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DIPLOMA IN BUSINESS PROGRAMME (DIB)
ENL1103: FUNDAMENTALS OF ENGLISH
FINAL EXAMINATION: JANUARY 2013 SESSION

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

Question 1

Part A

Read the following passage and answer the questions that follow. (20 marks)

Debate Over Supermarket Club Cards Information

- 1 When Lewis Amos takes his daughter grocery shopping he whips out his supermarket club card, knowing he's trading a little privacy for a lower price. He says of using the cards, "Ten cents here, twenty cents here...a dollar. It's **cost-effective** for me as a parent."
- 2 So far, his information stays with the grocer. But is this treasure-trove of buying habits too valuable not to sell someday?
- 3 Debra Bowen is a member of the California State Senate, "I look ahead and say for example, what if an insurance company, for example, decided we are going to charge a higher **premium** for anybody whose grocery store records show that they bought red meat or butter more than twice a week."
- 4 One shopper says, "With the computer revolution of the past 10 to 15 years, privacy is a thing of the past."
- 5 California State Senator Debra Bowen wants assurances (of) a law that prevents the stores from selling the data. She says, "The laws that govern privacy really haven't caught up with technology."
- 6 But the industry says the law (is) not necessary because the stores **have** already **pledged** to keep the data private.
- 7 David Hylan of the California Grocers Association says, "Studies show that of all the concerns regarding the **frequent** shopper cards that privacy is of the most importance.
- 8 Melissa, another shopper says, "I don't know that everything needs to be legislated. If they say it on the form you fill out, then they should stick to that.
9. The cards' application forms want your name, address and telephone. The Safeway card also asks your birthday. Both of these forms say the information will "not be sold or rented" to other companies."

10. What's the record so far? Nearly two thirds of America's households have at least one Frequent Purchaser Card. 90-percent of the companies with Frequent Purchaser Programs keep the information private.
11. In other industries, video rentals are now private. Credit card companies can't reveal where you shop. Telephone companies cannot sell a list of the numbers you call.
12. The concern is what can OTHERS do with supermarket data.
13. Jon Golinger of the California Public Interest Research Group says,
14. "What you eat.
What you drink.
When you're sick.
When you're healthy,
is clearly valuable."
15. Example: in these **turbulent** times, do you want your health plan to know how much antacid you consume?

Adapted from <http://www.literacynet.org/cnmsf/privacy/storyweek.html>

Questions:

- a) What is the main idea of the passage? (2 marks)
- b) In paragraph 2, the writer asks, "But is this treasure-trove of buying habits too valuable not to sell someday?" What do you think the writer is trying to imply? (2 marks)
- c) What can an insurance company infer about somebody who buys red meat or butter more than twice a week? (2 marks)
- d) What does the grocery shopper mean by "With the computer revolution of the past 10 to 15 years, privacy is a thing of the past?" (1 mark)
- (a) The laws about privacy ended 10 to 15 years ago.
(b) Almost everything you do today is recorded on a computer somewhere.
(c) People no longer feel that the items they buy are personal.
(d) All of the above.
- e) What does "the computer revolution in paragraph 4 refer to? (2 marks)
- f) What does Debra Bowen mean when she says "The laws that govern privacy really haven't caught up with technology?" (1 mark)
- (a) People care more about technology than privacy.
(b) Since computers are so fast, privacy isn't an issue.
(c) Privacy will always be slower than computers.
(d) The laws on privacy were made before computers changed the way we do things.

- g) Why do people want to keep the information about what they buy private? (1 mark)
- (a) They are ashamed of what they buy.
 - (b) They probably think they buy too much.
 - (c) They think the information is personal.
 - (d) All of the above.
- h) Why do stores save the information about what people buy? (1 mark)
- (a) To get a better idea of what items they need to have in stock.
 - (b) To get a profile of the kinds of things a person likes and uses.
 - (c) To sell names and addresses to companies who make things or offer services.
 - (d) All of the above.
- i) Why would companies want to know what you buy? (1 mark)
- (a) Some companies want to send you ads about items they sell.
 - (b) Some companies might want to know about your habits; what you eat and what you drink.
 - (c) Some companies might want to know if you buy a lot of over-the-counter medicine.
 - (d) All of the above.
- j) Give two examples to illustrate how consumer privacy is observed in other industries. (2 marks)
- k) Explain the meaning of the following words as they are used in the passage: (5 marks)
- (i) Cost-effective (Paragraph 1)
 - (ii) Premium (Paragraph 3)
 - (iii) Have pledged (Paragraph 5)
 - (iv) Frequent (Paragraph 6)
 - (v) Turbulent (Paragraph 15)

Part B

Read the following paragraphs and answer the questions that follow. (10 marks)

a) The Arrival of Dutch Elm Disease

¹ Huge loads of lumber and other materials arrive in the United States every day. ² When parts of shipments slip by without careful inspection, ³ foreign insect species occasionally gain entrance to a whole new environment. ⁴ Some of these insects come from much warmer climates, ⁵ and as a result, they fail to thrive in North America. ⁶ Because others are better suited to living here, ⁷ they quickly reproduce. ⁸ That's what happened with the European elm bark beetle. ⁹ At the beginning of the twentieth century, this beetle most likely came over from Europe on a shipment of elm logs. ¹⁰ The elm beetle spread throughout the United States, ¹¹ where it tunneled through the bark of elm trees. ¹² As a result, the trees were infected with a deadly fungus known as Dutch elm disease. ¹³ As a consequence, elm trees across the nations began dying, ¹⁴ and this once common tree that lined city streets everywhere has only a few survivors.

Source:

https://www.mheducation.com/assets/srva_downloads/SkillsHandbookUsinsScience/SampleLessons/sixnonnative.pdf

Identify FIVE (5) examples of cause-and-effect relationships by writing the relevant clause number. (5 marks)

b) A Fishy Tale

¹ Our school doesn't have many parties, but this year Ms. Cipriano said we could have a masquerade party. ² The fourth grade wanted the theme to be "Under the Sea," but the fifth grade wanted it to be "Outer Space." ³ After much debate, it was decided the theme would be "Under the Sea." ⁴ Everyone had to be on a team, and everyone had to help. ⁵ My team was in charge of special effects. ⁶ Gary came up with a great idea. ⁷ He got two big, old fishing nets from his father, which we used to cover the ceiling of the cafeteria. ⁸ Gary, Jemma, and I used rope to tie the nets to the pillars, and it looked really great. ⁹ Then we cut out fish shapes from colored paper and stuck them on the net. ¹⁰ Everyone seemed to dress in one of three costumes: some kind of fish, a mermaid, or Neptune--the "King of the Sea." ¹¹ Gary came as an electric eel, Jemma was a goldfish, and Carmen and I arrived as mermaids. ¹² The cafeteria looked great. ¹³ Jemma's father had put up colored lights for us. ¹⁴ They made a wavy pattern like rippling water on the floor as they shone through the fishing nets. ¹⁵ We were admiring our work when disaster struck. ¹⁶ The netting fell down. ¹⁷ We were all caught in the fish nets. ¹⁸ We were laughing so hard that we couldn't get up. ¹⁹ We truly felt as if we were "under the sea."

Identify FIVE (5) statements of comparison or contrast by writing the relevant sentence number. (5 marks)

Adapted from <http://teacher.scholastic.com/lessionsrepro/reproducibles/itplace/r970818dx.htm>

Question 2

Part A

Analyze the following paragraph carefully and answer the question that follows.

A teenage girl had been talking on the phone for about half an hour, and then she hung up.

"Wow!" said her father, "That was short. You usually talk for two hours. What happened?"

"Wrong number," replied the girl.

Find an example of each of the following eight parts of speech from the above paragraph. **(10 marks)**

- a) Noun : _____
- b) Pronoun : _____
- c) Modifier
 - i Adjective : _____
 - ii Adverb : _____
- d) Verb : _____
- e) Conjunction : _____
- f) Preposition : _____
- g) Determiner
 - i Article : _____
 - ii Quantity expression : _____
- h) Interjection : _____

Part B

Identify and correct the Subject-Verb Agreement mistake in the following sentences.

If there is none, just put a tick (√). **(5 marks)**

e.g. 1 Rapper PSY's worldwide smash "Gangnam Style" has been crowned song of the year by South Korea's music industry association.

√

e.g. 2 The two-day awards ceremony were held outside South Korea for a second year after 2012's appearance in Japan.

were held → was held

- a) Pleading guilty to a charge do not guarantee an accused a lesser sentence.
- b) It's good that the government have provided the people with such a fair opportunity for defense.
- c) The two young girls in our tour group break into cheers and clap their hands.
- d) The news on the radio confirm that certain states of the country experienced flash floods due to the heavy downpour yesterday evening.
- e) Every man and woman in this country have the right to vote so long as they have registered.

PART C

Fill in the blanks with the most appropriate modal verbs given below. (5 marks)

should	have to	ought to	may
would rather	had better	must	

- a) You _____ always do a spell check before you submit your assignments.
- b) The minimum wage law _____ help the low-income groups raise their standard of living.
- c) You _____ work hard; so far you haven't passed any subjects.
- d) We all _____ attend a course on counseling.
- e) I _____ earn less money and have a shorter working week.

Question 3

PART A

Fill in the blanks with the correct tense of the verbs given in brackets. (10 marks)

- a) This time next week most students in this room _____ (travel) to their home towns.
- b) I couldn't open the bathroom door because someone _____ (lock) it from the inside.
- c) Every day, ever since he has been diagnosed with high cholesterol, Mr. Pang ____ (go) for an early morning walk before having breakfast.
- d) By mid March, all of the students staying in the hostel _____ (move) out.
- e) This is Lily's last week in Malaysia before migrating to Australia, so she _____ (attend) farewell dinners for the last few days.
- f) At six o'clock this morning, most of the residents _____ (sleep) when the landslide happened.
- g) I'm sorry I can't come to your party tomorrow night. We _____ (celebrate) our daughter's birthday. Maybe I can come along afterwards.
- h) Steven wants to have a collection of key chains from different countries. So far, he _____ (collect) nine.
- i) If my car breaks down in the middle of the road, I _____ (call) someone for help.
- j) Give me a call when your flight _____ (arrive); I'll meet you at the airport.

PART B

Change the following sentences from *active* to *passive*.

(10 marks)

- a) He painted his room last year.
- b) Candace has not yet cooked the rice.
- c) Devon is ironing the shirt.
- d) Campers must bring their own sleeping bags to the camp.
- e) Hotel guests may borrow games equipment and use all the facilities provided.

Question 4

PART A

a) Identify the type of sentence, SIMPLE, COMPOUND or COMPLEX of the following: (7 marks)

- i. I wrote Jane a letter while she was away at camp. _____
- ii. When Miss Jones entered the room, we all became quiet. _____
- iii. Susan likes chemistry, but she likes physics better. _____
- iv. Since we've lost every game but one, no one is excited about football this year. _____
- v. I'm tired, and I'm not good company for anyone. _____
- vi. Wandering aimlessly up the path, Mr. Cutter approached the house. _____
- vii. Neither the sun nor the rain can affect these boys' passion for football. _____

b) Rewrite the following sentences into another type without changing its meaning. (6 marks)

i. After people secure the physical objects for consumption, they go on to concern about their design. (into SIMPLE)

ii. The managers are too busy going to meetings or writing reports, so they have little time to review their staff's performance. (into COMPLEX)

iii. Managers need good communications skills because they have to communicate objectives to their staff. (COMPOUND)

- c) Fill in the blanks of the following paragraphs with the most suitable conjunctions or relative pronouns given below: (7 marks)

And	that	but	so ... that	such ... that
why	before	after	when	where

A Russian legend has a story about the origins of cats. The cat's coat, it was said, was originally designed for the dog, a) _____ the dog became b) _____ impatient _____ c) _____ coats were being handed out, he was told to wait at the back of the queue. The cat was given the fur instead of the dog. This, according to Russian folk stories, is the origin of d) _____ dogs dislike cats.

Britain's cleanest cat is undoubtedly Harvey, a five-month-old Persian e) _____ climbed into his owner's washing machine. He went through a ten-minute wash cycle f) _____ someone noticed him through the glass door, g) _____ pressed the 'stop' button. Harvey was back to his usual self.

PART B

Write questions for the underlined information given in each of the following statements: (10 marks)

- Yes, she was at home when the burglar tried to break in.
- She was watching TV in the living room.
- Her parents were at her grandmother's.
- She went out to check the front gate because the dogs were barking fiercely.
- She managed to scare the burglar away by switching on the car alarm.

-- THE END --

