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## The next manufacturing revolution is here?

[listening test questions]

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**Date:** May 2016

**Time:** (12:26)

**Level:** \*\*\*\* \* [C1]

**TED TALKS Link:**

[https://www.ted.com/talks/olivier\\_scalabre\\_the\\_next\\_manufacturing\\_revolution\\_is\\_here](https://www.ted.com/talks/olivier_scalabre_the_next_manufacturing_revolution_is_here)

Check these words before listening:

### **Key vocabulary**

1. Manufacturing
2. Scary
3. Tensions and conflict
4. Productivity
5. A growth slump
6. Relocation
7. To stockpile products
8. Rigidity in supply
9. To replenish stocks
10. A short coming
11. Collaboration
12. 3D printing
13. configuration
14. macroeconomic
15. customisation
16. proximity
17. agile
18. retraining
19. emerging economies
20. wealth distribution

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# Student

## TED Talks Test Questions

**Time:** *Approximately 1- 1:30 hours*

### **1. Read the title**

- Try to predict the content of lecture
- Write down key terms / ideas
- Check key vocabulary using a dictionary

Try to listen ONLY two times

### **Three types of lesson**

#### **Lesson#1: [hard]**

1. Listen once – take notes
2. Give 5 minutes to tidy notes
3. Listen again and add to notes (use a different **colour** pen).
4. Answer questions – set 20-25 minutes to answer.
5. Check answers
6. Listen again to check answers

#### **Lesson #2: [medium]**

1. Listen once – take notes.
2. Answer questions: 10-15 minutes
3. Listen again – answer the questions as they listen
4. Give yourself 10 minutes to tidy answers. Then check answers
5. Listen again to check answers

#### **Lesson #3: [easier]**

1. Read questions – highlight key terms
2. listen once and answer questions
3. 5 minutes to tidy notes
4. Listen again answer missed question
5. 5-10 minutes to tidy answers. Then check answers
6. Listen again to check answers

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# Teacher

## TED Talks comprehension questions

### Lesson Plan

**Aim:** to develop the students' ability to listen to a 10 min+ lecture, to take notes and then use those notes to answer a range of test type questions.

**Lesson Time:** Approximately 1:30-2:00 hours

### Lesson Plan

#### 1. Lead in

- Ask Students to discuss the 'title' and predict the content of lecture
- Ask students to write down key terms / language from discussion
- Feed in / check key vocabulary

#### Three types of lesson

##### **Lesson#1:** [hard]

1. Students listen once – take notes
2. Give 5 minutes to tidy notes
3. Listen again and add to notes (use a different colour pen).
4. Give out questions – set 20-25 minutes to answer.
5. Feedback answers (give out answers or go through on board)

##### **Lesson #2:** [medium]

1. Students listen once – take notes.
2. Give out questions: Set 15 minutes for students to answer questions from notes
3. Listen again – students answer the questions as they listen
4. Give extra 10 minutes to consolidate answers
5. Feedback answers (give out answers or go through on board)

##### **Lesson #3:** [easy]

1. Give out questions - students have 10 minutes to look at questions
2. Students listen and answer questions
3. Give 5 minutes to tidy notes
4. Students listen again – check answers and answer questions missed
5. 5-10 minutes to tidy answers
6. Feedback answers (give out answers or go through on board)

## The next manufacturing revolution is here

TED TALK: Olivier Scalabre [May 2016. 12:26]

1. What's the serious issue?

i.
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\_\_\_ / 1

2. How long has this decline been happening?

i.
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\_\_\_ / 1

3. What will happen if this continues?

i.
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\_\_\_ / 1

4. What are the three manufacturing revolutions?

Revolution	Date
i.	
ii.	
iii.	

\_\_\_ / 6

5. What are the three main areas for growth?

<b>i. Labour</b>
ii.
iii.

\_\_\_ / 2

6. Past attempts to revolutionize manufacturing – True / False / Not Given [T / F / NG]

T / F / NG

i. Attempts to revolution manufacturing have been strong	
ii. Relocating factories offshore saves money in the long-term	
iii. Cheap overseas labour exploits workers	
iv. Making, specialising and stockpiling products creates rigidity in supply chains	
v. Zara's supply chain is highly adaptable	
vi. Traditional clothing companies are now following Zara's model.	
vii. The Factory model hasn't changed for 50 years	

	T / F / NG
ix. The key to growth is combining manufacturing and technological innovation.	
x. The fourth manufacturing revolution has started	
xi. The fourth manufacturing revolution will boost productivity by 1/4.	

\_\_\_ / 11

**7. Key parts of the fourth manufacturing revolution: one-word answer**

**Robots:**

Percentage	idea
8%	i.
25%	ii.
20%	<b>Productive</b>
20%	iii.
20%	iv.

\_\_\_ / 4

**8. Robot Summary** - [put a suitable word in the gap – first letter of word is provided]

These robots are working for us right now. Last year in the US, they helped the company

i) **A**\_\_\_\_\_ prepare and ship ii) **a**\_\_\_\_\_ the products on the biggest online shopping day of the year and history called iii) **C**\_\_\_\_\_ **M**\_\_\_\_\_.

Consumers spent v) \$\_\_\_\_\_ **Bn** dollars on electronics that day.

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**9. 3D printing – short answers**

i. 25 %	
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**Example of 3D printing:**

Industry	i.
Product :	<b>fuel nozzles</b>
Complex to manufacture (why?)	ii.
Solution: 3D printing (why?)	iii.
The results?	iv.

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**10. Key point - One of the biggest changes will be scale customisation.**

What is **scale customization**?

i.
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\_\_\_ / 1

**10. Marco -economic changes**

Factories – the two vital changes that will take place are:

i.
ii.

\_\_\_ / 2

**11. Globalisation will enter a new era.** [Match the headings]

i. The East-to-West trade	a. Products Travel the world
ii. the old model	b. More employment, productivity & growth
iii. The new model	c. Products next to consumer market
iv. mature economies	d. Regional trade flows

\_\_\_ / 3

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**12. What are two of the drawbacks?**

i.
ii.

\_\_\_ / 2

**13. China & Brazil?** - [put a suitable word in the gap – first letter of word is provided]

It's also a chance for developing economies. Of course China and other emerging economies won't be the i) **f**\_\_\_\_\_ of the world anymore. Actually, it was not a ii) **s**\_\_\_\_\_ model in the long term, as those countries are becoming richer. Last year, it was already as expensive to produce in Brazil as to produce in iii) **F**\_\_\_\_\_. By iv) \_\_\_\_\_ [date], manufacturing costs in China will be on par with the US.

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**14. Summary** – overall the fourth revolution. [put a suitable word in the gap]

The new manufacturing revolution will accelerate the transition of those emerging economies towards a model driven by i) \_\_\_\_\_ consumption. And this is good, because this is where growth will be created. In the next ii) \_\_\_\_\_ years, the next iii) \_\_\_\_\_ consumers in China will inject more growth in our economies than the top iv) \_\_\_\_\_ European markets together.

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**15. Multiple choice:** the final main point - choose one.

- a. Sustainable growth and wealth distribution
- B. A better future for manufacturing
- C. Employment for our children
- D. The only way forward for manufacturing

\_\_\_ / 1

**Overall score:** \_\_\_ / 53

**The next manufacturing revolution is here: ANSWERS**

**1. What's the serious issue?**

i. The economy is not growing

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**2. How long has this decline been happening?**

i. 50 years

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**3. What will happen if this continues?**

i. This creates tensions and serious conflicts

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**4. What are the three manufacturing revolutions?**

Revolution	Date
i. The steam engine	in the middle of the 19th century,
ii. The mass-production model	in the beginning of the 20th century
iii. first automation wave	in the 1970s

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**5. What are the three main areas for growth?**

i. Labour

ii. Capital

iii. Productivity

\_\_\_ / 2

**6. Past attempts to revolutionise – T / F / NG**

i. Attempts to revolution manufacturing have been strong (lame – weak)	F
ii. Relocating factories offshore saves money in the long-term (only in the short term)	F
iii. Cheap overseas labour exploits workers (it doesn't stay cheap)	NG
iv. Making, specialising and stockpiling products creates rigidity in supply chains	T
v. Zara's supply chain is highly adaptable (change collections every month)	T
vi. Traditional clothing companies are now following Zara's model.	NG
vii. The Factory model hasn't changed for 50 years	T
viii. The internet failed to develop manufacturing (productivity)	NG
ix. The key to growth is combining manufacturing and technological innovation.	T
x. This is the fourth manufacturing revolution has started	T

xi. The court manufacturing revolution will boast productivity by 1/4. [1/3]	F
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**7. Key parts of the fourth manufacturing revolution Robots:**

Percentage	idea
i. 8%	(Tasks are) <b>automated</b>
ii. 25%	(In) <b>10 years</b>
iii. 20%	<b>Productive</b>
iv. 20%	(More) <b>outputs</b>
v. 20%	(Additional) <b>growth</b>

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**8. Summary**

These robots are working for us right now. Last year in the US, they helped the company **Amazon** prepare and ship **all** the products on the biggest online shopping day of the year and history called **Cyber Monday**. Consumers spent **3 billion** dollars on electronics that day.

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**9. 3D printing**

I. 25 %	<b>Plastic and metals</b>
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Example of 3D printing:

I. Industry	aerospace industry,
ii. Product :	<b>fuel nozzles</b>
iii. Complex to manufacture (why?)	made up of <b>20 different parts</b> that need to be separately produced and then painstakingly assembled.
iv. Solution: 3D printing (why?)	just <b>one</b> part
V. The results?	<b>40 percent:</b> more <b>productivity, output, growth.</b> (40% + any of these)

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**10. Key point - One of the biggest changes will be scale customisation.**

What is **scale customization**?

I. produce any <b>customized design</b> . We are now able to produce a batch of <b>one product</b> , your product, at the same cost and lead time as <b>a batch of many</b> .
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**11. Marco -economic changes**

Factories – the two vital changes that will take place are:

i. will be <b>relocated into our home markets</b> . In the world of scale customization, consumer proximity is the new norm.
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ii. will be <b>smaller</b> , agile. Scale does not matter anymore, <b>flexibility</b> does. They will be operating on a multi-product, made-to-order basis. The change will be drastic.
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**12. Globalisation will enter a new era. Match the headings**

i. The East-to-West trade	d. regional trade flows
ii. the old model	a. Products Travel the world
iii. The new model	c. Products next to consumer market
iv. mature economies	b. More employment, productivity & growth

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**13. What are two of the drawbacks?**

i. NOT Automatic Difficulty for mature economies
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ii. Teach manufacturing again Workforce will need retraining (any two of these answers)
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**14. China & Brazil?**

It's also a chance for developing economies. Of course China and other emerging economies won't be the **factory** of the world anymore. Actually, it was not a **sustainable** model in the long term, as those countries are becoming richer. Last year, it was already as expensive to produce in Brazil as to produce in **France**. By **2018**, manufacturing costs in China will be on par with the US.

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**14. Summary** – overall the fourth revolution.

The new manufacturing revolution will accelerate the transition of those emerging economies towards a model driven by **domestic** consumption. And this is good, because this is where growth will be created. In the next **five** years, the next **billion** consumers in China will inject more growth in our economies than the top **five** European markets together.

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**15. Multiple choice:** the final main point - choose one.

**a. Sustainable growth and wealth distribution**

B. A better future for manufacturing

C. Employment for our children

D. The only way forward for manufacturing

\_\_\_ / 1

Overall score: \_\_\_ /