



education

DEPARTMENT: EDUCATION
MPUMALANGA PROVINCE

**FURTHER EDUCATION AND
TRAINING**

BOHLABELA DISTRICT

Star **GRADE 10** *s.com*

ENGLISH FIRST ADDITIONAL LANGUAGE

TASK 1: LISTENING COMPREHENSION

MARKS: 10

TIME: 45 MINUTES

INSTRUCTIONS TO THE TEACHER

1. Explain to the learners how the task will be administered.
2. Learners must not receive a copy of the text, as this is a listening activity.
3. Give learners answer sheets with the questions for this task.
4. Read the passage to the class once. With this first reading, learners are NOT allowed to take notes. Once the passage has been read for the first time, the questions and their mark allocation will be read one by one.
5. Read the passage the second time. Learners are allowed to take notes and to consolidate their answers.
6. At the end of the task, collect all answer sheets from learners and make each learner sign attendance register to show that they completed and submitted the task.



The Truth About *Shein*

If you've spent any amount of time on TikTok, YouTube, or Instagram, the odds are that you've heard of *Shein*. The fast-fashion retailer is known for 'Shein hauls', where influencers model mountains of new clothing that can be purchased for a fraction of other retailers' prices.

But *Shein* is not just another fast fashion brand. *Shein* has grown rapidly in recent years, benefiting from the rising popularity of online shopping. In 2020, *Shein* made nearly 10 billion dollars alone. And now, according to a recent report from Bloomberg, *Shein's* valuation is approximately 100 billion dollars as a result of investments. However, *Shein* does not have plans to make its value available to the public.

If *Shein* hits that 100-billion-dollar value, the company would be the third most valuable start up in the world, coming out right behind *ByteDance Ltd.*, *TikTok's* parent company, and *SpaceX*. Plus, after the latest funding round, the company is likely worth more than *H&M* and *Zara* combined.

However, *Shein's* value isn't a result of high prices—most items *Shein* sells come with a price tag below 15 dollars. So, it's easy to see why *Shein* was ranked the most-talked-about brand on TikTok and YouTube and is the most visited apparel site internationally. Those ultra-low prices seem like a dream come true for consumers; you can buy an entire wardrobe for less than it costs to order takeout. They're a dream for the company, too: according to the *Women's Wear Daily*, *Shein* reached record profit results in the first half of 2023, driven by growth in the U.S. market.

[Written by: Kylie Fuller, Published: August 2, 2023]

Task 1 - Listening Comprehension

Name: _____

Grade: _____

10

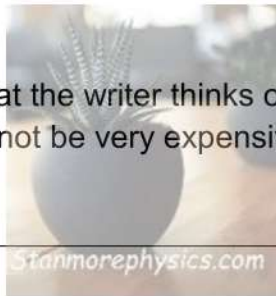
Date: _____

1. Name two platforms where you could possibly have heard or seen something about *Shein*. (2)

2. Explain why *Shein* grew so rapidly in recent years. (2)

3. Give a synonym of the word "rapidly". (1)

4. How does the reader know that the writer thinks ordering a whole new wardrobe from *Shein* will not be very expensive? (1)



5. What do the words "most talked about brand" suggest about *Shein* (2)

6. In your view, can clothing that sells at such low prices, be of good quality? (2)

TOTAL: 10



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TASK 1: LISTENING COMPREHENSION

MARKING GUIDELINES

MARKS: 10

These marking guidelines consist of 3 pages.

INSTRUCTION TO MARKERS

- 1) This marking guideline serves as a guide to markers. Some responses may require a marker's discretion.
- 2) Because the focus is on understanding, incorrect spelling and language errors in responses should not be penalised unless such errors change the meaning/understanding. (Errors must still be indicated).
- 3) If a candidate uses words from a language other than the one being examined, disregard those words, and if the answer still makes sense, do not penalise. However, if a word from another language is used in a text and required in an answer, this will be acceptable.
- 4) For the open-ended questions, no marks should be awarded for **NEGATIVE/POSITIVE** or **I AGREE/I DISAGREE**. The reason/substantiation/motivation is what should be considered.

Listening Comprehension

1. Name two platforms where you could possibly have heard or seen something about *Shein*.
TikTok, YouTube or Instagram. (Any two) physics.com (2)
2. Explain why Shein grew so rapidly in recent years.
It benefited from the increasing popularity ✓ of online shopping. ✓ (2)
3. Give a synonym of the word "rapidly"
Quickly/ fast/ swiftly/ speedily (1)
4. How does the reader know that the writer thinks ordering a whole new wardrobe from *Shein* will not be very expensive?
The writer states that it will cost less to order a whole new wardrobe from *Shein* than to order take-aways. (1)
5. What do the words "most talked about brand" suggest about Shein.
The words suggest that Shein is popular/loved by many, as most of the items that *Shein* sells are not expensive, therefore people can afford to order more. (2)

6. In your view, can clothing that sells at such low prices, be of good quality?

Yes, clothes that are produced in large volumes in factories can be very cheap while the quality is still good, clothes that are not brand names can be of good quality and still sell at low prices. End-of season or clearance sale also means one gets same good quality clothing just older stock.

No, clothes that sell at low prices are often made of poor fabric that fade colour or loses shape quickly, at times the stitching is poor or the clothes has loose threads meaning low prices gives one low quality.

(2)

N.B: Open – ended. Accept other suitable responses.

TOTAL: 10

