

SELL OUTSIDE THE BOX

Text Type: Conversation
Suggested finishing time: 25 mins

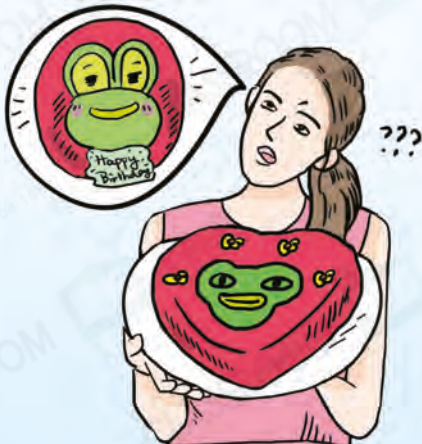


Listen!



Let's Think!

1. Do you prefer online or traditional shopping? Why?
2. What may a business do to guarantee its customers a pleasant shopping experience?



More to Take Away

Online shopping is a global trend. It is common for young people to compare the prices of products sold online with those at retail shops. They also tend to shop online on particular dates, such as 11th November and Thanksgiving Day, in order to enjoy greater discounts.

Lily: Ta-dah! Birthday surprise! Unbox this!

Dora: Wow! You're so sweet, my bestie! What's inside?

Lily: Come on, just open it! I'm pretty sure it's what you want!

Dora: Hmm?! Well, let me see...bwa-ha-ha-ha, what on earth happened to this froggy's face? It just looks so hilarious 5
on the cake!

Lily: Oops... It doesn't look quite like how it appeared on Innegram... I swear it looked perfectly fine in the photos.

Dora: Ehhh, I actually quite like how it looks now. It's...exotic, quite different from the way it normally is... It has a 10
pair of much more cynical eyes, a creepier smile, and a greener complexion, which make it unique...

Lily: Ahhhh... Sorry for its spoilt look, I know it's hard to accept this as the same cake seen on Innegram.

Dora: It's fine. Dealers on the Internet can be a bit dodgy... I've 15
had similar experiences before...and I'm used to the gulf between expectation and reality!

Lily: How can such a ridiculous experience sound so normal to you?

Dora: As I've come across far more cases of this kind than you 20
have... Once I was duped by some deceptive advertising photos into purchasing a sleeveless top, which turned out to be ridiculously small. It couldn't even fit my cat...

Lily: I've seen forum posts about epic fails like ours... And now we're part of our own, so I do not find it funny at all. 25

- Dora:** Me neither. There's in fact plenty to consider when we shop online, as after sales service, like product maintenance and warranty, is not offered by most online shops. That's why I always check and judge a shop's credibility by the number of positive reviews it has...
- Lily:** Ah, I did that too...the bakery from which I got you this disappointing froggy cake has been taking online orders for 3 years. It has accumulated over 150,000 followers on Innegram, but still... 30
- Dora:** Awww, I understand how you feel. But very often, the product descriptions online are not precise enough for customers to make the right decision.
- Lily:** That has happened to me! Once I ordered a beige flowery pleated dress, but ended up receiving an unpleasant surprise—instead of a fairy princess, I looked more like a cake coated in buttercream in that distorted garment of poor quality. 35
- Dora:** It's not surprising to receive products in sizes, colours and materials that are different from the order placed, but I'm fed up with the tactics of the sellers.
- Lily:** How right you are! And I am prone to be confused by free shipping offers. If Shop A sells a plush doll at \$20 with a \$5 charge for shipping, Shop B offers the same doll at \$26 with free shipping, it's very likely that I will make my purchase at Shop B... 40
- Dora:** Silly you, but that's how they make a living, with even more smoke-and-mirror tactics as such!
- Lily:** Oh, give this custom cake a try! It's in your favourite flavours... 45
- Dora:** O la la, the truffles and green tea blend so well! Come on, just try it! It's ineffably delectable...it's scrumptious beyond description!
- Lily:** Glad you like it! Thanks to the bakery, whose owner is responsive to my many inquiries, you have this top-notch cake.
- Dora:** Thanks, Lily! To be frank, the grosser the froggy looks, the more I like it, so we don't need to gild the lily. 50
- Lily:** Thanks! I'm the best, I know it.

~570 words

Looking into Grammar

'More', 'fewer' and 'less' ('than') can be used to draw comparisons between amounts. Note that the word 'than' is used only when the two (groups of) items appear in the same sentence.

✓ I read **more** storybooks **than** Tommy does.

✓ Tommy reads two storybooks every week. I read even **more** (✗ **than**).

? Circle TWO examples of comparison in each of the ways taught here in the conversation.

Moral

Honesty is of the utmost importance in the business world. A brand can stand the test of time only if it is reputable for its quality service, or quality products and its credibility.

Part A Multiple Choice Questions

Answer the following questions based on the information provided in the conversation. Choose the best answer by blackening the appropriate circle.



1. Lily was _____ and _____ when she found out how spoilt the cake looked.

- A. outraged...overreacting
- B. surprised...sorrowful
- C. quiet...indifferent
- D. amused...embarrassed

1 Note that Dora is a very good friend of Lily's.

2. Dora was satisfied with the _____.

- A. amusement brought by purchasing spoilt items
- B. difference between reality and expectation
- C. unusual look of the froggy on the cake
- D. photo captions that leave room for imagination

3. Which of the following is TRUE about Dora?

- A. She purchased pet clothes for her cat.
- B. She only made purchases at shops offering free shipping.
- C. Money was saved as she was hardly allured by the sellers' tactics.
- D. Most of her purchasing experiences were unpleasant.

4. Lily purchased the dress most probably because of the _____.

- A. vague and inaccurate descriptions
- B. deceiving photos on advertisements
- C. beige colour like buttercream
- D. popularity of oversized garments



5. In line 47, Dora described the cake as 'scrumptious beyond description' because _____.

- A. the two flavours did not match
- B. the two flavours blended indescribably well
- C. she was not used to being outspoken
- D. the taste of the cake is far from scrumptious

6. The bakery from which Lily ordered the cake is _____.

- A. aloof
- B. dishonest
- C. respected
- D. infamous

6 Why did Lily decide to order a cake from this particular bakery?

Self-evaluation Checklist (✓/✗)

- | | |
|--|--------------------------|
| 1. I understood most of the information provided in the passage. | <input type="checkbox"/> |
| 2. I guessed the meaning of unknown words or phrases correctly. | <input type="checkbox"/> |
| 3. I managed to answer questions by drawing inferences. | <input type="checkbox"/> |
| 4. I identified and understood the writer's / characters' feelings. | <input type="checkbox"/> |
| 5. I could identify and summarise the main idea of the passage. | <input type="checkbox"/> |
| 6. The two reading strategies taught in this module enabled me to read more effectively. | <input type="checkbox"/> |

Part B Pre-HKDSE Questions

Answer the following questions based on the information provided in the conversation.
For question 1, answer in complete sentences.

1. (i) Read lines 50-51. What did Dora think about the froggy on the cake when she said ‘we don’t need to gild the lily’? Explain your answer.

1(i) Find out what the idiom ‘gild the lily’ means.

- (ii) Why did Lily reply by saying ‘I’m the best, I know it’? Explain your answer.

2. According to lines 15-44, tactics of online sellers _____.

- A. create distractions and illusions B. vary from shop to shop
 C. appeal to inobservant customers D. all of the above



3. Read lines 9-12. Describe Dora’s tone with TWO adjectives.

- (i) _____ (ii) _____

3 Pay attention to the use of punctuations.

4. In each statement, there is a wrong word. Underline it and write a word that expresses the correct idea in the right-hand column.

(i) To celebrate Dora’s birthday, Lily made her a custom cake.

bought

(ii) The cake looked so similar to how it appeared online.

(iii) They realised that some online shops tend to make money with misleading discounts.

(iv) Despite its spoilt appearance, the cake astonished the girls with its size.



5. Look for words in the conversation to match the definitions below.

(i) _____ (lines 1-12) (adj.) unusual and specially interesting

(ii) _____ (lines 13-23) (n.) a great difference between two things

(iii) _____ (lines 13-23) (v.) fooled and deceived

(iv) _____ (lines 26-37) (adj.) out of shape

(v) _____ (lines 40-52) (adv.) in an inexpressible way

Part C Vocabulary Bank

Label the items below with the words and phrases about online shopping from the word box.

rating

payment method

shopping cart

delivery

hot item


customer service chatbot


product description

discounted price

Welcome to iBuy.com


View Your Purchase 

2. 


Purple crystal necklace
 ★★★★★ (89 reviews)
 \$1049.9




Japanese rabbit decoration
 ★★★★★ (102 reviews)
 \$235

1. 


Sports water bottle
 ★★★ (24 reviews)
 \$32

White lamb doll 3. 

100% organic cotton yarn
 Made in Japan ← 4.
 Available in two sizes: small and regular
 ★★★★★ (54 reviews)
 \$245 \$178 ← 5. 

6. 

◀ Page 1 / 100 ▶

7. 

Checkout 



8. 

Part D Cloze Passage

Complete the video transcript below with the appropriate words and phrases introduced on the previous page.

Hi everyone, my name's Jane Collins, the marketing representative of iBuy.com. In this video, I'm going to show you everything you need to know when you make purchases on our website. Since we offer many types of products, we have divided them into a few categories on the home page for easy location. There, we also update our (1) _____ list weekly, so that our users may know more about the current trends and products with promising quality.

Although customers are welcome to make purchases on our website any time, they are advised to read the (2) _____ of each of their desired items carefully for a more thorough understanding of it before purchasing. To know more about the item, you may check its reviews and its overall (3) _____ (ranging from one to five stars), which is averaged from the feedback of previous customers.

In the upper-right corner of the screen you can access the (4) _____. It's a list of the items you've chosen to buy by clicking the 'Purchase Now' button. Make sure you take a look at the list before clicking the 'Checkout' button.

On the next page, you'll be asked to choose the (5) _____ method. Please be reminded that the shipping fee required by different companies may not be the same in most cases. However, for any order over \$500, no shipping fee, international or local, will be charged. On the right, the sum you have to pay has now been calculated for you. Below it, choose the (6) _____ that is most convenient for you. For now, only two options are offered: debit card and credit card.

So that's all of it. It's easy and convenient, isn't it? However, if you still find yourself in trouble in the middle of a transaction, just drop a question to our (7) _____. It will be answered within 10 minutes. Last but not least, we are currently holding a summer sale, where many items are sold at bargain prices. Come and get your favourite item at a (8) _____!

Let's Discuss!

1. Have you ever shopped online?
2. Do you agree that there is a large difference between the advertised version of an item and the actual item that is delivered to the buyer?