



INTI
International College Penang

LAUREATE INTERNATIONAL UNIVERSITIES*

FINAL
Examination Paper

(COVER PAGE)

Session : January 2018

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

Course : **ENL1212 : ENGLISH LANGUAGE SKILLS 2**

Date of Examination : 6 March 2018, Tuesday

Time : 8:00AM – 10:00AM Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **FOUR (4)** questions. Answer ALL **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Materials permitted :
Non-Programmable Scientific Calculator

Materials provided :
Nil

Examiner(s) : **Archanaa Maniappen**

Moderator : **Associate Prof. Dr. Ting Su Hie**

This paper consists of 7 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE PENANG

FOUNDATION IN SCIENCE (CFSI)
 FOUNDATION IN BUSINESS INFORMATION TECHNOLOGY (CFPI)
ENL1212 : ENGLISH LANGUAGE SKILLS 2
 FINAL EXAMINATION: JANUARY 2018 SESSION

Instructions: This paper consists of **FOUR (4)** questions. Answer **ALL FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1 – Reading & Comprehension

Read the passage below and answer the questions that follow.

(25 marks)

- 1 Consider for a moment what consumers' reactions would be to a pair of running or basketball shoes if the Nike logo was taken off of them or to a bottle of cola without the Coke or Pepsi logo. Would a Cadbury chocolate be any other brand taste as sweet? Do plain blue jeans carry the same prestige as those bearing the Diesel or Calvin Klein label? There was a time when consumers were proudly declaring their independence from the appeal of brand names by favouring the more practical generics and private labels. However, in today's marketplace the appeal of brand names is greater than ever and marketers recognise that building and reinforcing the image of their brands is a key to profitability and growth. Many companies now know that brand equity is as important an asset as factories, inventory and cash because strong brands have the power to command a premium price from consumers as well as investors. Table 1 below shows the world's most valuable brands as measured by Interbrand Corporation, a leading brand consultancy company.

Table 1: World's Top Ten Brands

Rank			Company	Industry	Sales (in millions USD)		
2012	2011	Change			2012	2011	Change
1	1	0	Coca-Cola	Beverages	77.83	71.86	8%
2	8	6	Apple	Technology	76.56	33.49	129%
3	2	-1	IBM	Business	75.53	69.90	8%
4	4	0	Google	Technology	69.72	55.31	26%
5	3	-2	Microsoft	Technology	57.85	59.08	-2%
6	5	-1	General Electrics	Diversified	43.68	42.80	2%
7	6	-1	McDonald's	Restaurants	40.06	35.59	13%
8	7	-1	Intel	Technology	39.38	35.21	12%
9	17	8	Samsung	Technology	32.89	23.43	40%
10	11	1	Toyota	Automotive	30.28	27.76	9%

- 2 There are a number of reasons why brands are more important than ever before. Consumers have a tremendous number of choices available in nearly every product and service category but have less and less time to shop and make selections. Well-known and trusted brand names are a touchstone for consumers and help simplify their decision-making process. Branding guru Larry Light notes that the key to all successful brands is that they stand for something and are much more than simply trademarks or logos. A brand is a promise to the customer. As one executive states, “Consumers don’t go shopping for a 24-valve, 6-cylinder, 200-horsepower, fuel-injected engine. They shop for a Taurus, a Lexus, a BMW, a Jeep Cherokee or a Hummer. They shop for well-known, trusted brands.” 15
- 3 Having a strong brand name and identity is also important to companies competing in the global economy as they must reach customers far from their home base. Companies such as Nokia, which is based in Finland, or Samsung, which is headquartered in South Korea, rely heavily on markets outside their home countries to sell their mobile phones and other electronic products. A strong brand name is also important for companies entering new markets or introducing new products. For example, Boeing recently began its first-ever corporate branding campaign as part of its overall strategy to expand beyond the commercial aviation market and into new industries such as military aircrafts, rockets, satellites, and broadband communications. Everything from Boeing’s logo to its decision to relocate its corporate headquarters from Seattle to Chicago has been devised with the Boeing brand in mind. 25 30 35

(Adapted from *The Economist*, August 11, 2013)

Part A

Based on their use in passage above, state the possible meaning of the words or phrases that follow.

(10 marks)

1. consumer
2. bearing
3. appeal
4. marketers
5. reinforcing
6. command
7. tremendous
8. ‘stand for something’
9. ‘rely heavily’
10. relocate

Part B

Based on your understanding of the passage above, answer the following questions.

(15 marks)

1. How did consumers show their indifference towards brand names in the past? (1 mark)
2. According to the author, brand value as an asset is comparable to an institution or company's ... (1 mark)
3. Based on the 2011 and 2012 rankings provided which brand(s) do you think –
(i) has / have made the most improvement? (3 marks)
(ii) has / have descended most in rank?
(iii) has / have maintained brand ranking?
4. How has Google fared in 2011 and 2012 as far as sales is concerned? (2 marks)
5. Give **two (2)** reasons why brand names are important. (2 marks)
6. In **paragraph 2 (line 18-19)**, what does the author mean by '*Well-known and trusted brand names are a touchstone for consumers and help simplify their decision-making process.*'? (2 marks)
7. With the numerical data as evidence, how do you think Samsung achieved its surge in ranking and sales? (2 marks)
8. What is your stand regarding shopping for brands? How important is a brand tag to you? (2 marks)

Question 2 – Summarizing

Read the passage below carefully and summarize ‘The potentials of algorithms’.

Write your answer **within 100 – 120 words**, in **one (1) paragraph**. You are expected to **paraphrase the main ideas** instead of simply ‘lifting’ them from the passage.

(25 marks)

- 1 Emily Howell is not yet ten. But that did not stop her from composing six musical scores and releasing two classical albums. Some say her style resembles that of the great composers Bach and Mozart. No wonder her father, Professor David Cope, is a proud man. Oh yes, by the way, Emily Howell is a computer programme. 5
- 2 If you ever thought that creativity was that secluded corner where humans are safe from machine invasion, well, you need to find a new corner. Most people are oblivious to the creative adventurers of computer algorithms – a set of rules that are used to solve problems. So how can computer algorithms be creative? Yet, music and computer science professor, Cope built a highly sophisticated and refined algorithm to create music based on the works of great artistes but in his own style. Emily Howell, the algorithm, solves the problem of creating great symphonies. 10
- 3 Algorithms are slowly replacing writers too. Professor Phil Parker, a marketing professor at Insead Graduate Business school in France, has published on Amazon more than a million business reports. And he did all that in just a couple of years. According to Professor Parker, the number of released reports changes by the hour. How can one man execute this monstrous task on his own? It turns out Professor Parker has developed an algorithm that produces a report in 10 to 20 minutes instead of about four weeks, which it typically takes one to do manually. 15
- 4 We could question the effectiveness of algorithms on intangible dimensions such as creativity. “Perhaps, for many people, human creativity is still highly distinguishable from the creations of algorithms.” But one area where algorithms trounce human beings mercilessly is stock trading. With every passing day, more and more stocks around the world are traded by computer programmes. Their algorithms execute trades at lightning speeds and carry out numerous transactions every second. 20
- 5 On the New York Stock Exchange (NYSE), the average time taken to complete a transaction is approximately 600 microseconds. Didn’t you blink when you saw that number? To put things in perspective, if you blinked, it takes you 300 milliseconds to do that, during which the NYSE executed 500 transactions. 25
- 6 Arguably, the highest achievement in algorithms is IBM’s Watson supercomputer. Never before has an algorithm posed such a formidable challenge to human superiority in reason, logic and other skills. Watson is perhaps better known for winning the game show, Jeopardy in 2011 and with it the US\$1 million prize. But this popular anecdote overshadows the critical fact that Watson is poised to revolutionise the medical field. According to IBM, “Watson uses natural language capabilities, hypothesis generation, and evidence-based learning to support medical professionals as they make decisions.” 30

7 This will help physicians make more accurate and fact-based diagnoses. My unscientific survey of comments on Watson-related Internet articles suggests that many people are more willing to trust Watson than even their physicians. Although Dr Watson will not be seeing patients any time soon on its own, we will definitely see assistant Watson helping oncologists in cancer treatment.

(Adapted from *The Straits Times*, May 3, 2012)

Question 3 – Interpreting Non-Linear Information

A survey was carried out in 2014 on the free time spent daily by two types of students. Using the information given in the charts – Figure 1, Figure 2 and Table 1, **compare the pattern of free time activities and their benefits as rated by the two types of students.**

Write your answer **within 150 – 200 words**, in the form of **one (1) or two (2) paragraphs**. In your answer, you are expected to link the information given in the three different charts.

(25 marks)

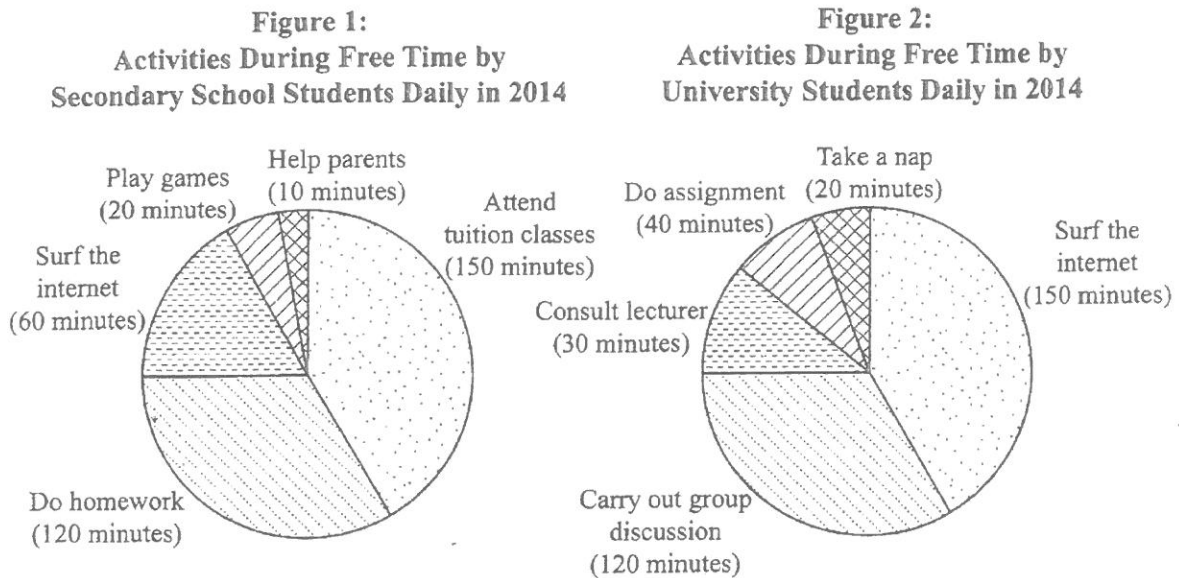
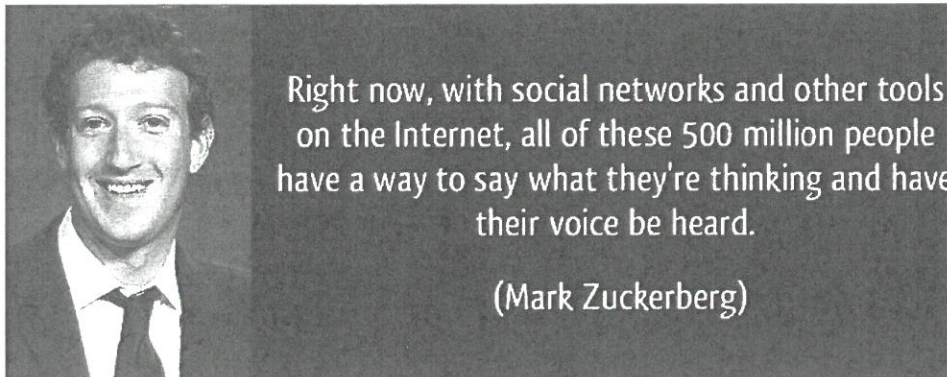


Table 1: Students' Rating of Benefits Gained by Engaging in Free Time Activities

Benefit \ Type of student	Secondary school students	University students
Obtain better grade	1	3
Have better understanding	2	2
Be more updated	3	1
Have a healthy body	4	5
Fulfil responsibility	5	4

Note: Rating level
1 – most significant; 5 – least significant

Question 4 – Essay Writing



(Source: izquotes.com)

The given quote summarizes the current manner in which humans express themselves. What do you think about the ‘freedom of expression’ provided by various virtual platforms like Twitter, Facebook and Instagram? How do humans use or abuse the internet in the name of ‘expressing’ themselves?

Write your answer in the form of a **complete 400 words essay (approximately)**. Justify your opinions or main ideas with appropriate supporting details and relevant examples – include a suitable introduction and concluding paragraph.

(25 marks)

