

Angka Giliran:.....

No. Tempat Duduk:.....

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 1995/96

Mac/April 1996

LBI 202/2 - Pembacaan Berkomunikasi di dalam Pekerjaan

Masa: [2 jam]

INSTRUCTIONS TO CANDIDATES:

1. Before you begin this examination, please note that this paper contains **FOURTEEN (14)** printed pages and an Appendix of **FOUR (4)** printed pages.
2. Answer **ALL** questions in this examination booklet.

UNTUK KEGUNAAN PEMERIKSA SAHAJA		
SOALAN	MARKAH PENUH	MARKAH DIPEROLEHI
I	30	
II	25	
III	45	
JUMLAH	100	

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QUESTION 1 (30 marks)

This question consists of three parts: A, B and C.

A. Read TEXT A and then answer the following questions.

TEXT A

SOLAR STRUCTURES
Lot 8, Jalan 13/2, Section 13, 46200 Petaling Jaya

9th March 1996

Mr R. Chandran
8-D Jalan Bunga Raya
11900 Bayan Baru
Penang

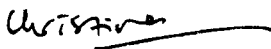
Dear Mr Chandran

With regard to your letter of 25th February, please find enclosed the requested literature, including our current price list and colour brochure.

For your information, solar glazing panels come in two types: fiberglass and acrylic. For your needs I would recommend either our No 2400 series free-standing modal Solar Structure or our in-stock solar glazing panels.

After looking through the brochures, please give me a call if you need any further information. By acting now you won't let the weather stop you and your family from enjoying the comfort and relaxation of your beautifully enclosed swimming pool.

Sincerely yours



Christina Lam
Customer Service

Enclosures (2)

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1. What is the main communicative function of TEXT A?

2. Why did Mr R. Chandran write to Solar Structures?

3. Give a suitable subject for the text:

4. What do you think Mr Chandran will do if he does not find any enclosures?

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- B. Proofread TEXT B. Use proofreader's symbols to make the necessary corrections on the text itself.

TEXT B

Dear Friend:

So often, it's the over due or overextended customre who demands our attension; however, it's now time a second lookk is given to good customers like you.

Your account deserves spetial recognision fore the manner prompt in which it has been paid since its opening no 1st March, 1995.

we also note your purchases totalled Rm 385.29 over the past twelfth months and the confidence you have shown in our products is apperciated.

THANK you for your friendship. We will continue in in our efforts to deserve it.

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TEXT C

XYZ Components Ltd.

To : All Employees

Date : 23rd February 1996

From : The Company Secretary

Subject: Visit by Mr Sven Vassen
of Vassen Industries

From 8th to 11th March, Mr Sven Vassen of Vassen Industries, Oslo and two of his colleagues will be looking around the factory as his firm intends to place a large contract with us to supply them with components over the next three years.

Vassen Industries is part of the export drive that we have been preparing to enable us to enter the Scandinavian markets. It is therefore essential for us to make a good impression on these visitors.

Although they will be escorted by Abdullah Aziz, our overseas Sale Manager, it may be necessary for individual employees to answer questions or explain production procedures in their section. Would you therefore prepare yourself so that you can be as helpful and informative as possible? It will also be necessary for lunch hours and breaks to be arranged so that there will always be someone available in every section.

Your co-operation in this matter is essential and will be appreciated.

Kalthum Muhammad
Company Secretary

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C. Compare and contrast TEXT A and TEXT C in terms of format, style, language and organization.

Series of horizontal lines for writing.

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QUESTION II (25 marks)

This question consists of three parts: A, B and C.

A. Read TEXT D in the Appendix and then answer the following questions. Put a tick [✓] in the box corresponding to the best answer.

1. (a) The advertiser is trying to reach the readers by

- (i) emotional appeal.
- (ii) logical reasoning.
- (iii) both emotional appeal and logical reasoning.
- (iv) neither emotional appeal nor logical reasoning.

(b) Give two reasons for your choice.

- (i) _____

- (ii) _____

2. Evaluate briefly the truth of this claim:

"... Silverpark Holiday Resort is your ideal highland destination."

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B. Read TEXT E in the Appendix and then answer the following questions. Put a tick [✓] in the box corresponding to the best answer.

1. (a) This is an advertisement of

- (i) goods.
- (ii) services.
- (iii) both goods and services.
- (iv) neither goods nor services.

(b) Give one reason for your answer.

2. (a) To persuade the readers, the advertiser uses

- (i) the descriptive method.
- (ii) the endorsement method.
- (iii) both the descriptive and the endorsement methods.
- (iv) neither the descriptive nor the endorsement method.

(b) Explain your answer in 2(a) above.

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3. What is the purpose of the attached form in the advertisement?

C. Compare and contrast the effectiveness of TEXTS B and C.

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QUESTION III (45 marks)

This question consists of two parts: A and B.

A. Read the two extracts below and then answer the questions.

EXTRACT (i)

A number of artificial languages have been developed to try to solve the world's communication problems by providing a language which is easy to learn and can express all the concepts needed for modern life. The only one to have much success is Esperanto which claims 10 million speakers. It has a limited vocabulary and its grammar has no irregularities. Like other artificial languages it is based on Western European languages so that for learners whose mother tongue is not a European language, it is not particularly easy to learn. There are very few books and almost no films or newspapers in Esperanto.

1. The topic sentence in EXTRACT (i) is:

2. Write down one major supporting sentence:

3. Write down one minor supporting sentence:

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EXTRACT (ii)

All of us communicate with one another nonverbally, as well as with words. Most of the time we're not aware that we're doing it. We gesture with eyebrows or a hand, meet someone else's eyes and look away, shift positions in a chair. These actions we assume are random and incidental. But researchers have discovered in recent years that there is a system to them almost as consistent and comprehensible as language.

1. The topic in EXTRACT (ii) is:

2. The main idea in EXTRACT (ii) is:

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B. Read TEXT F in the Appendix and then answer the following questions.

1. The topic of the article is:

2. What is the writer's general attitude towards foreigners who work in Malaysia?

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3. Is the writer for or against the Government's proposal to overcome labour shortage in Malaysia? Give reasons to support your answer.
