AE Academic
English **UK**

Amazon EXAMPLE

The largest internet company in the world

Reading Test

Student

Time: *Approximately 1hour*
Two types of lesson

Lesson#1: [Easy] **★★★**✩✩ [B2/C1]
1. Predict the content of the text & write down the key terms & ideas.
2. Read the text. Check words & meanings with a dictionary.
3. Answer the questions.
4. Check your answers (pass mark is 70%).

Lesson #2: [Hard] **★★★★**✩ [C1]
1. Read text – no dictionary.
2. Answer the questions.
3. Check your answers (pass mark is 70%).

Teacher

Two types of lesson

Lesson#1: [easy] **★★★**✩✩ [B2/C1]
1. Distribute **text 1 (without reference words underlined)** a week before the test. Students read, check vocabulary & meanings.
2. Test day. Distribute **text 2 (with reference words underlined)** & the **questions** (no dictionary or notes).
3. Set 1 hour to read the text & answer the questions.
4. Take in & correct or go through answers in class (pass mark is 70%).
5. Extra activity. Students write the *summary (add 30 minutes to the test).

Lesson #2: [hard] **★★★★**✩ [C1]
1. Test day. Distribute **text 2 (with reference words underlined)** & the **questions.**
2. Set 1 hour to read the text & answer the questions.
3. Take in & correct or go through answers in class (pass mark is 70%).
4. Extra activity. Students write the *summary (add 30 minutes to the test).

Summary writing: https://www.academic-englishuk.com/summary

Amazon – The largest internet company in the world
By J. Bhattacharjee (2020)

Since the conception of Amazon in 1994, ░░░░░░░░░░░░░░░░░░░░░░░░░░░ worldwide and has become one of the most profitable companies around the globe. The company ░░░░░░░░░░░░░░░░░░░░░░░░░░░ computing, e-commerce, artificial intelligence and digital streaming. According to Abboud (2019), in ░░░░░░░░░░░░░░░░░ brand in the world, ahead of giants such as Apple, Google, Microsoft, Visa, Facebook, Alibaba, ░░░░░░░░░░░░░░░░░░░░ has concentrated on invention, dedication towards operational excellence, customer focus and ░░░░░░░░░░░░░░░░░░░░░░ success (Aboutamazon, 2020).

One key factor behind this success is Amazon's e-commerce innovations, used to target new consumers ░░░░░░░░░░░░░░░░░░░░░░░░░, two-day delivery, Prime, Alexa and Amazon Echo are some of the main examples of how ░░░░░░░░░░░░░░░░ products and services and simplify the lives of its millions of consumers. Martinich (2014) states ░░░░░░░░░░░░░░░░░░░ excellence has pushed Amazon to disrupt industries by investing in companies from different ░░░░░░░░░░░░░░░░░░ retain ░░░░░░░░░░░░░░░░░░░░░ long-term thinking. This in turn has proliferated the revenue of the company exponentially. Amazon ░░░░░░░░░░░░░░ net revenue skyrocket from ░░░░░░░░░░░░░░░░░░░░░ USD in 2019 (Statista, 2019).

Operationally, Amazon's fulfilment centres are an important part of their success. These warehouses ░░░░░░░░░░░░░░░░░░░░ storing a wide range of products. However, these centres are not normal warehouses; they ░░░░░░░░░░░░░░░░░ ░░░░░░░░░░░░░░░░░░ to track and deliver millions of items each day (Aboutamazon, 2020). According to Aboutamazon ░░░░░░░░░░░░░░ centres ░░░░░░░░░░░░░░░░░░ of these centres are located in Europe and North America. Apart from these centres, Amazon ░░░░░░░░░░░░░░░░░░ centres ░░░░░░░░░░░░░░░░░░░░. The size of these centres are close to 600,000 square feet and aid the smooth flow of its supply chain.

In recent years, the ░░░░░░░░░░░░░░░░░░░░░░░ changed the way goods are produced (Marr, 2018). The amalgamation of the internet of systems, internet of things and cyber-physical systems has allowed warehousing ░░░░░░░░░░░░░░░░ overall ░░░░░░░░░░░░░░░░░░░░ effective at implementing the digitisation of manufacturing. Along with other e-commerce giants, ░░░░░░░░░░░░░░░░ and ░░░░░░░░░░░░░░░░░░░░ and size of the product (Deloitte, 2020). Centralised computer systems are used to monitor ░░░░░░░░░░░░░░░░ and ░░░░░░░░░░░░░░░░░░░ digitisation of storing and handling stock has been a key factor in Amazon rebooting the operation of its warehouses and therefore finding ░░░░░░░░░░░░░░░░░░ to Rivet, (2017), Amazon has always focused on simplifying and inventing procedures in order ░░░░░░░░░░░░░░░░░░░░. Steps ░░░░░░░░░░░░░░░░ during the acquisition of Kiva Systems in 2012 to incorporate robotics into their warehouse operations ░░░░░░░░░░░░░░░ hub by

2021 ▒▒▒▒▒▒▒▒▒▒▒▒▒▒ forefront of operational efficiency in the retail sector. Through these innovations, Amazon has been ▒▒▒▒▒▒▒▒▒▒▒▒ ▒▒▒▒▒▒▒▒▒▒ of billions of consumers.

However, there is a more sinister side to Amazon's unprecedented success. Along with the growth of Amazon's warehouses and productivity, ▒▒▒▒▒▒ these ▒▒▒▒▒▒▒▒▒▒▒▒▒▒ (2020) states that in excess of 600 employees have been injured in different UK based warehouses in ▒▒▒▒▒▒▒▒▒▒ have been ▒▒▒▒▒▒▒▒▒▒▒▒ warehouses and despite these concerns, the safety issue has not improved. Long working hours and high workload have been underlined ▒▒▒▒▒▒▒▒▒▒ behind these injuries and ▒▒▒▒▒▒▒▒▒▒▒▒ at these warehouses have been questioned as employees are facing dangerous and ▒▒▒▒▒▒▒▒▒▒▒▒ As global e-commerce sales are likely to exceed the 3 billion USD mark by 2024, the companies ▒▒▒▒▒▒▒▒▒▒▒▒ huge profits (Statista, 2019). With its innovation and current success rate, Amazon is more likely to ▒▒▒▒▒▒▒▒▒▒, the above statistics highlight the serious need for Amazon to improve the working conditions ▒▒▒▒▒▒▒▒▒▒▒▒ the safety management and working conditions of its employees so that it can contribute more ▒▒▒▒▒▒▒▒▒▒ should be a key concern. Otherwise, Amazon may find that workers begin to look elsewhere for ▒▒▒▒▒▒▒▒▒▒.

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Comprehension Questions

1. Headings – *choose a subheading for each paragraph – one title is not needed*

1	D (Example)	A	E-commerce success factors
2		B	▨▨▨▨▨▨▨▨▨▨▨▨.
3		C	Management at Amazon
4		D	~~An overview of Amazon's success.~~
5		E	▨▨▨▨▨▨▨▨▨▨▨▨.
		F	Operational innovation

___ / 4

2. What is controversial about Amazon?

___ / 1

3. True / False / Not Given – one question per paragraph

		T / F / NG
Paragraph 1		
i.	Amazon has ▨▨▨▨▨▨▨▨▨▨ Walmart.	
Paragraph 2		
ii.	Amazon has doubled its annual review since 2009.	
Paragraph 3		
iii.	Amazon's fulfilment centres ▨▨▨▨▨▨▨.	
Paragraph 4		
iv.	Digitisation of handling stock has been a factor in Amazon's success.	
Paragraph 5		
v.	The author ▨▨▨▨▨▨▨▨ staff at Amazon are good.	

___ / 5

4. Open answer questions

Paragraph 1

What year did Amazon start trading?

i)	

___ / 1

Paragraph 1

What four ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ **on become one of the world's most profitable companies?**

i)	
ii)	
iii)	
iv)	

___ / 4

Paragraph 2

How did Martinich claim Amazon have ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ **?**

i)	

___ / 1

Paragraph 3

Where are the majority of Amazon's fulfilment centres?

i)	

___ / 1

Paragraph 4

What are Amazon ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ **?**

i)	

___ / 1

Paragraph 5

How many employees have ▓▓▓▓▓▓▓▓▓▓▓▓ **warehouses in the last 3 years?**

i)	

___ / 1

5. Reference words – explain what these reference words connect to: (underlined in the text)

Paragraph	Word	Connection
1	*its*	*Amazon (Example)*
3	these	
3	▓▓▓▓▓	
4	its	
5	▓▓▓▓▓	
5	▓▓▓▓▓	

___ / 5

_____

6. Author's stance?

Does the author think Amazon's employee ▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨?	
Yes	No [choose one]
Why?	

___ / 2

6. **Vocabulary –** search for the word in the paragraph that means:

Paragraph	Definition	*Word*
1	The forming or devising of a plan or idea.	*Conception (Example)*
1	▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨.	
2	Increased rapidly in number; multiplied.	
2	▨▨▨▨▨▨▨▨▨▨▨.	
3	The meeting of a requirement, condition, or need.	
3	Changes made, whether small or large.	
4	The action, ▨▨▨▨▨▨▨▨▨ or uniting.	
4	Not taking (something) into account; regardless of.	
4	The ratio ▨▨▨▨▨▨▨▨ to the total energy expended.	
5	A new method, idea, product, etc.	
5	The person ▨▨▨▨▨▨▨ likely to win.	

___ / 10

Overall Total: _____ / 36

_____

Comprehension Questions ANSWERS

1. Headings – *choose a subheading for each paragraph – one title is not needed*

1	*D (Example)*	A	E-commerce success factors
2	A	B	Digitisation of systems
3	F	C	Management at Amazon
4	B	D	An overview of Amazon's success.
5	E	E	A darker side to Amazon
		F	Operational innovations

___ / 4

2. What is the controversy?

Despite its huge commercial success, Amazon's treatment of its workers is poor.

___ / 1

3. True / False / Not Given – one question per paragraph

		T / F / NG
Paragraph 1		
i.	Amazon has become more valuable than Walmart. [Most valuable brand in the world]	**T**
Paragraph 2		

ALL ANSWERS ARE INCLUDED IN PAID VERSION…