

Part 3: Exam practice**WRITING TASK 1**

You should spend about 20 minutes on this task.

The table shows the average length of video advertisements on the Internet and the average length of time viewers spend watching them.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

| Average online video ad length and time viewed | | |
|--|---|-------------------------------|
| Type of advertisement | Average length of advertisement (seconds) | Average time viewed (seconds) |
| Public service | 45.8 | 18.5 |
| Automotive | 27.2 | 14.7 |
| Financial services | 20.5 | 16.3 |
| Travel | 18.0 | 13.0 |
| Entertainment | 27.8 | 10.8 |
| Home furnishings | 17.3 | 10.0 |
| Consumer electronics | 15.3 | 7.1 |
| Pharmaceuticals | 16.6 | 6.3 |
| Clothing | 14.6 | 6.0 |
| Other retail | 21.0 | 4.5 |
| Overall | 22.4 | 10.7 |

WRITING TASK 2

You should spend about 40 minutes on this task.

Write about the following topic:

New technologies and ways of buying and selling are transforming the lives of consumers.

To what extent do you agree or disagree with this opinion?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.

Model Answers

Part 3: Exam practice

Task 1: Model answer

The table shows the average length of online video advertisements by sector and the average length of time viewers spent watching these advertisements.

The average length of the advertisements varied from a low of 14.6 seconds for clothing to a high of 45.8 for public service advertisements. With the exception of government- and entertainment-related advertisements, in general, products and services which required a large financial commitment tended to have longer advertisements. Cars, financial services and travel advertisements, for example, were all eighteen seconds on average or longer. Less expensive products, on the other hand, such as consumer electronics, clothing and medicines, tended to have shorter advertisements.

Adverts for more expensive products or services also tended to be watched for longer than adverts for less expensive items. Viewers on average watched more than 50 per cent of advertisements for cars, financial services and travel. In contrast, viewers tended to watch less of government advertisements and advertisements for cheaper goods such as consumer electronics, clothing and medicines.

Overall, length of online video advertisements and length of time spent viewing such advertisements appears to be associated with the perceived cost of the product or service being advertised.

Task 2: Model answer

New technologies, and in particular the Internet, are undoubtedly having a major impact on the way goods and services are bought and sold. In many countries, buying products online has become a mainstream activity. Now in the UK, for example, roughly 12 per cent of all retail trade is conducted on line. While some maintain that the actual impact of the Internet on shopping is negligible, I would argue that it is in fact quite significant for two main reasons.

The first main reason is that the development of online shopping has meant that the market for goods available to the individual has grown exponentially. It is possible to buy virtually anything from what has effectively become a world-wide retail market: exotic foods, art works, rare books, adventure holidays; the list is endless. Products that were once only available to those who lived in large cosmopolitan cities with a wide variety of shops can now be bought by those living in small towns with few local amenities.

Another significant reason is that the buyer can have more control over the process. Price comparison websites make it easier to find bargains. Shopping can be done at any time of the day or night, and shoppers can browse for as long as they like without pressure from sales assistants. This means that shoppers can potentially become more astute and knowledgeable about the products they are buying. Because of the greater competition involved in trading within a large market, sellers may have to improve the quality of their products.

In short, experience suggests that online shopping has shifted the balance of power in favour of the consumer. Consumers not only have wider access to goods but also have greater access to information and more control over how they shop.

Task One Answers

Model Answer A

The given table data presents information about the average online advertisement video length and the time spent by viewers on them. Overall, average online advertisement videos are 22.4 seconds long and viewers watched them for an average 10.7 seconds.

As is given in the table data, there are a total of ten types of advertisement video available online and among them public service type ad video has the highest duration (45.8) seconds. Automotive, financial services, entertainment and other retail videos have an average 20-28 second length. Other video ad types including clothing, pharmaceuticals, consumer electronics, home furnishing and travel have less than 20 second length. Overall online viewers watch 10.7 seconds of such videos and among them ratio of watching public service, financial services, travel and automotive type videos are higher (over 10 seconds). The average viewing length by online users of consumer electronics, clothing and other retail is less than 10 second. In terms of original video ad length versus the viewing time by the online users is highest for financial services (average video length 20.5 seconds while the average viewing length is 16.3 seconds).

Task Two Answers

Model Answer A

There are many ways to write an IELTS Task 2 Writing Opinion Essay. This table is comparing three different things:

1. time
2. banana sales vs coffee sales
3. five countries

This means there are many ways you could organize your answer. Remember, in IELTS Task 1 Writing, one of the aims is to have an easy to read, natural organization.

In the two IELTS Task 1 Sample answers below, each approaches the organization in a different way.

Which way do you think is easiest for you?

Student Answer

Using the internet worldwide has great impact on people consuming manner. Some people insist that shopping online has changed people's style rather than their actual behavior. I would argue, however, that online-based shopping has enhanced peoples' financial status as well as saving a bit of time each day.

It is definitely clear that, shopping online supports the consumer economically. A normal buyer ,for instance, would pay 12 \$ for a T-shirt in a mall whilst he could save 10 \$ if he purchase the same item online. To clarify

more, the annual rent for a shop together with the employees' salaries can be saved in favor of online shopping which reducing the cost for the final buyer. As a result, consumers' lives has altered financially.

Undoubly, using modern devices are significant in saving the time. Few minutes are needed to purchase a commodity online compared to hours to buy it in the traditional way; For example, online banking system can do the payment within seconds whereas a long process must be followed in the traditional way. Some people are still unconvinced to buy or sell online when many fraudulent activities taking place on the internet. However, many advanced security programs are created to protect the buyer whilst he is shopping online ,which leads to change in his life.

In conclusion, consumer lives has changed rapidly due to new devices and methods introduced for purchasing and selling in recent years. Therefore, I would absolutely agree with that, modern devices have changed people's lives financially together with reducing the consumption of time.

Words: 259

Writing Feedback

Task Achievement: 6

This is an OK answer.

- – Keep your introduction simple. You do NOT need to repeat the whole question, and you do NOT need to write two points of view. See the model answer for what I mean.
- – The paragraphs are a little off topic or (in paragraph 1) aren't developed very well. Try to keep each part directly linked to the topic / main ideas.
- + Your conclusion is OK. It summarizes your main points.
- Try to develop your ideas more buy making the topic sentences more general, and having two or three supporting ideas:

You could organize your ideas like this:

Paragraph 1

Topic sentence: First of all, it is definitely clear that consumers save money.

1. It is now possible to pay for things online without cash.

e.g. Online banking is cheaper than going to a bank in person

2. Shopping on the Internet is generally much cheaper because you can easily compare different prices.

Paragraph 2

Topic sentence: Secondly, undoubtedly, they also save time.

1. Technologies such as maps and reviews allow people to find shops, products, and services much quicker than before.

E.g. You can type a “Coffee Shop” into Google Maps and easily find a convenient place to go.

2. New forms of payment using mobile phones and online payments means you usually do not need to pay in cash. (Even if you are shopping in person)

Coherence and Cohesion: 6

The organization is OK, and it is fairly easy to follow.

- + You have a range of linkers, but some are incorrect e.g. “Undoubly” → “Undoubtedly”
- + You have paragraphs with main ideas though the development needs some work

Lexical Resource (Vocabulary): 7

- + Good range of language. Generally accurate spelling and usage.

Grammatical range and accuracy : 6

- – Some basic punctuation mistakes. E.g. “Few minutes are needed to purchase a commodity online compared to hours to buy it in the traditional way; For example” → “... in the traditional way. For example, ...”
- + You attempt some complex sentences but these are less accurate than your simple sentences. “... shopping which reducing the cost for the final buyer” → “... shopping, which reduces”
- – You would get a 7 here if you had some shorter and obviously accurate sentences. Try to include some complete and 100% accurate simple sentence!

Overall:

You will probably get an IELTS 6, but if you are a bit better with addressing the question, or with your accuracy, you might get an IELTS 6.5.

Model Answer B

Over the last few years, new forms of shopping and commerce have increased more than ever. The question is, has this trend changed the lives of consumers?

First of all, the most obvious example is the Internet. As networks have been faster and access become cheaper, Internet-based business and services have suddenly taken off. This means it is easier than ever before to shop online and get rapid delivery, which in turn makes it easier for people to get what they need without visiting real brick-and-mortar stores.

Another related change is the so-called sharing economy. This is mainly powered by the rise in the number of Smartphones and has given rise to new business models such as Uber, which matches people who need a ride to those who own cars. This now means that the average person can get the equivalent of a taxi during rush hour, late at night, or during intense rain.

That said, for most people the impact of these changes has not fundamentally changed their lives. Online shopping may make it easier for people to get what they need, but generally people still shop in person for food and clothing. Similarly, the sharing economy may make it easier or cheaper for to travel, but it will not totally replace staying in hotels. Or, in the case of Uber, paying someone to drive their own car is not much different from paying a taxi driver to drive a taxi.

In conclusion, although the Internet and the rise in Smartphones is in many ways easier, cheaper, faster or more convenient, our lives are not significantly different. Therefore, I believe that in most cases our lives have only changed on the edges. However, who knows what the future will bring?

Words: 291

Model Answer C

The internet has undoubtedly changed the way people shop. In some countries, buying and selling products online has become commonplace. Enthusiasts claim that the internet offers consumers greater choice and flexibility. However, those who say that the internet is transforming the lives of consumers are going too far.

Firstly, although online shopping appears to offer greater convenience, it is often rather risky and cumbersome in practice. Consumers can not evaluate the quality of online products by handling them directly. Instead, they must rely on sellers to describe goods accurately in word and/or pictures. Mistakes can easily be made, leading to the inconvenience of having to exchange goods or seek a refund. Products bought online also normally need to be delivered by post. The convenience of online shopping thus hinges in part on the efficiency of the postal service.

Secondly, in spite of the promise of lower prices, internet shopping seldom offers substantial savings. A competitive marketplace ensures that large price differentials rapidly disappear as suppliers align themselves with one another. Also, the cost of postage is normally borne by the buyer. A product that appears to be a bargain on screen often turns out to be no cheaper than the same product bought in a shop. Not surprisingly, only one in ten purchases in the UK are made online.

For these reasons, internet shopping is likely to remain a minority pursuit. The continuing popularity of shopping in the traditional way suggests that consumers continue to value its advantages: the opportunity to sample, compare and buy products in a real as opposed to a virtual space.