



INTI
International College Subang
LAUREATE INTERNATIONAL UNIVERSITIES*

FINAL
Examination Paper

(COVER PAGE)

Session : **January 2014**

Programmes : **DIPLOMA IN BUSINESS (DIB)**
DIPLOMA IN BUSINESS ADMINISTRATION (DBADI)
DIPLOMA IN INTERIOR DESIGN PROGRAMME (DID)
DIPLOMA IN FASHION DESIGN PROGRAMME (DFD)
DIPLOMA IN GRAPHIC DESIGN PROGRAMME (DGD)

Course : **ENL 1103 : FUNDAMENTALS OF ENGLISH**
ENL 1101 : ENGLISH 2

Date of Examination : **March 13, 2014**

Time : **8:00am – 10:00am**

Duration : **2 hours** Reading Time : **Nil**

Special Instructions :

Answer ALL the questions. Write your answers in the answer booklet provided.

Materials Permitted : **Nil**

Materials Provided : **Nil**

Examiner(s) : **Ms. Anita Devi, Suzanne Shyamala, Siti Hawa, Grace Kang Ee Wen,**
Chong Wei Yee.

Moderator : **Dr. Asha Dass**

This paper consists of 11 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN BUSINESS PROGRAMME (DIB)
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DIPLOMA IN BUSINESS ADMINISTRATION PROGRAMME (DBADI)
ENL1103 / ENL1101: FUNDAMENTALS OF ENGLISH
FINAL EXAMINATION: JANUARY 2014 SESSION

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

Question 1

(30 marks)

Read the following passage and answer **ALL** the questions that follow.

Modern Day Media Advertising

- I. Advertising is the product of great social forces, like the mass media, **which** have helped shaped modern day society. Mass media can be defined as forms of communication that are designed to reach and influence very large audiences. In the 1940's , the radio, magazines and newspapers were the main forms of mass media but today, with cable television, satellite radio, the Internet and the cell phone, there is an array of media choices.
- II. Advertising has three purposes, namely to create product awareness, to inform consumers about a product or services and to motivate consumer demand for the product. By doing so, advertisers hope to create brand loyalty. Advertising provides us, no doubt, with valuable information and options for making choices but the ultimate purpose of advertising is to make money for the advertiser not to advance the truth. Advertisers spend a lot of money identifying target audiences for the products and creating that appeal to **them**. Research by media companies then becomes an important element in advertising for businesses use this information to determine which programs have the best audiences for their products. Readership in print media is measured by circulation figures and surveys while media research companies track radio audiences through the use of diaries that record an individual's listening habits. The Nielsen Media Research company monitors national television viewing habits using a representative sample of more than 5000 households and 13000 people.
- III. Instead of advertisements appearing as commercials on television, **they** may be embedded in a television program. Product placement is an advertising strategy in which a real commercial product is used in fictional media. Coco – cola , for example , appears on American Idol as you can see the judges occasionally sipping from a Coco – cola cup. Some media corporations prefer product placement because it does not take time away from the programming. Furthermore, many home viewers now have digital video recorders to help record television shows and movies and skip the ads. However, **some** oppose product placement, arguing that product placement does not give parents control over which advertisements their children see.

- IV. Internet advertising is presently becoming popular among advertisers. It has the advantage of permitting a more precise targeting of audiences, based on which Web sites people visit. Unlike conventional media advertising, Internet advertising allows two-way communication between the audience and business. This serves as a means of transacting sales and distributing goods, including the downloading of music and video games.
- V. Young consumers spend more time on video games. So, advertisers use video gaming as a platform for reaching potential consumers. Advertisers build games around their product. Established brands have their own online games, which appear on their websites. In an early advergaming, as these ads are called, Nike the shoe manufacturer created a soccer game at Nikefootball.com .
- VI. A new advertising medium that is becoming popular, especially in the field of sports, is the cell phone. Young people are die-hard sports fans who own cell phones. The American football team, The Penguins, for example, rebuilt its ties with its fans via cell phone. Its campaign to recruit fans was promoted online and in radio spots as well. This resulted in a fivefold increase in its mobile fan club. In response the team offered news, scores, recaps and commercial offers – free tickets for auto shows, plane tickets and discounts on beer at local bars – via their mobile phones. As a professor of sports marketing at the University of Maryland puts it, “This is a win for sports organizations because the team is building and maintaining fans and at the same time enhancing its revenue its stream that comes from sponsorships and promotions”.
- VII. It is obvious that with the advancement of technology, advertisers will attempt to discover more innovative strategies of advertising. Needless to say, the face of advertising has changed forever.

Adapted from Boss J,A. “Think”. Critical thinking and logical skills for everyday life.

1. In what way does the consumer benefit from the advertising of a product? (1 mark)
2. What is the role of a media research company? (2 marks)
3. What advantages does Internet advertising have over conventional advertising? (2 marks)
4. Which is the target audience for videogame advertising? Why should this form of advertising be effective with this audience? (2 marks)
5. Do you think television viewers will prefer product placement to commercials? Why? Give a reason to support your answer. (2 marks)
6. How do you think the cell phone medium has helped to promote sports? (3 marks)
Explain.

7. Which form of mass media do you think will become most popular among advertisers in the future years? Give a reason to support your answer. (3 marks)
8. What do the following words in the passage refer to?
(The words are printed in **bold**)
- | | | | |
|----|-------|---------------|----------|
| a. | which | paragraph I | (1 mark) |
| b. | them | paragraph II | (1 mark) |
| c. | they | paragraph III | (1 mark) |
| d. | some | paragraph III | (1 mark) |
| e. | This | paragraph VI | (1 mark) |
9. Give the meanings of the following words in the context of the passage.
(The words are underlined)
- | | | | |
|----|-------------|---------------|----------|
| a. | appeal | paragraph II | (1 mark) |
| b. | embedded | paragraph III | (1 mark) |
| c. | transacting | paragraph IV | (1 mark) |
| d. | platform | paragraph V | (1 mark) |
| e. | innovative | paragraph VII | (1 mark) |
10. Read each of the following statements and write (T) if the statement is TRUE and (F) if the statement is FALSE.
- | | | |
|----|---|----------|
| a. | Society influences advertising strategies as much as advertising influences society. | (1 mark) |
| b. | Radio, <u>magazines</u> and newspapers are losing out to more modern forms of mass media. | (1 mark) |
| c. | Nielsen Media Research monitors television program viewers to help improve the quality of television programmers. | (1 mark) |
| d. | A counter-argument is presented in paragraph 3 which deals with product placement. | (1 mark) |
| e. | Modern day advertising is aimed at only the target audience that is young. | (1 mark) |

Question 2

(20 marks)

Part A (8 marks)

1. Read the following texts and write down the main ideas .

Passage 1

I felt said to read about creatures of the wild being abused for profit. The first case described the mistreatment of captured young primates on sale in Kalimantan. The second case reported about the nests of the Baya Weaver bird being displayed for sale with the nestlings inside. Now where is the sense of respect for animals and awareness of their right to live?

1. Main Idea :

Passage 2

We can instil a concern for the environment in the young. One good practical way is to encourage pupils to turn their school grounds into something 'closer to nature'. They can do this through beautification and landscaping programmes. They can utilize the resources from their immediate surroundings.

2. Main Idea :

Passage 3

Dandruff is a fairly widespread problem that can only be prevented but not cured. Effective anti-dandruff treatments applied twice a week begin to take effect after two or three weeks of treatment. They become most effective after four to five weeks. If treatment is stopped, dandruff may recur after two to three weeks.

3. Main Idea :

Passage 4

People who smoke in public usually have no regard for the rights and anxieties of the non-smokers. To say that they are ignorant of the bad effects on the non-smokers is not true anymore as there have been widespread campaigns against smoking in public. It all boils down to their indifference. You can see many of them puffing away without the slightest concern for others nor the ban against smoking in public places.

4. Main Idea :

Part B (12 marks)**Passage 5**

Many great inventions are initially greeted with ridicule and disbelief. The invention of the airplane was no exception. Although many people who heard about the first powered flight on December 17, 1903 were excited and impressed, others reacted with peals of laughter. The idea of flying an aircraft was repulsive to some people. Such people called Wilbur and Orville Wright, the inventors of the first flying machine, impulsive fools. Negative reactions, however, did not stop the Wrights. **Impelled** by their desire to succeed, they continued their experiments in aviation. Orville and Wilbur Wright had always had a compelling interest in aeronautics and mechanics. As young boys they earned money by making and selling kites and mechanical toys. Later, they designed a newspaper-folding machine, built a printing press, and operated a bicycle-repair shop. In 1896, when they read about the death of Otto Lilienthal, the brothers' interest in flight grew into a compulsion. Lilienthal, a pioneer in hang-gliding, had controlled his gliders by shifting his body in the desired direction. This idea was repellent to the Wright brothers, however, and they searched for more efficient methods to control the balance of airborne vehicles. In 1900 and 1901, the Wrights tested numerous gliders and developed control techniques. The brothers' inability to obtain enough lift power for the gliders almost led them to **abandon** their efforts. After further study, the Wright brothers concluded that the published tables of air pressure on curved surfaces must be wrong. They set up a wind tunnel and began a series of experiments with model wings. Because of their efforts, the old tables were repealed in time and replaced by the first **reliable** figures for air pressure on curved surfaces. This work, in turn, made it possible for the brothers to design a machine that would fly. In 1903 the Wrights built their first airplane, which cost less than \$1,000. They even designed and built their own source of propulsion—a lightweight gasoline engine. When they started the engine on December 17, the airplane pulsed wildly before taking off. The plane managed to stay **aloft** for 12 seconds, however, and it flew 120 feet. By 1905, the Wrights had perfected the first airplane that could turn, circle, and remain airborne for half an hour at a time. Others had flown in balloons and hang gliders, but the Wright brothers were the first to build a full-size machine that could fly under its own power. As the contributors of one of the most outstanding engineering achievements in history, the Wright brothers are accurately called the fathers of aviation.

State if the following sentences are TRUE or FALSE based on the paragraph below. (4 marks)

5. News of the invention of the airplane was initially greeted with ridicule and disbelief.
6. The Wright brothers were interested in using Lilienthal's method of controlling his gliders by shifting his body in the desired direction.
7. It was their recalculation of air pressure on curved surfaces that enable them to design machine that could fly.
8. The Wright brothers first test flight took place in 1905.

Give the meaning of the following words as found in the passage. (4 marks)

- | | |
|--------------|-------------|
| 9. Impelled | 11. Abandon |
| 10. Reliable | 12. Aloft |

Answer the questions that follow by choosing the most suitable options. (4 marks)

13. The main reason the Wright brothers continued their experiments with flying is
 - A. they wanted to prove they could do it.
 - B. they were driven by their desire to succeed.
 - C. people laughed at them.
 - D. people were excited and impressed.
14. To earn money, the Wright brothers made the following items when they were young except
 - A. Kites
 - B. Mechanical toys
 - C. Printing press
 - D. Bicycles
15. The Wright brothers built the first plane that could fly for at least 30 minutes in
 - A. 1900
 - B. 1901
 - C. 1903
 - D. 1905
16. The Wright brothers are called the fathers of modern aviation because
 - A. they were great engineers.
 - B. they were the first people to fly.
 - C. they were the first people to build a self-powered flying machine.
 - D. they contributed to a great historical achievement.

Question 3

(25 marks)

Part A: Fill in the blanks with the correct form of the word in brackets. (6 marks)

Example: Many spectators walked out before time because the match had been very _____ (BORE)

Answer: boring

1. Have you made up your mind? We need to know your _____ (DECIDE) as soon as possible.
2. He's too shy to look _____ (DIRECT) people when he talks to them.
3. The concert didn't live up to our _____ (EXPECT).
4. Extraterrestrial life has not been _____ (PROOF) yet.
5. If you go walking around the factory, ensure you have _____ (PROTECT) clothing on.
6. Finding a cure for cancer will be a huge _____ (SCIENCE) breakthrough for mankind.

Part B: Identify if the underlined words in the following sentences are nouns (N), verbs (V), adjectives (ADJ), adverbs (ADV), conjunctions (C), prepositions (P) or pronouns (PRO).

(6 marks)

7. Will you be able to move that large box by yourself?
8. Foolish decisions can cause trouble.
9. Brianna laughs hysterically whenever she hears a funny joke.
10. I would love to attend the ceremony, but I already have another commitment.
11. If we finish our work quickly, we can go to the movies.
12. The choir members walked nervously onto the stage.

Part C: Choose the best answer from the given options. (6 marks)

13. George Washington was born _____ Virginia _____ 1732.
 A) in, on C) at, on
 B) in, in D) at, in
14. _____ the American Revolutionary War, he was the Commander-in-Chief
 _____ the American forces.
 A) In, in C) During, of
 B) For, in D) At, of
15. He became the first President _____ the United States; he was President _____
 1789 to 1797.
 A) of, from C) for, from
 B) in, at D) of, at
16. _____ you don't understand the word "superstitious," look it _____ in the
 dictionary.
 A) If, - C) Even, up
 B) If, up D) Even, for
17. Look _____, there's a rattlesnake _____ the picnic table!
 A) up, on C) in, on
 B) out, under D) out, in
18. The soccer player was ejected because he had done something that was _____ the
 rules.
 A) without C) against
 B) outside D) break

Part D: State if the following sentences are Simple, Compound or Complex. (7 marks)

19. The training rooms of these college athletes smell of grease and gasoline.
20. Although the newest Honda car's speed ranges from 50 to 90 miles an hour, the car can reach up to 100 miles an hour on a straightaway.
21. After the tornado hit, my house was completely destroyed.
22. We set up out tents and then we decided to go fishing at the lake.
23. Janice loves her new hair style, her new outfit and her new handbag.
24. Bruno dislikes sitting on the beach; he always gets nasty sunburn.
25. Those dark clouds promise rain, so we should quickly leave now.

Question 4

(25 marks)

Part A: Fill in the blanks with the correct tense of the verbs given in the brackets. (5 marks)

1. I think Mr. Wilson _____ (teach) in this school since 1990 or maybe earlier.
2. I stopped watching the game before the end, but I thought we _____. (win)
3. That's very sad news. If _____ (know) sooner, I would have tried to help.
4. My sister _____ (write) to me once or twice since she's been living in Athens.
5. According to the memo, we're _____ (have) the meeting at noon tomorrow.

Part B: Complete this text by choosing only one of the verbs from each pair for each space.

(5 marks)

begins	had	will peep	reads	is thinking
was beginning	has had	had peeped	was reading	thought

Alice (6.) _____ to get very tired of sitting by her sister on the bank and of having nothing to do: once or twice she (7.) _____ into the book her sister (8.) _____, but it (9.) _____ no pictures or conversations in it, 'and what is the use of a book,' (10.) _____ Alice, 'without pictures or conversations?'

Part C: Fill in the blanks using each term once. (8 marks)

had to	should have	was able to	would
might have	used	shouldn't have	couldn't be

11. They _____ get up early because their flight to London was at 6.00am.
12. When Samuel lived in Sweden, he _____ to work in a bank.
13. James _____ walk to work when he lived in Washington.
14. I am so happy. I _____ get an appointment with Dr. Nathan
15. Marthyaa _____ taken the key. I don't see it anywhere.
16. Adeline _____ continued working at Carl's restaurant. She used to make a lot of money.
17. Bobby _____ left the party so early. Everyone started to dance after he left.
18. That _____ Xavier's wife. She now lives in Paris.

Part D : Change the following sentences from *active* to *passive*. (7 marks)

19. I can answer the question.

20. She would carry the box.

21. You ought to wash the car.

22. He must fill in the form.

23. They need not buy bread.

24. He could not read the sentence.

25. Will the teacher test our English?

-- THE END --

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