



# INTI International College Penang

FINAL  
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Foundation in Business Information Technology (CFPI)  
Foundation in Science (CFSI)

Course : **ENL1211 : ENGLISH LANGUAGE SKILLS 1**

Date of Examination : 27 July 2018 (Friday)

Time : 11:00AM – 1:00PM Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Answer ALL **Four (4)** questions in the answer booklet.

Materials permitted :

NIL

Materials provided :

Answer booklet

Examiner(s) : **Ms. Subarshini A/P Ramakrishna**

Moderator : **Dr. Ting Su Hie**

*This paper consists of 6 printed pages, including the cover page.*



INTI INTERNATIONAL COLLEGE PENANG  
 FOUNDATION IN BUSINESS INFORMATION TECHNOLOGY PROGRAMME (CFPI)  
 FOUNDATION IN SCIENCE (CFSI)  
 ENL 1211: ENGLISH LANGUAGE SKILLS 1  
 FINAL EXAMINATION: APRIL 2018 SESSION

**SECTION A: Reading Comprehension (20 marks)**

Para 1	Advertising was initially meant to make people aware of the goods available in the market. It was as simple as announcing what you have in your store or the services you offer in your premises. Over the years, advertising has evolved into a major industry that goes beyond informing to persuading and influencing. It is a form of brainwashing consumers.
Para 2	Advertising has become a type of culture with ardent followers. In the process, it attracts enviable attention from manufacturers and service providers who fancy an edge over their competitors. Unfortunately, in keeping with the ever-increasing demands of the manufacturers, the advertisers have resulted in creating unnecessary wants and excess consumption in most of us. This is a craving for harmful products that we are better off without. It preys on our minds rendering us completely irrational. The billboards, television and radio advertisements target us from a very early age, forming our view of the world as we grow into adults. The buzzwords in advertising are, 'you are cool, sophisticated, gorgeous,' if you use the products or services.
Para 3	The notion that the media is primarily in place to give us news is not very true. If the truth may be told, the media is there to gather enough audience, package them into a pricey commodity and sell it to the advertisers. The advertisers, on the other hand, are always on the lookout for a target audience to persuade them that this product or service is better than that of the competitor.
Para 4	Advertising does influence people. Most of the advertisements are filled with images that equate emotional well-being with material acquisition and associate independence and leisure with alcohol and cigarettes. Advertising also makes people appreciate and value products rather than real people, thereby destroying human relationships. We are gauged by the brands that we wear rather than our personality. We have become <b>trapped in the web of advertising</b> where products like cars and sunglasses create distinguished style and poise.
Para 5	When you look critically at most of the advertisements on the television, you will discover how persuasive the advertisers are in deciding for us what, when, how much and why to buy. However, most people think that they are not influenced by advertisements. This is precisely what the advertisers want us to think, that in the end 'the people decide'. If you think deeply, nobody in his profit-minded sense will pay so much money to make a thirty second advertisement, which might not be seen by a hundred people, leave alone convince them to buy. How we strike a healthy balance between the two will definitely have a direct bearing on the future of our country.

Answer the comprehension questions based on the passage above.

1. What was the initial aim of advertising? ( 2 marks)
2. The role of advertising has changed. What is the new role of advertising? ( 2 marks)
3. What are the two effects of advertising? (2 marks)
4. What does the phrase **trapped in the web of advertising** mean? (3 marks)
5. How does the media become part of the strategy? ( 3 marks)
6. How can we minimize the influence of advertisements in our lives? (3 marks)
7. Find the meaning of these words from the passage. (5 marks)
  - a. develop gradually – paragraph 1
  - b. forcibly make someone believe in something– paragraph 1
  - c. desire – paragraph 2
  - d. the capacity to have an effect on development, or behavior – paragraph 4
  - e. in exact terms– paragraph 5

## **SECTION B – (20 marks)**

### **Part 1 – 10 marks**

Write **CORRECT** if the sentences are correct and complete and **INCORRECT** when the sentences are run-ons or fragments. Rewrite the incorrect sentences so that they become correct complete sentences.

1. On the desk a knife which he used to open letters.
2. He is not an exceptional student, he is only average.
3. If you want to know everything is quite impossible.
4. Because I have no money.
5. Open the door very slowly.
6. The rainfall this year was abundant; therefore, the crops will be plentiful.
7. Having finished my dinner, I sat down to an evening of television.
8. America, the greatest country in the world.
9. I went in, I bought the painting, I drove straight home.
10. High grades do not come easily, but they are earned by hard word and perseverance.

**Part II – 10 marks**

Change the sentence structure as directed in the parentheses.

1. He tried his best, but he didn't succeed. (simple)
2. The clown entered the circus ring and the children started clapping. (complex)
3. If you take care of the pence, the pounds will take care of themselves. (compound)
4. You have to hurry; otherwise, you will miss the bus. (complex)
5. The battle has been won; nonetheless, the war is not over. (complex)
6. The country has made huge progress because the President is dedicated. (compound)
7. Driving aimlessly for hours, finally he pulled over the pavement. (complex)
8. Leprosy is curable and everybody knows this. (complex)
9. He is a famous performer from Turkey and he has performed all over the world. (simple)
10. Knocking the gate, he demanded admission. (compound)

**SECTION C**

**PART I - 20 marks**

**Change the sentences as instructed in the parentheses**

1. Mark is eating an apple. (passive voice)
2. The janitor threw the crisp packet. (passive voice)
3. James could not see the man. (passive voice)
4. The picture was painted by Bob. (active voice)
5. Tina had opened the present. (passive voice)
6. The phone was being used by Mr Thomas. (active voice)

7. The card was made by Fred. (active voice)
8. The bird laid the egg in the nest. (passive voice)
9. The tree was chopped by Tim with his axe. (active voice)
10. The birds have been watched by the hunters. (active voice)

**PART II – 10 marks**

Choose the correct transitional signals. Write your answer in the Answer Script.

in other words	first	otherwise	regardless	in fact
however	eventually	meanwhile	therefore	likewise

1. Stephanie cooked the carrots and washed the lettuce. \_\_\_\_\_, her brother prepared the broccoli.
2. Jane wanted to drive Tanya and Michael to the mall; \_\_\_\_\_, she took the afternoon off.
3. Rodger was a chocolate fanatic, and he ate two servings of dessert every night. \_\_\_\_\_, he began to grow incredibly overweight.
4. Julia was almost ready to perform the experiment. \_\_\_\_\_, she would need to run tests on the control group.
5. Mother said I needed to finish all of my chores. \_\_\_\_\_, I would not be able to go to the movies with my friends.
6. Katy's mother, father, and brother are all vegetarians; \_\_\_\_\_, Katy eats meat every day.
7. \_\_\_\_\_ of the danger, the life guard jumped into the water to save the drowning boy.
8. The steak was delicious; \_\_\_\_\_, the scallops were marvelous.
9. The sales were drawing big crowds. \_\_\_\_\_, people from neighbouring towns drove down to the mall to get a taste of the best deals.
10. The weather was terrible, the plane took off several hours after the scheduled time, and then fog prevented their landing, \_\_\_\_\_ they never got to the wedding at all

**SECTION D – 30 marks**

**Choose one of the topics below and write an essay of about 250 words**

1. Describe an interesting event in your college.
2. How to manage your time well.
3. Compare and contrast two famous people.

*~THE END~*  
*ENL1211(F)/APR18*

