

**Time allocated: 1 hour.** Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: Maria Lúcia Alvares Student ID: 1818772

Ex.1

Write a paraphrase of the following passage

Mike Erwin never envisioned himself as a social entrepreneur or activist. While he was no stranger to leadership positions, his primary experience had been in large, structured organisations. He thrived in the highly regimented program offered by the school. Later, Erwin excelled in his assignments in the Army, winning multiple awards and medals. However, the founding and growth of Team RWB had none of the characteristics of his previous endeavours. Erwin's enthusiasm and the organisation's mission caught on rapidly and Team RWB attracted media attention disproportionate to its size. Very quickly, the organisation grew beyond anything that Erwin had anticipated. Without any intention to do so, Erwin accidentally became an entrepreneur.

Mike Erwin ~~saw himself~~ <sup>not true</sup> as ~~social entrepreneurs or activist~~. While he was used to leading positions, his ~~main~~ first contact had been in a ~~Big scale~~ part of company. He thrived in ~~closed course~~ given by the school. Later he thrived in his Army exams, achieving various awards and medals. However the ~~discovery~~ and development of team RWB did not match past experiences and developments. Erwin's excitement and companies ~~there~~ was ~~part~~ discovered and Team RWB caught the media attention in ~~a~~ a large size. Rapidly the company expanded ~~above~~ anything ~~expected~~. Without any ~~planning~~ to achieve, Erwin ~~stumbled~~ ~~and~~ into an entrepreneur ~~and~~ career.

Generally, you have some good paraphrasing skills. However, you need to pay more attention to the meaning of the original sentence.

Lecturer's signature: 

Date: 15/07/2019



# Academic and Employability Skills (ACE) – term 1

BMSW4001

## In-class exercise 1: Paraphrasing

**Ex.2. Decide whether the paraphrased passages are acceptable or unacceptable by circling the correct answer and briefly explain why.**

**Original Source:** A key factor in explaining the sad state of American education can be found in overbureaucratization, which is seen in the compulsion to consolidate our public schools into massive factories and to increase to mammoth size our universities even in underpopulated states. The problem with bureaucracies is that they have to work hard and long to keep from substituting self-serving survival and growth for their original primary objective. Few succeed. Bureaucracies have no soul, no memory, and no conscience. If there is a single stumbling block on the road to the future, it is the bureaucracy as we know it.  
Edward T. Hall, *Beyond Culture*, Anchor Publishing, 1977, p. 219

**Paraphrase 1** - acceptable / unacceptable

Reason: The original source says that bureaucracies have no soul, no memory and no conscience Good!

American education is overly bureaucratic. This is manifest in the increasing size of educational institutions, even in small states. Bureaucracies are bad because they tend to work to promote their own survival and growth rather than that of the institution, as was their initial objective. Most bureaucracies fail because they have a conscience or a soul. I believe that bureaucracies are the biggest stumbling block on the road to the educational future.

**Paraphrase 2** - acceptable / unacceptable

Reason: Because the paraphrase matches the source in relation to the Bureaucracies schedule and future. Good!

Bureaucratization has proved to be a major stumbling block on the road to our educational future. American institutions have become factories that are more conducive to the growth of bureaucratic procedures than to the growth of the students who attend them. Bureaucracies have to work long and hard to keep from promoting their own survival rather than the educational goals that were their primary objective.

**Paraphrase 3** - acceptable / unacceptable

Reason: The original source has never mentioned about Edward T. Hall and his book Beyond Culture. is the author

Bureaucratization has proved to be a major stumbling block on the road to our educational future. American institutions have become factories that are more conducive to the growth of bureaucratic procedures than to the growth of the students who attend them. This means that, as Edward T. Hall says in his book, *Beyond Culture*, today's educational institutions "have no soul, no memory, and no conscience".

**Paraphrase 4** - acceptable / unacceptable

Reason: Edward T. Hall's book "Beyond Culture" has never been mentioned in the original source. is the author

In his book, *Beyond Culture*, Edward T. Hall discusses the problems posed by the increasing bureaucratization of American educational institutions. Hall maintains that overbureaucratization is one of the key factors governing the state of education in America today. He points to the tendency of bureaucracies to promote their own growth and survival first and foremost, and observes that few overcome that tendency. He believes that this is responsible for the fact that many public schools bear a closer resemblance to factories than to educational institutions. In Hall's words, "Bureaucracies have no soul, no memory, and no conscience."

Lecturer's signature: \_\_\_\_\_

Date: 15/04/2019

Student Name: Maria Luisa Salvaggio Student ID: 1818772

**Time allocated: 1 hour.** Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

**Ex.1**

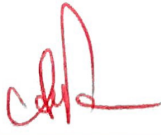
**Read the following text and make notes on the main ideas. You can do this on a separate piece of paper which you do not have to hand in.**

**The success of ALDI**

The food retail industry is a highly competitive market. Aldi understands that its customers want value for money but do not want to compromise on quality. This case study will demonstrate how Aldi uses a lean approach to its business operations to offer its customers quality products at competitive prices. What distinguishes Aldi from its competitors is its competitive pricing strategy without reducing the quality of its products. In fact, in some cases Aldi's products are 30% cheaper than those offered by its competitors. Aldi can do this because the business operates so efficiently. The three core values of Aldi are simplicity, consistency and responsibility. Lean production ties in closely with these values. For example, Aldi stores are simple in design and all stores are very similar which creates consistency.

For Aldi operating efficiently involves reducing costs in all areas of the business. Some of the key areas where Aldi is able to minimise costs are by saving time, space, effort and energy. Aldi's approach to doing this is to run its business around the principles of lean thinking. Whereas other food retailers have elaborate displays, additional services and promotions that draw customers into the business, Aldi's core purpose is to 'provide value and quality to our customers by being fair and efficient in all we do'. The principles of lean production are planned and built into everything that Aldi does. This starts within its supply chain. For example, up to 60% of Aldi's fruit and vegetables are sourced locally where possible, reducing the need for long and costly delivery journeys.

The principles of time based management are also built into the training provided for Aldi's employees. Through training staff to do a variety of tasks around store Aldi can minimise its staff requirements. Staff costs can also be reduced as fewer staff are required if they can perform a variety of duties throughout the store. Aldi's 'no-nonsense' approach to retailing therefore leads to cost saving in numerous areas. These cost savings are passed on to customers in the form of lower prices, allowing the business to differentiate itself from its competitors in terms of price, as well as the quality of the products it has on offer.

Lecturer's signature: Date: 12/08/2019

Ex.2

This task is designed to see if you can summarise ideas from course materials in your own words.

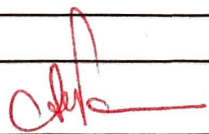
Re-read the text 'The success of ALDI' on previous page. Now answer the following question in your own words: What factors contribute to ALDI's success? Write about 175 words.

According to the text 'The success of ALDI', the factors that contribute to their success are that the grocery market has a large competition, and with that knowledge, Aldi knows what is required in terms of good price without decreasing quality. Aldi differentiates his job against other similar businesses because it's 30% more cost effective than other supermarkets. The company manages to do this because it runs smoothly. Aldi core values simply, efficient and responsible, they keep the name in every shop, easy for customers to remember where products are. As contribution to its success, Aldi diminishes prices in all sectors of their business. A few of the most important tasks is that Aldi is capable to reduce expenses by reducing hours, place, work and energy. 60% of Aldi's fresh groceries such as fruit and vegies are local, so there's always products in the shops and no wait for customers, it's always in stock. Staff are trained so they can provide different job roles, in this way the money can be used to be invested in good groceries at a good price and quality, allowing the business to stand out from others.

Lecturer's comments:

Good summarising skill. You need to use paragraphs.

Lecturer's signature:



Date:

12/08/2019