

2017 PJC JC 2 Prelim Suggested Answer Scheme

Q1) From paragraph 1, what is the authors' purpose in giving the official and unofficial definition of shopping malls (lines 1-4)? [1m]

From the text	Inferred
Officially shopping malls are defined as "one or more buildings forming a complex of shops representing merchandisers, with interconnected walkways enabling visitors to walk from unit to unit." Unofficially, they are the heart and soul of communities, the foundation of retail economies, and a social sanctuary for teenagers everywhere.	<p>He wants to show us:</p> <ul style="list-style-type: none"> i) what the real or unintended function or value of malls is OR ii) how impactful the mall is to the larger community OR iii) a more comprehensive understanding of malls

Q2) Why do the authors call shopping malls a 'welcome watering hole' (line 17)?
Use your own words as far as possible. (2m)

From the text	Inferred
This means more people living in smaller spaces and a greater need for public spaces in which to congregate and socialise . In this environment, malls offer a welcome watering hole, especially in cities where other public spaces are not safe .	<p>They are a 'welcome watering hole' as they</p> <ul style="list-style-type: none"> i) provide secure spaces for people (1m) ii) to gather or meet (1m) iii) and interact in the crowded city. (1m) <p>1-2 points – 1m 3points – 2m</p>

Q3) In paragraph 3, the authors identify several trends that created 'this change' (line 14). Explain the consequence of any 2 trends. Use your own words as far as possible. (2m)

From the text	Inferred
1. changing demographics, such as an aging population and increased urbanisation. <u>This means</u> more people living in smaller spaces and a greater need for public spaces in which to socialise and congregate.	<p>Any 2 consequences:</p> <ul style="list-style-type: none"> i) More people in tinier homes and the increased necessity to have common areas for people to aggregate and bond with other (1m)

<p>2. Sustainability concerns are <u>causing</u> some consumers to prefer mixed use developments where they can live, shop and work all within walking distance</p> <p>3. The growing middle classes in Latin America and Asia maintain a strong association between consumption and pleasure, <u>driving</u> the need for more engaging shopping experiences.</p> <p>4. the e-commerce revolution and the rise of digital technologies are fundamentally <u>reshaping</u> consumer expectations and shifting the function of stores toward useful and entertaining customer experiences.</p>	<p>ii) More inclined to live in a place that has amenities and their office in close proximity (1m)</p> <p>iii) Necessity to make personal shopping a pleasurable/enjoyable activity (1m)</p> <p>iv) Redefining what shoppers want and the role of shops in meeting the practical and pleasure elements of a shopping activity. (1m)</p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Q4) In paragraph 4, why do the authors use the phrase ‘historical anachronism’ (line 35) to describe the future state of a typical US mall? (1m)

From the text	Paraphrased
Within 10 to 15 years, the typical US mall, unless it is completely reinvented, will be a historical anachronism – a 60-year aberration that no longer meets the public’s needs, the retailers’ needs, or the community’s needs .	It suggests that the typical US mall will be: a thing of the past /outdated /serves no purpose /irrelevant /obsolete

Q5) Explain the irony in the last sentence of paragraph 6 (lines 54-55). (1m)

From the text	Inferred
Ironically, some people consider the future of offline is online , but they should actually say that the future of online is offline .	<p>It is ironic as</p> <p>i) it is expected for people to feel that the future is one where physical stores have no place in the shopping experience</p> <p>ii) but in actual fact, they are needed to complement e-commerce.</p> <p>Note: both parts must be present to get 1m</p>

Q6) In paragraph 8, according to the authors, why do the pleasures of the shopping mall bring out the worst in us (line 62-63)? **Use your own words as far as possible.** (3m)

From the text	Paraphrased/Inferred
the pleasures of the shopping mall bring out the worst in us, 1) encouraging our worst appetites and 2) feeding on a dim, atavistic desire to 3) shuffle around overlit spaces buying things we do not need . There is the muzak, and the marble and 4) the zombie-like pace of it all.	<p>They bring out the worst in us as they</p> <ul style="list-style-type: none"> i) promote our greed / base instincts ii) make us regress / succumb to primitive or primeval impulses iii) promote wasteful behaviour / overspending / unnecessary consumption iv) reduce us into unthinking consuming creatures/ something less than human <p>1 point – 1m 2-3 points – 2m 4 points – 3m</p>

Q7) In paragraph 8, how do the authors illustrate the cynicism of the mall experience (line 66)? **Use your own words as far as possible.** (2m)

From the text	Inferred
Nothing advertises the cynicism of the mall experience so much as the <u>discount outlets</u> , those complexes where Fifth Avenue stores sell cheap brands alongside posh labels to encourage the delusion you are getting something exclusive for less .	<p>They illustrate this cynicism using the example of</p> <ul style="list-style-type: none"> i) discount outlets that mislead buyers (1m) ii) into thinking they are getting a high-end product at a cheaper price (1m) <p>Note: Context must be correct to get any mark - the discussion is not about fake goods - cannot confuse discount outlets with Fifth Avenue stores</p>

Q8) Why do the authors put brackets around the 3 sentences in paragraph 9 (lines 71-73)? (2m)

From the text	Inferred
Most of people's mall experiences recently have not resulted in much impulse spending. (With <u>the exception</u> of the large, pink exercise ball gathering	<p>They want to:</p> <p>Function: show a contrast (1m)</p>

dust in the corner of the living room. And the thing that takes the head of your egg like a guillotine. And the gourmet jelly beans.)	Content: between their own miserable failed attempts at not buying with the observed lack of impulse buying in most people. (1m)
---------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------

Q9) Explain the authors' use of the word 'even' in the phrase 'even at this age' (line 74). (2m)

From the text	Inferred
True to those movies of the 1980s, when you go to a mall, even at this age, it is not to shop, it is to hang out.	<p>This word shows that the authors are</p> <p>i) want to emphasis the purpose of the mall has still not changed (1m)</p> <p>ii) despite the passing of time / after a long period of time (1m)</p>

Q10) Why do you think the authors switch to 'we' in the final sentence (line 81)? (1m)

From the text	Inferred
There are times in life when malls offer a thing we will be sad to see go, an activity with no redeeming feature, no take-away, no element of self-improvement.	<p>The word 'we' includes both the readers and authors to highlight how everyone would share the same feelings about the mall.</p> <p>Note:</p> <p>-Both the aim of inclusivity and context must be present. Accept any other sensible answer.</p> <p>- 'make relatable' - 0m</p>

Q11) Using material from paragraphs 5 to 7, summarise how the retail landscape has changed, why it has changed and how malls can cope with the challenges. Write your summary in **no more than 120 words**, not counting the opening words which are printed below. **Use your own words as far as possible.** (8m)

The retail landscape has changed in many ways. Firstly,

#	Lift	Paraphrased
	<i>How the retail landscape has changed</i>	
1	1a) Even though the digital market share is still below 10 percent in most countries, it is gaining ground	1a) more people are buying products online Or - e-commerce is becoming increasingly popular
	1b) rapidly . She cited that 50 percent of French apparel buyers made at least one purchase online in the last six months, and digital apparel sales have multiplied tenfold in China in the last two years.	1b) - at a fast rate/quickly
2	Most of the casualties will be in the mid-market range, like those malls arranged around a huge branch of Sears or JC Penney, which announced the closure of 33 of its stores in January, with the loss of 2,000 jobs.	Many stores have shut down.
	<i>Why it has changed</i>	
3	consumer shopping behaviours are changing ,	The way people buy things has altered
4	a great store experience is changing	an enjoyable shopping encounter is being redefined
5	the economics of apparel stores (note: not bolded anymore) have been deteriorating for the last few years	Stores find it harder to make money,
6	and will most likely continue to do so	and this will probably not stop anytime soon

7	The development of e-stores and pop-up-stores (note: not bolded anymore) has changed the role of the store which can sometimes be a showroom, delivery point, or in some cases, not even visited.	New retail set-ups / platforms to sell have altered the way shops are used
8	today's consumers are going through an integrated path to purchase	Shoppers also now adopt a dual/combined approach
9	where physical and digital touchpoints	where online and actual stores connect
10	reinforce each other	to complement each other.
	<i>how malls can cope with the challenges</i>	
11	... malls are seeking to stay relevant	need to keep up with the times
12	drive growth	ensure the progress of the company / stimulate sales
13	and boost efficiency	encourage productivity / lower production costs
14	differentiating the consumer offering	by customising the products / providing a unique experience
15	with a focus on experience	making shopping a meaningful and enjoyable activity
16	and convenience ;	and easy-to-do activity / accessibility / ease of shopping
17	leveraging technology	harnessing/optimising/maximising/ capitalising on technology
18	and exploring new formats	And trying out novel retail ideas/concepts
19	to offer consumers an attractive, integrated community	providing an appealing one-stop location

Mark allocation:

Points	Number of marks
1 point	1
2-3 points	2
4-5 points	3
6-7 points	4
8 points	5
9-10 points	6
11-12 points	7
13 points or more	8

Q12) In this article, the authors examine the role and future of shopping malls. How applicable do you find their views to yourself and your society?

Some possible points	
<p>From para 6:</p> <p>Shopping malls are not dead. In fact, the future of shopping malls lies in the presence of online stores that complement the physical stores. According to the authors, today's shoppers tend to adopt "an integrated path to purchase, where physical and digital touchpoints reinforce each other".</p>	<p>Applicable:</p> <p>Ex/Eg: Singaporean shoppers, especially the young who grew up with the Internet, are savvy in making online purchases either through online platforms like Lazada or Amazon. This trend has spurred the large shopping malls like CK Tangs to create an online platform to cater to them. At the same time, Tangs still maintains its physical stores to cater to those who want to browse, touch and feel the merchandise. This two-pronged strategy helps to pull back customers who have migrated to online platforms and at the same time, retain those who have not.</p>
<p>From Para 7:</p> <p>We see successful players investing along three key fronts: differentiating the consumer offering, with a focus on experience and convenience; transforming the mall experience by leveraging technology and exploring new formats like mixed used</p>	<p>Ex/Eg:</p> <p>In Singapore, where the size of the local market is limited due to its small land area, companies that are still geared to serving customers directly are increasingly drawn to being part of mixed use developments. Malls like Westgate, Ion Orchard and Hillion are among many that are built around existing train stations</p>

<p>developments to offer consumers an attractive, integrated community in which to live, work and shop. Applicable:</p>	<p>or bus interchanges with adjoining condominiums. These malls gain from the ready stream of daily commuters and the hundreds of residents.</p>
<p>From para 2:</p> <p>No longer are they primarily about shopping. Now, when consumers visit malls, they are looking for experiences that go well beyond traditional shopping.</p>	<p>Not Applicable</p> <p>Ex/Eg: Singaporean Shoppers are still very much lured by shopping as the reason to visit malls. The experiences they are looking for are for a wide variety of products and brands. This is the reason why the most successful malls in Singapore such as Wisma Atria, Ion Orchard and Ngee Ann City constantly updating their stalls and products to be on trend.</p> <p>In addition, Singaporean shoppers constantly visit malls for shopping bargains and sales. This is especially apparent during the period known as the Great Singapore Sale where shoppers flock to malls purely for shopping. Even overseas visitors visit malls during this period purely for the shopping.</p>