**SECTION A: READING (30 marks)**

Read the text and answer all questions that follow.

I Facebook is a free-access social networking site that is privately owned by Facebook, Inc. This site has become widely popular within the last few years and has many advantages for both individuals and businesses. One of the main advantages that Facebook provides for individuals is that it allows them to easily connect with their friends and family wherever they might be. Two friends who are staying far from one another, for example, could still remain in close communication. Alternatives like e-mail, phone call and texting do not provide the depth that Facebook could provide. While instantly messaging each other on Facebook, they could view and share all the pictures and videos because they are all there on the computer screen. There are many advantages to becoming a Facebook member and once you have successfully integrated yourself as a savvy user, you will see just how Facebook is a great tool to use for many purposes. On the contrary, you should also be aware of some significant drawbacks to Facebook.

II Facebook is one of the fastest growing social networking websites on the Internet. Countless numbers of people each day flock to Facebook.com with visions of reconnecting and maintaining contact with people they know. Facebook gives to individual users is the ability to join groups that match the likes or dislikes of the users. This allows users to discuss topics of interests with others who share those interests. Users usually would have to use search engines to find forums that match their interests. However, Facebook allows users who have common interests to connect and to easily share information and ideas. Facebook also allows users to share information they find interesting with their family and friends. They could post the links of the sources through Facebook so that their friends and family could view them right on the site.

III Apart from that, Facebook also has some advantages for businesses. Since it is a giant network of people, businesses can advertise to specific groups that would most likely be interested. If someone likes your profile page or the products or services you sold them, they may be able to recommend you to their network of friends and also their groups. This means that the people in Facebook will be the ones that will advertise for you. Thus, Facebook speeds up this "word-of-mouth" process. Businesses that use Facebook would be able to reach a wider audience of people then they would otherwise.

IV Another advantage is that the cost of advertising is very low. Businesses can save a good amount of advertising budget by using Facebook. On Facebook they can create their profile. Through that, they can introduce their products and other important information about their business. As many people join the Facebook every day from all over the world, they can easily get a huge number of people to visit their site. Therefore, it helps businesses to develop relationships with their customers and raise the visibility of their company. It is a very good site for both individuals and businesses as it helps them to connect and grow. Although a lot of people primarily use Facebook to socialize with their friends, it can become an effective internet marketing tool. It already has the numbers, where it has more than 62 million active subscribers and is still growing. Thus, advertising is made easy and extremely cheap.

V In this world of technological advancement, the importance of Facebook cannot be ignored. The younger generation assumes it as an unavoidable social networking as well as marketing site. The strength of Facebook that can connect people of the same interest provides an ideal platform especially for marketing purposes as advertisement becomes very convenient and cheap. Facebook has become more important as days go by and one wonders how Facebook will innovate in the future as its function grows to meet the increasing demands of the society. Nevertheless, Facebook users need to educate and protect him/herself on the drawbacks of Facebook.

VI Among major problems of Facebook are scams and spams. Some scammers trick users and scam them in so many ways to steal their accounts. A common trick could be through a phishing website which looks very similar to Facebook and it fools people in believing that they are still on the official Facebook website. Once a member logs in using the email and password, scammers can immediately access his account and scam his friends, spreading further spam and malware through the website. Fake websites can also steal your bank information if users fall prey to their advertisements. If you have never come across a problem like this before, it is your responsibility to avoid such a threat and keep your information secure.

VII Another drawback of Facebook is that it is filled with thousands of daily users from around the globe. Thus, there is no surprise if you discover a number of viruses storming through most of the pages. Hackers can actually steal other peoples’ account through Facebook. They cleverly send viruses to hundreds of members and succeed in stealing data and damaging their computers. So, users should always keep an updated [anti-virus](http://factoidz.com/seven-benefits-of-using-norton360-to-protect-your-computer/) software when using Facebook to filter out new viruses.

VIII Facebook can be very addictive for its members. Once you stay connected with friends, you will realize how often you log in for another chat and discover what other members are doing. Some people know the drawbacks of Facebook but cannot help staying connected with old friends they have not seen in years. All this will certainly make you addicted to Facebook and will stop you from deleting your account. Many hours may also pass and you could have done something more important than using Facebook. Several members of social networking sites actually use them throughout the day and night without realizing how much time they have spent sitting in front of the screen.

IX At any time when you open an online account, you give up a degree of privacy. Most sites claim that the private information you enter remains between you and the website. However, in the case of Facebook.com, there is always a potential to expose a lot of personal information on the web for all to see. Although Facebook does offer to help you mitigate and control your privacy, it is important to realize that nothing is foolproof. You should keep in mind that you cannot control what interaction happens on your friends’ Facebook pages and you may end up in photos or comments you cannot control.

Adapted from:

<http://www.bukisa.com/articles/124919_the-advantages-of-facebook>;

http://factoidz.com/4-disadvantages-of-using-facebook

1. Match each paragraph number given below with the correct main idea of the paragraph.
2. I : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. II : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. III : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. IV : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. V : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(5 x 1m = 5 marks)

2. Find **ONE** word in the text which is a synonym of the following words. The number in parenthesis refers to the paragraph where the answer / word can be found.

1. extensively (paragraph I) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. options (paragraph I) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. fit (paragraph II) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. allocation, expenses (paragraph IV) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. efficient (paragraph IV) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. develop (paragraph V) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(6 x 1m = 6 marks)

3. Why are e-mail, phone call and texting not comparable to Facebook?

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(2 marks)

4. State three activities that Facebook users can do with groups of the same interest?

(a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(b) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(c) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(3 x 1 mark = 3 marks)

5. How do businesses on Facebook reach a wider audience?

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6. How does Facebook become an affordable and effective marketing tool?

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(2 marks)

7. State the positive and negative outcomes of using Facebook from the perspective

of a student.

1. Positive: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. Negative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(2 x 2 marks = 4 marks)

8. Prepare notes on the **Negative Effects of Facebook.**

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| --- | --- | --- |
| Drawbacks | How | Effects |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½) | -Phishing website  -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (½) | -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½)  -Spread further spam and  malware  -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½)  -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½) |
| Viruses | -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½) | -damaging computer  - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½) |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (½) | -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½)  -stay connected with long-lost old friends | -waste time |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½) | - cannot guarantee personal details given stays in the website confidentially;  - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (½)  -\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (½) | - expose a lot of personal information |

(6 marks)