text from passage	Paraphrased
1	The tech industry has brought <u>higher-paying</u> jobs; double what half the workers in the city earn	[ <b>benefits</b> ] they provide <u>higher salaries</u> .
		However, this causes
2	with Amazon’s workers driving up demand, the prices of goods and housing has <u>skyrocketed</u>	[ <b>costs</b> ] a <u>steep</u> rise in commodity prices due to tech workers increasing demand.
3	The <u>lower-paid</u> have been <u>forced out</u> of the city, into smaller accommodation or on to the streets	[ <b>costs</b> ] <u>Lower-income</u> workers are <u>driven from</u> their homes
4	49% of college students experienced either <u>food or housing insecurity</u>	[ <b>costs</b> ] and the <u>access to food or housing is unstable for many</u> .



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5	done much to <u>erode</u> the culture of the city; changed the feel of Seattle; diluted the city's diverse culture; <i>(Note: all of these make the same point so only one mark will be awarded)</i>	<b>[costs]</b> Furthermore, big tech companies have <u>erased</u> the spread of unique cultures,
6	erosion of the identity of the <u>old neighbourhood</u>	<b>[costs]</b> and <u>long-established</u> identities of the <u>communities</u> .
7	Amazon opposed the city's "head tax" proposal  But less than a month after unanimously passing the tax, Seattle's council abandoned it in the face of threats from the corporation	<b>[costs]</b> <i>(infer point from example)</i>  These companies can also influence decisions to prioritise benefits for the company rather than the community,
8	<u>attempting</u> to shape a future in which Seattle's residents are <u>dependent on Amazon</u> through its direct funding to <u>develop the city</u> .	<b>[costs]</b> and are <u>trying to</u> keep communities <u>reliant on them</u> by employing private rather than <u>public or government solutions</u> .
9	The city council has <u>struggled</u> to find a path that <u>remains true to Seattle's culture and values</u> while <u>keeping</u> the source of much of its recent prosperity <u>happy</u>	<b>[potential costs and benefits]</b> Tech companies bring wealth to the community, but there is <u>difficulty balancing their wishes</u> with the <u>community's culture and values</u> . <i>(Note: a mark will not be awarded for this point if the student has mentioned point 5, unless the student conveys the point of difficulty in balancing)</i>

Accept any 8 points for 1 mark each.

Total: 15 marks

- Content: 8 marks
- Language: 7 marks (grammar, spelling, punctuation, vocabulary)