NOVEMBER 2013 EXAMINATION

DATE: 14 NOVEMBER 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)

SECTION B: CONSISTS OF 3 SHORT QUESTIONS (15 MARKS)

SECTION C: CONSISTS OF 4 LONG ANSWER QUESTIONS (35 MARKS)

SECTION D: CONSISTS OF 2 INTERPRETATIVE 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.
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 not one of the principles involved in remembering information?
   (a) repetition
   (b) memorisation
   (c) impression
   (d) association

2. Which of the following is not a main form of non-verbal communication?
   (a) posture
   (b) eye contact
   (c) facial expressions
   (d) silence

3. Which of the following is not good telephone etiquette?
   (a) Repeat everything the person on the other end of the line is saying.
   (b) Convey energy and enthusiasm.
   (c) Speak clearly.
   (d) Convey a pleasant feeling as you speak.

4. Which of the following is the correct order of the stages that a job seeker will go through?
   (a) finding and applying for a job; getting the job; preparing for the interview, going for the interview
   (b) finding and applying for a job; going for the interview; preparing for the interview; getting the job
   (c) finding and applying for a job, preparing for the interview; going for the interview; getting the job
   (d) finding and applying for a job; preparing for the interview; getting the job; going for the interview

5. The question "How old are you?" is an example of what kind of question?
   (a) reflective question
   (b) hypothetical question
   (c) open ended question
   (d) closed question
6. Which of the following is an example of a question you should ask during a job interview?

   (a) How much leave do I get?
   (b) When can I expect to hear from you?
   (c) Did I get the job?
   (d) What is the smoking policy here?

7. Which of the following is not necessarily an important value to consider when writing a feature article?

   (a) emotion
   (b) human interest
   (c) mood
   (d) timeliness

8. When using the Wall Street Journal formula of writing, you always start with:

   (a) the nut paragraph.
   (b) supporting points.
   (c) a soft lead.
   (d) a circle kicker.

9. Precision in writing means:

   (a) choosing exactly the right word for the job.
   (b) using correct grammar.
   (c) constructing the story's mental map.
   (d) beginning succeeding sentences or paragraphs with the same word.

10. Which of the following sentences has the correct punctuation?

    (a) John, a renowned journalist from England has won twenty international awards.
    (b) John, a renowned journalist from England, has won twenty internationals awards.
    (c) John a renowned journalist from England, has won twenty internationals awards.
    (d) John a renowned journalist from England has won twenty internationals awards.

(ii) TRUE OR FALSE QUESTIONS

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

1. To write feature stories for the media you need to be employed full-time at a media house.

2. An editor may not change the work submitted by a journalist.

3. Standing while you speak on the phone puts more energy into your voice.
4. When drawing up your CV, under the 'education' section you should always begin with the first job you had.

5. An interview always has two sides. [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. reflective</td>
<td>(a) take readers from an individualised opening to a larger</td>
</tr>
<tr>
<td>questions</td>
<td>story</td>
</tr>
<tr>
<td>2. body language</td>
<td>(b) short narratives of incidents that attract the attention</td>
</tr>
<tr>
<td></td>
<td>of the audience</td>
</tr>
<tr>
<td>3. feature stories</td>
<td>(c) primarily written to inform readers, covering the 5Ws and</td>
</tr>
<tr>
<td></td>
<td>H</td>
</tr>
<tr>
<td>4. profiles</td>
<td>(d) clearly state the topic and scope of stories</td>
</tr>
<tr>
<td>5. transitions</td>
<td>(e) attempt to bring a smile to the reader</td>
</tr>
<tr>
<td>6. anecdotes</td>
<td>(f) used to build on a previous answers to obtain more</td>
</tr>
<tr>
<td></td>
<td>information</td>
</tr>
<tr>
<td>7. nut paragraphs</td>
<td>(g) offer an in-depth look at a person, place or thing</td>
</tr>
<tr>
<td>8. leading questions</td>
<td>(h) non-verbal communication</td>
</tr>
<tr>
<td>9. hard news stories</td>
<td>(i) primarily written to give readers pleasure and</td>
</tr>
<tr>
<td></td>
<td>entertainment</td>
</tr>
<tr>
<td>10. brighteners</td>
<td>(j) designed to test you and put you under pressure</td>
</tr>
</tbody>
</table>
SECTION B: SHORT QUESTIONS (15 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

Why are listening and body language sometimes known as the forgotten skills? [2]

QUESTION 2

(a) What does CV stand for? [2]

(b) Name the five sections that must be part of your CV. [7]

QUESTION 3

State three questions you should ask yourself to determine whether an idea you have for an article will work. [3 x 2 = 6]
SECTION C: LONG ANSWER QUESTIONS  
(35 MARKS)

ANSWER ALL THE QUESTIONS

QUESTION 1

(a) Explain briefly why it is important to do research before going for a job interview. (2)

(b) List three methods of researching a firm or business to which you have applied for a job. (3 × 2 = 6) [8]

QUESTION 2

(a) Differentiate between a closed question and an open-ended question. (4)

(b) Classify the following questions as either open-ended or closed:

- i. Can you afford a train ticket? (1)
- ii. How did you get here? (1)
- iii. Why did Jonny go to China? (1)
- iv. Are you feeling well today? (1)
- v. Where do you see yourself in five year's time? (1)
- vi. What makes our country special? (1) [10]

QUESTION 3

You have been invited to a job interview.

(a) List three things you should do when answering questions during the interview. (3)

(b) List three things you should not do when answering questions during the interview. (3) [6]
QUESTION 4

(a) Good writing, according to journalism professors at the University of Missouri, has five qualities. Specify these five qualities. (5)

(b) Consider the following lead from the Mail and Guardian. Identify two of the values of good writing that contravenes and explain exactly how each value is contravened.

'As the dying sun filters through the rising smog of evening coal fires, the mood of bustling relaxation is reminiscent of a seaside promenade; kids playing soccer, girls and boys idling in flirtatious banter, women leaning over neighbourhood fences and their men exchanging profundities on street corners. Until 7.08pm.

Former guerrilla commander Michael Malunga says, 'Look, they've all gone.' And sure enough they have: wiped from view as cleanly as chalk from a blackboard.

Fear is the curfew. Because this is Sebokeng and it is killing time.' (Beresford, 1993: p33)

(2 x 3 = 6) [11]

[35]
SECTION D: INTERPRETATIVE QUESTIONS  (20 MARKS)

ANSWER ONE OF THE QUESTIONS

QUESTION 1

As a journalist it will be important to remember the names of many key contacts. The A.C.E.S. approach is a good way of doing this.

(a) Explain to a new recruit what the letters A.C.E.S. stand for and elaborate on the principles of each factor.  

\[(a) \quad (4 \times 3 = 12)\]

(b) Draw up instructions on how to make a business or an 'information request' call. Ensure you list the steps in their correct order. 

\[(b) \quad (8) \quad [20]\]

OR

QUESTION 2

South Africa is a rainbow nation of many cultures and languages. We cannot communicate effectively with all South Africans unless we are aware of the problems that can occur when communicating with people across the cultures.

Name and explain five causes of communication problems. Be sure to define / explain each of the causes you name, and then explain why that particular issue causes a communication problem in the South African context. 

\[5 \times 4 = 20\]

\[[20]\]

Section A: 30 marks
Section B: 15 marks
Section C: 35 marks
Section D: 20 marks
TOTAL: 100 MARKS