

Fundação CECIERJ - **Vice Presidência de Educação Superior a Distância**

**Curso de Tecnologia em Sistemas de Computação**

**AD2 Inglês Instrumental - 1o semestre 2015**

**Nome –**

**LEIA O TEXTO ABAIXO E RESPONDA ÀS PERGUNTAS QUE O SEGUEM**

# How Whatsapp is changing the way businesses work

[Jubin Mehta](http://yourstory.com/author/jubinmehta/) | February 04, 2015 at 9:21 am



Raman is a vegetable vendor in Gujarat, India. Not too long ago, he used to take orders on call, and deliver them wherever required. But now, he takes a photo of whatever he has and sends it to a group of customers on Whatsapp. Customers get to see what he has to offer and they can check if the vegetables are fresh before they place their orders.

This is a huge behaviour change. And it has come about very fast! More and more people are getting hooked to their smartphones because of Whatsapp. In an emerging economy like India, smartphone penetration has just begun. Whatsapp has played a big part in getting users to buy data plans and change their behaviour from using SMS to Internet-based messaging.

Apart from communication, Whatsapp is turning out to be a tool that is empowering many small businesses. Exploring this trend, we tried to figure out how startups are using Whatsapp and how this messenger app has become an integral part of business process.

“Whatsapp is a formal channel for communication in our operations and not just a casual messenger anymore,” says Nitin Jain of NowFloats, a startup firm.

Startups are using Whatsapp for three major purposes:

**a) Internal communication**

Emails and Facebook do not provide the same ease of use that Whatsapp gives. Mobile phones are like an extension of the human body now and the lightness that Whatsapp brings ensures that people on business groups notice the messages quicker and the corresponding action also comes about faster.

**b) Customer support**

Businesses have dedicated Whatsapp numbers where users can message to get answers to their questions and complaints. And this is not restricted to businesses. The Delhi Police last year launched a dedicated helpline powered by WhatsApp: 9910641064. On the launch day, they received more than 23,000 messages and complaints via on this number. The Gujarat State Road Transport Corporation (GSRTC) is providing Volvo bus helpline service through WhatsApp. The service is available for complaints and suggestions from Volvo bus passengers and information related to the buses (91 992 546 6996).

**d) Promotion**

And of course, businesses are using Whatsapp to spread the word to more users. A couple of months back, Bewakoof.com started promotions via Whatsapp, and now they claim to be [making 15% of their total sales](http://yourstory.com/2015/01/bewakoof-e-commerce/" \t "_blank) through the instant messenger. Customers have to mention the product name, their name and address and send a Whatsapp message to get their delivery.

**Some limitations:**

**a) Number of member limitations**

Talking of India, there are many instances where the 100 member per group limitation is a serious obstacle.

**b) Lowering of attention span**

This effect is not just related to Whatsapp but has more to do with the digital world. Attention spans are going down, expectations are going up, and in the rush to do things faster, people end up feeling more rushed than ever.

These are some of the bigger questions to tackle, but looking at things the way they are, Whatsapp has played an important role in changing behaviour in emerging markets.

Fonte: http://yourstory.com/2015/02/whatsapp-businesses-work/

HELP!

*Come about*: aconteceu; *getting hooked*: habituar-se; *behaviour*: comportamento; *turning out to be a tool*: se tornando uma ferramenta; *empowering:* dando poder a; *startups*: negócios emergentes, com bom potencial, mas que ainda não se estabeleceram completamente; *ease of use*: facilidade de uso; *ensures*: garante; *launched*: lançou; *spread the word*: divulgar; *attention span*: tempo de atenção; *rush*: pressa

1- O texto tem o uso do Aplicativo *Whatsapp* com tema geral. Mais especificamente, trata do uso do *whatsapp* no seguinte contexto: (Marque a opção correta: 1 ponto)

a- ( ) entre consumidores de vegetais na Índia

b- ( ) entre os moradores de Gurajat, na Índia.

c- ( X ) entre firmas emergentes na Índia

d- ( ) entre a Polícia de Delhi e o Departamento de Transporte da India.

2- O autor, em sua conclusão final, no último parágrafo, faz uma avaliação positiva ou negativa do uso de *whatsapp* nessa situação específica? ( 1 ponto)

R: Positiva

3- Marque com um “X” aquelas **alternativas**, retiradas do texto, que se referem ao que o autor considera como sendo os aspectos POSITIVOS do uso do *Whatsapp,* na situação descrita: (1,0 ponto- considerar cada alternativa como valendo 0,25- marcada ou não marcada, de acordo com o gabarito abaixo)

a- ( X ) the lightness that *Whatsapp* brings ensures that people on business groups notice the messages quicker

b- ( ) This effect is not just related to *Whatsapp* but has more to do with the digital world

c- ( ) Customers have to mention the product name, their name and address and send a *Whatsapp* message to get their delivery

d- ( x ) businesses are using *Whatsapp* to spread the word to more users

4- Marque com um X aquelas **alternativas**, retiradas do texto, que descrevem o que o autor considera como sendo possíveis aspectos NEGATIVOS do uso do *Whatsapp* na situação em foco: ( 1, 0 ponto: considerar cada alternativa como valendo 0, 25- marcada ou não marcada, de acordo com o gabarito abaixo)

a- ( ) *Whatsapp* is turning out to be a tool that is empowering many small businesses.

b- ( x ) there are many instances where the 100 member per group limitation is a serious obstacle.

c- ( x ) in the rush to do things faster, people end up feeling more rushed than ever.

d- ( ) Mobile phones are like an extension of the human body now

5- Segundo o autor, se comparado ao e-mail e Facebook, o *Whatsapp*: ( 1 ponto)

a- ( x ) é mais fácil de ser usado;

b- ( ) é bem menos confiável;

c- ( ) é mais caro por exigir um smartphone;

d- ( ) é mais econômico.

6- Marque Verdadeiro (V) or Falso (F), de acordo com o texto: (2 pontos)

a- ( F ) A firma *Beawakoof* só faz promoções via *Whatsapp*.

b- ( F ) A firma *Now Floats* usa o *Whatsapp* apenas informalmente.

c- ( V ) Raman envia, a seus fregueses, fotos de seus produtos por *Whatsapp*.

d- ( V ) O uso de smartphones na Índia ainda pode crescer muito.

7- A que o pronome THEY em “*Customers get to see what he has to offer and* ***they*** *can check if the vegetables are fresh*” (parágrafo 1) se refere? Marque a resposta certa (0,5 ponto)

a- ( ) aos pedidos feitos a Raman.

b- ( ) às verduras e aos legumes vendidos por Raman.

c- ( X ) aos clientes de Raman.

d- ( ) a Raman, o verdureiro.

8- Sublinhe o núcleo dos seguintes sintagmas nominais: ( 1 ponto)

a) a vegetable vendor in Gujarat; b) Volvo bus helpline service

c) a formal channel for communication; d) instant messenger

9- Como vimos em nosso curso, o sufixo “ing” pode fazer com que um termo tenha a função de verbo (V), adjetivo (AD) e substantivo (SB). Use uma dessa abreviações (V, AD ou SB) para descrever cada caso do uso de “ing”, nas palavras sublinhadas abaixo. (1, 5 ponto)

a) A tool that is **empowering** - Resposta: AD

b) internet based **messaging** -Resposta : SB

c) are constantly **buzzing** with activity - Resposta: V