

## Tekst 4 The raw and the clicked

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- 1p 5 Which of the following can be concluded about Morrisons from paragraph 1?
- A It copied its rivals' e-business models for its internet shops.
  - B It only went for e-commerce when it was faced with disappointing results.
  - C Its reasons for refraining from selling online were valid.
  - D It was one of the first grocery chains to sell fresh produce online.
- “e-commerce as a profit-sapping distraction” (alinea 1)
- 1p 6 In welke alinea wordt dit punt uitgewerkt?  
Noteer het nummer van deze alinea.
- 1p 7 Which of the following is in line with the content of paragraph 2?
- A Selling food online has so far proved to be a largely ineffective marketing tactic.
  - B The general increase in online sales that is predicted will probably not extend to groceries.
  - C The impact of Morrisons becoming an online seller will be greatest within the UK.
  - D There will be a substantial worldwide rise in online grocery shopping in the coming years.
- “Grocers have held back for good reasons.” (alinea 3)
- 2p 8 Geef van elke van de volgende redenen om terughoudend te zijn aan of deze in alinea 3 of 4 wordt genoemd.
- 1 Winkels moeten hun personeel er opnieuw voor opleiden.
  - 2 De bezorgkosten voor online gekochte levensmiddelen zijn hoog.
  - 3 Online klanten kopen vooral aanbiedingen en kiezen minder vaak voor producten waar de winkelier goed aan verdient.
  - 4 Sommige kopers zijn ontevreden omdat de verse producten op de website mooier lijken dan ze in werkelijkheid zijn.
- Noteer “wel” of “niet” achter elk nummer op het antwoordblad.
- 1p 9 What is the goal of paragraph 5?
- A to demonstrate that companies cannot afford to stay away from the internet
  - B to illustrate that the timing of starting an online business is of great importance
  - C to make clear that selling food through the internet remains a risky practice
  - D to point out that big players in the market will eliminate the smaller web shops

“... you can't afford not to play,” (alinea 6)

- 1p 10 In welke **twee** alinea's staat expliciet genoemd wat de gevolgen zijn van **niet** online gaan?  
Noteer de nummers van deze twee alinea's.

## Tekst 5 A new reading of the old sob story

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- 1p 11 What is the point made about Darwin in paragraph 1?  
A He is still admired by other scientists, even though most now disagree with his assumptions.  
B He unravelled several mysteries, but was unable to explain why people cry.  
C He was very good at observing animals, but failed at understanding basic human emotions.
- 1p 12 What do the theories mentioned in paragraph 2 have in common?  
A They explore Darwin's conclusion about crying scientifically.  
B They fail to address the underlying social function of crying.  
C They focus solely on the physical factors that trigger crying.  
D They try to explain crying from an evolutionary perspective.
- 1p 13 How does paragraph 3 relate to paragraph 2?  
A It elaborates on what is said in paragraph 2.  
B It highlights what is said in paragraph 2.  
C It illustrates what is said in paragraph 2.  
D It supports what is said in paragraph 2.
- 1p 14 Which of the following fits the gap in paragraph 5?  
A advantageous  
B controversial  
C exceptional  
D irrelevant  
E reckless
- 1p 15 Which of the following is **not** mentioned as a cause of human tears in paragraph 6?  
A being frustrated  
B doing something unemotional  
C experiencing happiness  
D feeling for those who are wronged  
E mourning a loss