

2023 年高中組特優作品

許雅婷（國立虎尾高級中學）、邱采妮（臺北市立內湖高級中學）

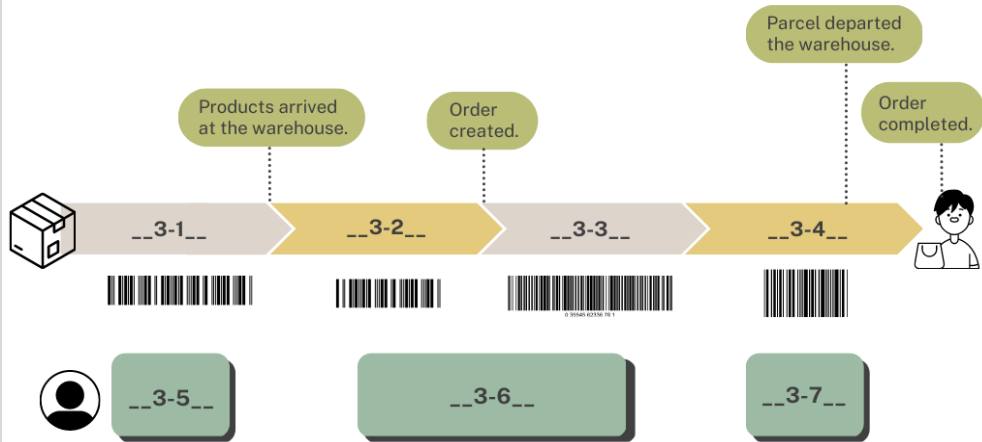
試題文本	<p>An efficient logistic system plays a crucial role in business success, and Amazon is no exception. As one of the world's largest e-commerce companies, Amazon has a complex logistics system that allows it to deliver millions of products to customers all over the world. Logistics includes many steps like planning, carrying out, and managing from when an order is placed until the customer gets their product.</p> <p>___ 1-1 ___</p> <p>Previously, logistics faced several challenges that may have affected customers' satisfaction, including delays in transportation, damaged goods, and fulfillment strategies. To overcome these challenges, Amazon adopted various solutions. For instance, using up-to-date technology such as robots, drones, and automated conveyor belts to make their fulfillment process more efficient. Cooperation with different local delivery partners guarantees the shortest delivery time for the goods. Besides, Amazon invests heavily in specially designed packaging to withstand rough handling during transportation. To ensure orders are fulfilled quickly, Amazon develops a highly accurate label system to sort items efficiently. This company also strategically chooses the location of its fulfillment centers to ensure products are delivered to customers in the shortest time possible.</p> <p>___ 1-2 ___</p> <p>Barcodes play a significant role in Amazon's labeling system. Each item is carefully labeled with detailed information by sellers before it is collected from the warehouse. Then, the item is scanned and assigned another unique barcode upon arrival. This barcode contains the item details in the warehouse, which directs workers to the correct location. After an order is placed, a corresponding unique barcode with the tracking number of the purchase will be generated automatically. The tracking number is essential information that allows the staff to quickly and easily collect the products they need to fulfill the orders. As long as all the items are well picked and packed, a shipping label will be created. With the essential information about the customer's address, customer's contact number, and other relevant details, the carrier can ensure the delivery process runs smoothly and efficiently. Thanks to its barcode system, Amazon smoothed its logistic system and cut down the risk of making mistakes in this complicated process.</p>
------	---

	<p>___ 1-3 ___</p> <p>Amazon has customer service characterized by an easy-to-use return policy, quick support teams, and a reliable delivery service that provides real-time updates. Customers can contact Amazon's customer service, including phone, email, or live chat, giving them the freedom to choose the method that suits them best. Amazon also has a self-service Help section where customers can find answers to common questions, which can help them resolve issues without human support quickly and easily. Additionally, Amazon provides a platform for third-party sellers to sell their products through its marketplace and offers advertising and fulfillment services to help businesses succeed on the platform. Overall, Amazon's comprehensive services make it a go-to destination for online shopping.</p> <p>In conclusion, Amazon's logistics system is one of the key factors contributing to its success. Through investments in logistics technology, inventory management, and advanced labeling systems, the company has become the world's largest e-commerce company, delivering products quickly and accurately.</p> <p>Word Bank: logistics 物流系統, drone 無人機, conveyor belt 傳送帶, fulfillment center 配送中心</p>
資料來源	<p><input type="checkbox"/> 試題文本為自行著作</p> <p><input checked="" type="checkbox"/> 試題文本為依其他原文資料改寫</p> <p>參考 / 改寫依據資料 (含試題文本及問題文本) :</p> <p>Text:</p> <ol style="list-style-type: none"> 1. https://abcsupplychain.com/amazon-supply-chain-logistics/#Amazon_Flying_Warehouse 2. https://eswap.global/what-is-amazon-logistics/ 3. https://emplicit.co/the-amazon-shipping-process-everything-sellers-should-know/ <p>Rubrics:</p> <p>http://rubistar.4teachers.org/index.php?screen=CustomizeTemplate&bank_rubric_id=4&section_id=1&</p>
取材說明	<p>在瞬息萬變的物流產業，亞馬遜憑著己身強大的物流系統在眾多電商中佔有一席之地。藉此文章，學生可以知曉自己在網購產品後，物流產業是怎麼樣分類配送商品，並藉此理解一家龍頭企業的成功要素。</p>
問題 1	<p>Fill in the blank: Choose the most suitable heading for each section from the list below.</p> <p>A. How Amazon Arranges the Customer and Marketplace Service</p>

	<p>B. How Amazon’s Sorting System Saves the Products Delivery Time</p> <p>C. How Amazon Applies Labeling System to Deliver Goods Efficiently</p> <p>D. How Amazon Uses Technology to Cause Revolution in Logistics</p> <p>E. How Amazon Tackles the Difficulties in Order Fulfillment Process</p>								
答案	Ans: 1-1: E 1-2: C 1-3: A								
問題 2	<p>Matching: Please match the corresponding problems and solutions.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Problem</th> <th style="width: 50%;">Solution</th> </tr> </thead> <tbody> <tr> <td>Delays in transportation</td> <td>__ 2-1 __ __ 2-2 __</td> </tr> <tr> <td>__ 2-3 __</td> <td>Design the product packaging according to different features</td> </tr> <tr> <td>Issues with order fulfillment</td> <td>__ 2-4 __ __ 2-5 __</td> </tr> </tbody> </table> <p>A. Damaged goods</p> <p>B. Wrong items</p> <p>C. Give each item a label that contains essential information</p> <p>D. Establish fulfillment centers which are close to customers</p> <p>E. Use technological supplementary tools to pace up the process</p> <p>F. Cooperate with various logistics companies to deliver the goods</p> <p>G. Provide customers with alternative means to purchase the items</p>	Problem	Solution	Delays in transportation	__ 2-1 __ __ 2-2 __	__ 2-3 __	Design the product packaging according to different features	Issues with order fulfillment	__ 2-4 __ __ 2-5 __
Problem	Solution								
Delays in transportation	__ 2-1 __ __ 2-2 __								
__ 2-3 __	Design the product packaging according to different features								
Issues with order fulfillment	__ 2-4 __ __ 2-5 __								
答案	<p>2-1 及 2-2: F & E (順序顛倒不影響分數)</p> <p>2-3: A</p> <p>2-4:及 2-5: D & C(順序顛倒不影響分數)</p>								
問題 3	<p>Application: Jeff is a new staff member at Amazon, please finish the following flowchart to give him some guidance in his new job. The following four barcodes in the flowchart are automatically generated during the logistics process. Can you help Jeff to identify the name of each barcode and the person who needs them?</p> <p>For questions 3-1 to 3-4, please fill in the blanks by using the following keywords, Tracking Number, Warehouse Location Label, Shipping Label, Product Detail. For questions 3-5 to 3-7, please fill in the blanks by using the following keywords, Carriers, Online Sellers, Amazon staff.</p>								



Amazon's Logistic Process



答案

Ans:

3-1: **Product details** ____

3-2: **Warehouse location label** ____

3-3: **Tracking number** ____

3-4: **Shipping label** ____

3-5: **online seller** ____

3-6: **Amazon staff** ____

3-7: **carrier** ____

Amazon's Logistic Process (Answer Key)



問題 4

Oral task: Based on the reading, please record a **forty-second** audio file to advertise Amazon's logistic services on podcast. The target audience for this advertisement could be either online retailers(銷售商) or online shoppers. You may want to summarize **at least THREE** strengths mentioned in the article, and use your own words to design an advertisement text that is suitable for **SPOKEN English**. Please note that this is an advertisement, so your tone in the recording should be passionate and cheerful. You will have 10 minutes to prepare the response, and the content should be around 80 words.

*The criteria of assessing this recording includes awareness of text genre, accuracy of facts, tones, fluency and coherence, and the length of recording.

You can refer to the example opening below:

For online retailers	For online shoppers
(1) Attention! Online retailers. Want to enhance your customer experience and boost your sales?	(1) Hey there, shopping lovers! Don't let gloomy weather keep you from getting your shopping done.

	(2) Are you an online retailer struggling to keep up with customer demand?	(2) Are you a shopper who always looks for the latest and greatest products?	
	(3) Calling all online business owners! Are you seeking a better way to better your online retail operation?	(3) Are you tired of the hassle of going to the grocery store every week?	
答案	<p>Example responses:</p> <p><u>For Online Shoppers:</u></p> <p>Hey there, shopping lovers! Don't let gloomy weather keep you from getting your shopping done. Did you know that Amazon's robots and conveyor belts work together to get your orders to you in record time? Their cutting-edge technology helps them manage the entire fulfillment process more efficiently, so you can get your products delivered to your doorstep faster than ever before! Plus, their specially designed packaging ensures that your products arrive in perfect condition, so you don't have to worry about damaged goods. Amazon's barcode system is pretty impressive too, making it easy to track and organize inventory, reducing errors and headaches. And if you ever need to return something, don't worry - Amazon's customer services have got you covered. So, if you want a hassle-free shopping experience, go ahead and choose Amazon for all your shopping needs. You won't be disappointed!</p> <p><u>For Online Retailers:</u></p> <p>Are you an online retailer struggling to keep up with customer demand? Amazon can help take your online business to the next level. They use modern logistics technology, such as robots and automated conveyor belts, to ensure items arrive in perfect condition and deliver them worldwide. To minimize errors and save time in the process, they use a state-of-the-art labeling system to manage millions of products in their enormous warehouse. Besides, Amazon offers a platform for third-party sellers to advertise and fulfill their products, and their friendly customer service team can answer your questions 24/7. By selecting Amazon, you can just focus on growing your business without worrying about the fulfillment process. Let Amazon handle your logistics and start experiencing success today.</p>		

評分標準	請參照此 Rubrics (於文件末尾): 分數範圍為 4-20 分。
------	-------------------------------------

註：本表係參考本中心命題原則及國家教育研究院素養導向「紙筆測驗」要素等資料製定

問題 4 的評分標準 Rubrics for question 4

Criteria	Excellent (4)	Good (3)	Fair (2)	Poor (1)
Awareness of text genre	All words are chosen properly to fit the intention.	Most of the words are chosen properly to fit the intention.	Some words are chosen properly to fit the intention.	Few words are chosen properly to fit the intention.
Accuracy of Facts (based on the article)	Three relevant facts are reported accurately.	Two relevant facts are reported accurately.	One relevant fact is reported accurately.	No facts are reported accurately OR no facts are reported.
Tones	Tones are often used and it conveyed emotions appropriately.	Tones are often used but the emotion it conveyed sometimes did not fit the content.	Tones are rarely used OR the emotion it conveyed often did not fit the content.	Tones are not used to convey emotion.
Fluency and coherence	Speaks fluently with good coherence, using appropriate discourse markers.	Speaks fluently with some coherence, occasional pauses or hesitations.	Some hesitations and lack of coherence, frequent pauses or fillers.	Can't communicate effectively due to a lack of fluency and coherence.
Length of recording	Recording is 35±5 seconds long.	Recording is 25±5 seconds long.	Recording is 15±5 seconds long.	Recording is 5±5 seconds long.