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Exemplification Booklet

June 2009

GCE Italian 6IN02

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Italian 6IN02

Introduction

Summer 2009 saw the first sitting of some AS units of the new GCE2008 specifications. As support for teachers, this booklet has been prepared as an exemplification of how marks were awarded to the written paper for Italian 6IN02 during the Summer 2009 examination. It features work produced by the candidates in the actual examination. It contains the questions and mark schemes, together with examples of student answers. It gives the marks awarded for each exemplar response plus commentary by senior examiners. It does not include exemplars for every question on the paper, but only those where contrasting levels of response could be produced.

Section C Writing question 8

SECTION C: WRITING

Testo 8

> **In Italia l'*e-commerce* non decolla**
>
> L'*e-commerce* in Italia cresce lentamente. Le statistiche dimostrano la scarsa fiducia dei navigatori italiani per gli acquisti in rete: il web viene visto più come un posto dove informarsi su un prodotto per poi comprarlo in un negozio tradizionale.
>
> Al primo posto tra gli acquisti online il settore turismo, seguito da quello tecnologico. All'ultimo posto il settore alimentare: per il cibo continuiamo a comprare solo quello che possiamo toccare con mano.

8 Hai letto questo articolo sul commercio elettronico. Scrivi **200–220 parole in italiano** menzionando i seguenti punti:

- la tua esperienza personale di shopping online

- vantaggi e svantaggi del commercio elettronico

- le ragioni per cui, secondo te, gli italiani non amano comprare online

- cosa potrebbero fare i grandi supermercati per incoraggiare gli acquisti online

Question Number	Answer	Mark
8	Candidates must write 200-220 words in Italian covering the following points: Their own experiences of shopping online The advantages/disadvantages of e-commerce Reasons why Italians don't like buying online What steps supermarkets could take to encourage shopping online	(30)

Example 1

Gentile segnione,
Ho letto articolo di shopping on-line nel
giornale e non stato sorpresa con le statistiche
la gente non ha ancora molto ficucia dei
negozii nel web.

la mia espenienza di shopping on line
non e troppo grande ma sempre trovo
facile comprare eletrodomestici e electro-
tchnika on line perchu posso leggere
tutte informazione dei prodoti ⁿ^(prima) e poi ~~dei~~
non duo toccare questi cose per decidere
se voglio comprare. Posso siedere sullo ~~sea~~
sofa e videve tutti le prezze poi scelene,
il prodotto viene a tua casa fra
qualche giorno. Pero non ho mai comprato
e vestiti online perchè trovo dificile
sceliere la misura giusta. ~~Ho com~~ Due
volte ho comprato le scarpe ~~ho~~ dai stilisti
italiani on line, Perche ~~coi costono meno~~
~~dico~~ lul prezzo meglio di un~~tu~~ negozio.e
cé tanto da scelieve.
la ragione per~~che~~cui la gente non sia
sicuro di comprare sul Internett e non
voglia lasciare la informazione della sua
carta di credito. ~~A~~ Ce' ancora tanti rapinatori
nell Internet, e anche ~~te~~ negozzi false
che vendono ~~te~~i prodotti ma non esistano

davvero.

Tuttavia penso che shopping online sia una cosa molto comoda e progressiva per i ~~su~~ supermercati e per i clienti le prezzi possono essere piu ~~ba~~ bassi senza i ~~tass~~ tassi e la renta, quindi queste forma di shopping ~~poss~~ po svilupare e il buisness e tutto lo economi

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Examiner Comments

This response demonstrates a satisfactory understanding of the task but it is not very well organised. The first paragraph partly addresses the first bullet point about their personal experience of shopping online and at the same times mentions some of the advantages of shopping online (choose from the comfort of your home/the product is delivered at your house a few days later). Then it continues with more information about personal experiences, but in a slightly confusing way, as the candidate says that she doesn't like buying clothes online as she cannot try them on but then she goes on to say that she has bought shoes online as the price was better than in traditional shops. So she really only deals with the advantages and disadvantages of online shopping in an indirect way by referring to her own experience.
Equally there is no separate paragraph to address the disadvantages: these are dealt with at the same time as the reasons why Italians do not like shopping online (fear of fraud).
The final point, how supermarkets can encourage people to shop more online, is not really presented in the form of advice, it is more like a final comment on the fact that supermarkets do not need to pay for rent and therefore their prices can be lower.
Overall the task is understood but it is not developed in any depth and in fact some points are almost omitted. Organisation of ideas could be improved at times, so Content: 8/15.

Communication is satisfactory: the message is generally conveyed quite clearly but the language is not very accurate, with many errors in articles and agreements (*non stato sopresa/questi cose/sulla sofa/tutti le prezze/le vestiti/i negozi false*) and some incorrect verb forms (*non stato/po* instead of *può, ce'/existano*). There is little attempt to use more complex structures, mainly just *sia*, at times used incorrectly. Lexis is often spelled incorrectly, even common words such as *segniore, scelere* and *è* (without an accent), and there are some significant lexical errors such as *tassi* and *renta*. So Quality of Language 7/15.
Content: 8/15
Quality of language: 7/15
Total: 15/30

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Examiner Tip

Content: The candidate could have scored more marks if she had planned her response more carefully following the bullet points.
Language: The candidate would have benefited from checking her work more thoroughly.

Example 2

Compro i libri e la musica online, ~~Anche,~~ Ma, per il cibo non mi piace
l'idea di shopping online. Mia esperienza di shopping online per il
cibo non era ~~buona~~ bene. Ho aspettato per alcune ore e quando è arrivata
la qualità ^(del cibo) non era bene. La frutta e la verdura era rovinata
perche c'erano tanti ~~scatolin~~ le quadre nella macchina.
Comunque, so molta gente che amano shopping online perche
non hanno il tempo per andare in supermercato. Questo è un
grande vantaggio. Non si deve andare in negozi ma si può
fare tutto con alcuni 'clicks'. D'altro canto, ci sono ~~altro~~ alcuni
svantaggi. Internet è molto utile ma oggi è anche molto pericoloso.
Con l'avvento di internet un nuovo tipo di era nascava. ~~tra gente~~
~~La gente possono prendere~~ Mia padre è usato suoi carto di
credito sul internet e dopo una persona era usavaid in lina.
Mi preoccupa che persone possano prendere i miei dettagli e prenda
mio soldi. ~~tra altro svantaggio~~ Quando una compagnia fa un
sbagliato ~~è molti~~ può essere molto inconveniente. Una compagnia
può mandare gli prodotti che non è sono ~~sono~~ giusto. ~~È importante~~
~~Penso che che una per cliente sembrano felice con il~~
~~servizio online. e è più importante che~~
Secondo me le ragione per cui italiani non comprano online è
che preferiscono andare in negozi ~~e~~ ~~Italiani~~ Le donne
italiane amano cibo e vogliono la qualità più alta. ~~Secondo~~
~~So Nonostante che prenda fare il shopping prenda il tempo~~
I supermercati bisognorebbero offrire un ~~sconto~~ sul prodotti
è comprato online. Se fossi il direttore di Auchan, sebbene
~~così poco~~ è difficoltà con ^il la climatica economico, introdurrei
un incentivo per ~~usando~~ shopping online

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Examiner Comments

This response scored the same mark as the previous one although the two pieces are quite different.

Again, this response demonstrates a satisfactory understanding of the task. The piece is fairly well organised, as the candidate first describes her experience with shopping online, then moves on to some of the advantages and disadvantages (good for people who haven't got time to go to the supermarket/fraud/mistakes in goods sent). The candidate then addresses the reasons why Italians don't like online shopping (they prefer to go to the shops/they love good food quality) and finally she suggests offering a discount for online shopping and a rather vague "*incentivo*".

Overall, however, only some points are wholly developed in some depth and there is some slight irrelevance (her father's experience) while other points are a bit unclear, partly due to the quality of language (*la frutta e la verdura era rovinava perché c'erano tanti le quadre nella macchina*). So

Content: 8/15.

Communication is satisfactory: compared to script 1 there are more complex structures such as *se fossi il direttore* and the impersonal *si* but still quite a few errors in verb forms (particularly the formation of the imperfect tense), prepositions, articles and agreements (*mia esperienza/era rovinava/in supermercato/in negozi/era nascava/mia padre è usato suoi carto/era usava/prenda mio soldi/gli prodotti … non giusto/sul prodotti è comprato*), which at times impede communication (unlike script 1). Again, there are a few lexical errors (*bene* instead of *buona/so* instead of *conosco/un sbagliato/il climatico economico*) but there are also some good phrases such as *d'altro canto/l'avvento di Internet*. Accuracy is therefore satisfactory but not good enough for the next level in the marking grid. So Quality of Language 7/15.

Content: 8/15
Quality of language: 7/15
Total: 15/30

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Examiner Tip

Content: If she had stayed a bit more focused on the task and had been a bit more concise, she would have been able to mention more relevant and deeper points, thus achieving higher scores.

Language: Candidates and centres are reminded that although using more complex structures can contribute to higher grades it would be better to use them only if they have been mastered. In their attempt to use more advanced structures like *periodo ipotetico* or *benché* + subjunctive candidates should not neglect more basic structures and tenses like the imperfect, as mistakes in basic structures considerably lower the overall quality of language.

Example 3

Ho letto questo articolo ~~sul giornale~~ ⟵sul commercio elettronico e mi piacerebbe fare qualche comenti su questo che hanno scritto.
Prima di tutto devo dire che la mia esperienza di shopping online non è molta buona. L'ho fatto ~~più~~ tre volte già e in ogni caso ho ricevutto qualcosa che non ho voluto. Mi hanno enviato il colore falso dei pantaloni o il cibo già non era buono. Può dire senza dubbio che mi piace più comprare in un negozio tradizionale.

Commungue si può vedere i vantaggi e i svantaggi⟵del commercio elettronico. Secondo me uno dei vantaggi è che facendo il shopping online non è necessario salire da casa e prendere la macchina, si può fare solo con qualche "click" essere sedutto davanti lo schermo. Ma ci sono anche i svantaggi che non ~~si devono~~ ⟵dobbiamo dimenticare.
Ritengo che uno dei svantaggi più grande sia che mai si può essere sicuro di ricevere il prodotto giusto. Inoltre c'è il fatto che per esempio comprando vestiti non si può tocare la qualità ni se può vedere il colore giusto.

Secondo me gli italiani non amano comprare online perché vogliano tocare e vedere il prodotto

come è in realtà prima di comprarlo. Preferiscono solamente informarsi sull'Internet.

Se io fosse un direttore di un grande supermercato farei molta pubblicittà sulla qualità dei prodotti freschi perché questo è la cosa più difficile per vendere.

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Examiner Comments

This response is well developed and clearly divided into paragraphs that correspond to the bullet points. It is also well presented and easy to read (centres are reminded once again of the importance of a "clear and orderly presentation"; many crossed out words or even lines that make it very difficult to read). The candidate starts off by outlining her experience of shopping online, then moves on to discuss the advantages and disadvantages of online shopping (shop without moving from home/not sure about what you are going to get and you cannot touch or see the products).
For the reasons why Italian do not like shopping online she makes good use of the ideas contained in the stimulus.
She ends up by making suggestions to encourage online shopping (advertising/better quality for fresh produce).
The task is clearly understood and developed successfully so Content 10/15. To gain the top level of the marking grid she could have perhaps mentioned some deeper advantages/disadvantages (fraud/environment) or relied less heavily on the stimulus for the third bullet point but even so this is a good response.

Communication is overall good. Language is not faultless but accuracy is generally good. Verb forms and agreements are overall secure. Lexis is fairly varied despite some lexical errors due to some Spanish interference (*enviato/salire da casa/ni*) and despite a few minor spelling errors. Structures are also varied with the impersonal *si*, the gerund (*facendo/comprando*), the subjunctive and the conditional (*sia/fosse* albeit with an incorrect ending) and a good use of pronouns (*prima di comprarlo*). So Quality of Language 11/15.
Content: 10/15
Quality of language: 11/15
Total: 21/30

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Examiner Tip

Content: this candidate scored quite high marks for content because she organised her piece quite well and clearly addressed all the bullet points (and she could have scored even higher if she had offered some ideas of her own in answer to the third bullet point, rather than only lifting them from the stimulus). Candidates are more likely to achieve higher marks if they plan their response in advance, following the bullet points.

Example 4

Personalmente, trovo che lo shopping online sia molto efficace, e si riceve gli acquisti molto velocemente. Compravo tutti i miei vestiti in un negozio nella mia zona, ma adesso, ~~sta~~ credo che sia più economica se li compro in rete. Secondo me, il web offre un grande opportunità perché si può comprare tante cose. [53]

Direi piuttosto che l'e-commerce sia meglio per l'ambiente perché ci sono meno macchine sulle strade, abbassando la quantità d'andride carbonica nell' atmosfera. Comunque, uno svantaggio sarebbe che qualche volta, non si riceve gli acquisti per due settimane, e in questo caso, non vale la pena di tutto! [47]

Secondo me, la maggior ragione per cui gli italiani non piacciono l'e-commerce è perché sono le persone sociali: preferiscono andare in negozio dove possono chiacciare con altre persone. Quando ero in Italia, ho trovato che sono andati per fare la spesa quasi ogni giorno. Però, nel futuro, gli italiani faranno più dei loro shopping in rete perché è meno costoso. [60]

~~I grandi su~~ Per incoraggiare l'e-commerce in Italia, i grandi supermercati dovrebbero diminuire

i loro prezzi se si compra in rete, o dovrebbero offrire uno sconto per quelle persone che comprano come questo. In questo modo, gli italiani compreranno più delle cose online, l'ambiente soffrirebbero di meno, e i grandi supermercati riceverebbero più di soldi. 51

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This is another well-presented and well-organised response.
The first bullet point contains some references to her own experience although this could have been developed in more depth.
She then deals with the advantages and disadvantages (environment/delay in receiving goods).
The third paragraph deals with the reasons why Italians don't like online shopping, drawing on her own experience whilst in Italy (they are sociable people and like to go shopping every day) although she adds something which is slightly unclear, a bit of a non sequitur (they will shop online more in the future).
The final paragraph contains suggestions on how to encourage online shopping (lower prices or discounts) adding her own views on how this would also benefit the environment.
The task is clearly understood and developed in all its parts so Content: 11/15.

Communication is good, with a good level of accuracy (although again not faultless; there are a few mistakes such as *più economica/un grande opportunità*) and a good variety of structures such as the impersonal *si* (although with some wrong endings), the subjunctive, the gerund and the conditional. The candidate copes well with the advice structures required by the final bullet points and manages the task by using the conditional (*dovrebbero diminuire/dovrebbero offrire/ riceverebbero* albeit with mistakes, such as *l'ambiente soffrirebbero*). Lexis is also quite varied with some good topic-specific vocabulary (*anidride carbonica*) despite some errors such as *chiacciare/non vale la pena di tutto/come questo*.
So Quality of Language 11/15.
Content: 11/15
Quality of language:11/15
Total: 22/30

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Language: The candidates should have had some more practice on the more advanced structures, like the conditional. Furthermore, even good candidates need to check their work for slips in accuracy, which will lower their scores.

Ofqual

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