



**Upper secondary
Week 19**

The Write Tribe

PAPER 2 TECHNIQUES

Section C



Section C

[25 Marks]

Text 3

The text below is about operating an online business. Read it carefully and answer Questions 14 – 19.

- 1 The internet is filled with all kinds of opportunities and home-based businesses. As a matter of fact, every 11 seconds someone buys into a home-based business opportunity. Unfortunately, because of inadequate marketing and support most people fail at these. 95% in fact. They read the advertisements of people making thousands a day in their first week and believe that all those people did was joined and the money came pouring in! They jump on the bandwagon without doing their own due diligence and then start the process of spending money they don't have. It is not how it works for the average person. Without a careful study of what they are intending to venture into, these naïve newbie investors are then left disillusioned, disheartened with the belief that all the home-based business opportunities are scams. This is simply not true.
- 2 Some people do get lucky and will make 2 or 3 sales in their first week or two. The rest immediately spend \$2000-\$3000 in advertising. That is the part they don't tell you. Then there are those that exaggerate their success. Why? Well, when you are trying to get your first couple of sales, it is only natural that you don't want to advertise that you are new at this too.

The reality is that it will take the average home-based business 3-6 months to get off the ground spending a couple hundred upwards to \$1000 a month in advertising. You have two choices – you either have time, and work the free advertising programs or you spend money on advertising. Both will work. A combination of both is best.
- 3 There are millions on the internet that will spend your advertising dollars in a blink of an eye. The newbies get dragged all over the internet as they get bombarded with emails and pop-ups. They all promise them the world yet cannot and do not deliver. It is almost impossible to stay focused when you first start out. Your inbox is flooded, you don't know or understand all of the terms or how things work. Your sponsor may be just as new and doesn't have the answers.

This is exactly why time spent on research will save you thousands of dollars and will get you sales much quicker without all the heartache and hard lessons learned. We humans tend to buy on impulse and emotions. You can't start and succeed in any business on emotions. You need to do research.
- 4 There are many other concerns pertaining to the setting up of an online home based business. Some computer expertise including knowledge of how to set up a website for business purposes is crucial. If one does not have that, the services of an internet startup company will have to be engaged.
- 5 Although video conferencing allows you to see individuals via computer screen, having that personal touch of meeting someone in person is improbable in online businesses that have far reaching markets all over the world.

In addition, there are more serious concerns. Hackers. Even with a secure payment page, hackers can still infiltrate your website and use information to drain your customer's bank accounts or steal their identities. Also, due to the ubiquitous nature of the internet, copyright infringement is difficult to control so that your successful business venture may be emulated overnight by a thousand others.

- 6 Finally, not all business types are suited for the internet. Thus, if you were selling perfumes, your selling point would be the aroma which you cannot convey online at all. Also, when it comes to major purchases, like buying a car or a grand piano, most people will like be more comfortable making the purchase only after seeing the product in person.

(Adapted from ExpertArticles by Julie Booz)

14. (i) With reference to paragraph 1 (line 6), what is meant by 'due diligence'? [1]

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- (ii) Which word in paragraph 1 has the same meaning as 'gullible'? [1]

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15. With reference to paragraph 1, how are new investors in online businesses deluded and why? [1]

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16. According to paragraph 2, explain what is fiction and what is the reality in the world of online home based businesses. [2]

Fiction	
Reality	

17. Here is a part of a conversation between two students, Daud and Priscilla, who have read the article.



- (i) Identify two reasons from paragraph 3 to support Daud's view. [2]

- (ii) How would Priscilla explain her statement with reference to paragraph 3? [1]

18. From paragraph 5 (line 40) 'Also, due to the ubiquitous nature of the internet, copyright infringement is difficult to control so that your successful business venture may be emulated overnight by a thousand others'.

- (i) Why is it important to control copyright? [2]

- (ii) Give one example of how exaggeration or hyperbole is used in the sentence above. [1]

19. Using your own words as far as possible, summarise the difficulties that one may face when opting to run a home based online business.

Use only information from paragraphs 2 to 6.

Your summary must be in continuous writing (not note form). It must not be longer than 80 words (not counting the words given to help you begin).

Although some people do get lucky with online businesses, the majority

No. of words [15]