

CIOL Qualifications Level 6 Certificate in Translation

Qualification Number: 610/0823/0

Unit: Unit 02

Source Language: English

Time allowed: 3 hours

Exam session: November 2022

Exam date: Thursday 10 November 2022

Unit 02: Business and Commercial Translation Skills (J/650/2412)

Instructions to candidate:

Time allowed – 3 hours

CONTEXT: The following text looks at the impact of the global pandemic on consumers' shopping habits. Translate into your target language for readers interested in the topic.

TEXT FOR TRANSLATION STARTS HERE:

Internet shopping undoubtedly helped many people get through the global pandemic in 2020 and 2021. As they self-isolated or worked from home, consumers ordered their groceries and other items online and had them delivered to their doors. Online shopping enabled consumers to reduce their contact with others and minimise the time they spent outside their own four walls.

According to research conducted by Mastercard, the International Monetary Fund and Harvard Business School, which analysed transactions using the Mastercard network in 47 countries between January 2018 and September 2021, total spending online increased from 10.3 percent in 2019 to 14.9 percent when the pandemic was at its peak. As the pandemic has slowed down and people have learned to live with the virus, the rise in online transactions has started to see a reversal.

In 2021, the percentage of online spending fell back to 12.2 per cent. This is still above the level before the pandemic, but only just above the level predicted for e-commerce to grow before the pandemic hit. The study found that the increase and reversal were higher in countries where e-commerce was already well established. In emerging countries, like Brazil and India, however, the online percentage still exceeds its pre-pandemic level, suggesting that the advance of e-commerce in these countries has been accelerated by the health crisis. In contrast, in other countries, such as the United States, the percentage is either at or below the trend predicted before COVID as consumers return to their pre-pandemic shopping habits.

There are also significant variations between sectors. The uptake of e-commerce seems to be particularly long-lasting in the restaurant sector, health care and retail. These were areas where digitalisation was not especially high before the pandemic, and where the shift from traditional to online services has been the greatest.

TEXT FOR TRANSLATION ENDS HERE