JUNE 2013 EXAMINATION

DATE: 13 JUNE 2013

TIME: 09H00 – 12H00 TOTAL: 100 MARKS

DURATION: 3 HOURS PASS MARK: 40%

(VOC-1235)

APPLYING NEW SKILLS

THIS EXAMINATION PAPER CONSISTS OF 4 SECTIONS:

SECTION A: CONSISTS OF:
(i) 10 MULTIPLE-CHOICE QUESTIONS (10 MARKS)
(ii) 5 TRUE OR FALSE QUESTIONS (10 MARKS)
(iii) 10 MATCHING-STATEMENT QUESTIONS (10 MARKS)

ANSWER ALL THE QUESTIONS

SECTION B: CONSISTS OF 2 SHORT QUESTIONS

ANSWER ALL THE QUESTIONS (25 MARKS)

SECTION C: CONSISTS OF 4 LONG ANSWER QUESTIONS

ANSWER ALL THE QUESTIONS (25 MARKS)

SECTION D: CONSISTS OF 2 INTERPRETATIVE QUESTIONS

ANSWER ONE OF THE QUESTIONS (20 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated. Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated. The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
ANSWER ALL THE QUESTIONS

(i) MULTIPLE-CHOICE QUESTIONS

Choose the correct option for each of the following. Write only the question number and your chosen answer. For instance, if you think that the correct answer for number 1 is (a), then write it as 1. (a).

1. Which one of the following is not a characteristic of good writing?
   (a) it is precise
   (b) it ties together with transitions
   (c) it is complicated
   (d) it appeals to the senses

2. The question: 'How old are you?' is an example of:
   (a) a reflective question.
   (b) a leading question.
   (c) a hypothetical question.
   (d) a closed question.

3. You should not arrive too early for a job interview, because:
   (a) you may run into other candidates.
   (b) you may seem too keen to get the job.
   (c) you will become too nervous if you wait too long.
   (d) there may not be enough chairs for everybody.

4. An anecdotal lead means:
   (a) the telling of an anecdote.
   (b) a short narrative of an incident.
   (c) a kicker or an ending.
   (d) a description of scenic happenings.

5. Which one of the following is not useful when trying to achieve clarity in your work as a journalist?
   (a) relying on simple words and sentences
   (b) using correct grammar
   (c) thinking clearly
   (d) using jargon

6. Which one of the following factors is not applicable when we want to remember any information?
   (a) to organise
   (b) to repeat
   (c) to associate
   (d) to impress
7. The ACES approach will help you to:
   (a) remember a person's name.
   (b) remember a person's face.
   (c) remember a person's profession.
   (d) remember a person's importance.

8. Which of the following is an example of a metaphor?
   (a) She blushed as red as a tomato.
   (b) The cat flew through the air.
   (c) The inside of the house was like an oven.
   (d) My car was very bright.

9. A transition piece allows a writer to:
   (a) start off an article with a shocking statement.
   (b) end off an article on a good note.
   (c) weave parts of an article together logically.
   (d) introduce a new character late in the novel.

10. Which one of the following is not one of the main forms of non-verbal communication?
    (a) gestures
    (b) singing
    (c) touch
    (d) facial expressions

(ii) **TRUE OR FALSE QUESTIONS**

Indicate whether the following statements are True or False. Motivate all your answers.

1. Profiles are probably the least common type of feature stories.
2. The question: 'How would you describe yourself?' is an example of an open-ended question.
3. How you dress is not important for a job interview.
4. RAM is measured in kilojoules.
5. An editor has the right to change your story.
(iii) **MATCHING-STATEMENT QUESTIONS**

Match the statements in Column B to the terms in Column A. Write down the answers only, for example 1. (a).

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. nut graph</td>
<td>(a) a general tendency or direction</td>
</tr>
<tr>
<td>2. active voice</td>
<td>(b) questions that test your ability to think quickly and solve problems</td>
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<tr>
<td>3. posture</td>
<td>(c) a person who sells his or her writing to various publication</td>
</tr>
<tr>
<td>4. leading questions</td>
<td>(d) a paragraph or sentence that clearly states the topic and scope of a story</td>
</tr>
<tr>
<td>5. an established writer</td>
<td>(e) a summary of a person's details, educational qualifications and work experience</td>
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<tr>
<td>6. a curriculum vitae</td>
<td>(f) the way you carry your body</td>
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<tr>
<td>7. freelance writer</td>
<td>(g) the form of a verb whose grammatical subject is the person or thing that performs the action</td>
</tr>
<tr>
<td>8. trend</td>
<td>(h) a story structure that starts with a soft lead, focusing on a person, scene or event</td>
</tr>
<tr>
<td>9. the Wall Street Journal formula</td>
<td>(i) a person who gets calls from editors who commission articles</td>
</tr>
<tr>
<td>10. hypothetical questions</td>
<td>(j) questions that are designed to test you and put you under pressure</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS

(25 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Define the following terms:

(a) profile feature (2)
(b) service pieces (2)
(c) brightener (2)
(d) essays (2)
(e) trend stories (2) [10]

QUESTION 2

Identify the six steps that form the 'Wall Street Journal form of writing', in the correct order. [15]

[25]
SECTION C: LONG ANSWER QUESTIONS (25 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
You are a member of the local library. You need to phone the library on 021 494 7084 and ask the librarian if they have a book called Successful Communication by AB Conrad. If they have the book, ask them to keep it for you. In order for them to do so, you need to give them your membership number which is on your library card.

Complete the missing points below by following the steps for making a call:

I want to borrow Successful Communication. They must tell me if they have the book and if they will keep it for me.

(a) 
(b) 
(c) 021 494 7084
(d) 

'Good morning. This is Thembi Nhlapo speaking. I would like to enquire whether you have a certain book'

QUESTION 2
When writing a feature article, once you have identified an appropriate idea for the story, you will need to test your idea by answering five questions.

Give three of these questions and explain why each of them is important.

QUESTION 3
Name four techniques for creating transitions.

QUESTION 4
One method for remembering names is the ACES approach. Explain this approach.
SECTION D: INTERPRETATIVE QUESTIONS (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

Other than a CV, a person applying for a job must send a cover letter. In this letter, applicants point out how they can meet the advertiser's needs.

Read the job advertisement below, which appeared in this week's *Sunday Times* newspaper and assume you have the required qualifications, experience and skills.

Write a correctly formatted cover letter, including your address, and explain why you should be the one chosen for the job.

**JUNIOR TYPIST RECEPTIONIST WANTED**

We are searching for an intelligent, keen young man or woman between the ages of 23 and 30 to join our small but busy manufacturing firm. We offer a market-related salary, office hours and an annual bonus.

You must be able to type with speed and accuracy, be computer literate and be proficient in the use of word processors. In addition, good communication and interpersonal skill are important.

Apply giving details of your qualifications and work experience to:

Mark Green
XYZ Manufacturers
PO Box 99
CAPE TOWN
8000

OR
QUESTION 2

(a) Name and briefly describe the five characteristics of good writing.  
   \(5 \times 2 = 10\)

(b) List ten examples of monthly expenses that need to be included in a personal budget.  
   \(10\)  \([20]\)

Section A: 30 marks
Section B: 25 marks
Section C: 25 marks
Section D: 20 marks
TOTAL: 100 MARKS