NOVEMBER 2012 EXAMINATION

DATE: 15 NOVEMBER 2012

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)

SECTION B: CONSISTS OF 2 SHORT QUESTIONS

SECTION C: CONSISTS OF 7 LONG ANSWER QUESTIONS

SECTION D: CONSISTS OF 2 INTERPRETATIVE QUESTIONS

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.

Examiner: N Edmunds
SECTION A (30 MARKS)

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 of the following is an example of non-verbal communication?
   (a) a newspaper article
   (b) a person yawning
   (c) a speech by the president
   (d) a conversation between two people

2. A nut paragraph will:
   (a) make assumptions about a person without basis.
   (b) give an introduction by telling a short story.
   (c) narrate an incident.
   (d) clearly state the topic and scope of a story.

3. A trend story is a story that:
   (a) is of interest to teenagers only.
   (b) is likely to be fiercely debated.
   (c) deals with events or attitudes of current interest.
   (d) has an unpopular stance on a matter of common interest.

4. The two forgotten skills are:
   (a) good manners and politeness.
   (b) reading and writing.
   (c) listening and body language.
   (d) godliness and cleanliness.

5. A hypothetical question is a question that:
   (a) has only a 'yes' or 'no' answer.
   (b) does not expect an answer.
   (c) is formulated to promote a particular answer.
   (d) is only possible to answer if circumstances were different.

6. A brightener or 'brite' is used to:
   (a) bring a smile to the writer.
   (b) introduce a new character.
   (c) lead a human interest story.
   (d) bring a smile to the reader.
7. 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.

8. Anecdotes are examples of:
   (a) true life incidents.
   (b) attempts at humour by the writer.
   (c) the ways writers introduce a new character.
   (d) the ways writers close off an article.

9. 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.

10. 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]

(ii) TRUE OR FALSE QUESTIONS

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

1. Writing is one of the ‘forgotten skills’.

2. An open question is one which normally only requires a 'yes' or 'no' answer.

3. Sitting comfortably while speaking on the phone will put more energy into your voice.

4. Good posture during an interview conveys an impression of confidence.

5. A covering letter is one in which the applicant points out how their attributes suit what the advertiser wants. [5 × 2 = 10]
(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. logical sequence</td>
<td>(a) a very versatile application to assist in writing</td>
</tr>
<tr>
<td>2. the Wall Street Journal formula</td>
<td>(b) an example of a transition method</td>
</tr>
<tr>
<td>3. the 5 Ws and H</td>
<td>(c) a person who sells his or her writing to various publications</td>
</tr>
<tr>
<td>4. the camera technique</td>
<td>(d) used to create a scene that is significant to the point of the story</td>
</tr>
<tr>
<td>5. a freelance writer</td>
<td>(e) questions precede answers</td>
</tr>
<tr>
<td>6. a service piece</td>
<td>(f) a practiced ability</td>
</tr>
<tr>
<td>7. a scenic lead</td>
<td>(g) questions asked mentally to establish precision</td>
</tr>
<tr>
<td>8. active voice</td>
<td>(h) contains 'where to go' and 'what to do' lists</td>
</tr>
<tr>
<td>9. a profile</td>
<td>(i) is an in-depth look at a person, place or organisation</td>
</tr>
<tr>
<td>10. a skill</td>
<td>(j) the grammatical subject performs the action</td>
</tr>
</tbody>
</table>
QUESTION 1
List five causes of problems that can occur when communicating across cultures. [5]

QUESTION 2
Briefly discuss each cause identified in Question 1 above. [5] [10]
SECTION C: LONG ANSWER QUESTIONS (40 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1
List seven steps that you should follow when making a business call, to ensure that your call is professional.

QUESTION 2
Describe four ways in which you can research the business to which you have applied for a position.

QUESTION 3
List five types of questions.

QUESTION 4
Identify five points to keep in mind when selling your written work.

QUESTION 5
One method for remembering names is the ACES approach. Briefly explain this approach.

QUESTION 6
Name five techniques for creating transitions.

QUESTION 7
The Wall Street Journal formula can be broken down into six steps. Identify the steps.
SECTION D: INTERPRETATIVE QUESTIONS  

(20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

(a) List the five qualities of good writing and briefly explain each one.  
(5 × 2 = 10)

(b) List ten examples of monthly expenditures that need to be 
included in a personal budget.  

(10) [20]

OR

QUESTION 2

Read the advert below than answer the questions that follow:

Assistant to editor

A vacancy for the above position has recently become available. The 
successful candidate will be well groomed, self-motivated, able to work 
to deadlines and looking to develop a career in the print media.

You must have excellent communication skills, a Grade 12 qualification 
with a minimum symbol of C in English. Ability to work as part of a team 
as well as computer literacy is needed.

Candidates must be aged between 23 and 30 and available 
immediately. Please apply, giving details of qualifications and work 
experience to:

Mr. Nick Edwards
Riversend Journal
PO Box 23
Riversend
7136.

(a) Pretend that you are responding to the advert above. Assume that the job 
is exactly the job you have been looking for and that you meet all the 
criteria. List the criteria that you will highlight in your covering letter.  

(9)

(b) Write a covering letter for your CV to apply for the position, emphasising 
the criteria that they have specified. Do NOT write a CV.  

(11) [20]