

• Angka Giliran : No. Tempat Duduk:

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 1995/96

Oktober/November 1995

LB1 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 **13** printed pages and an Appendix of **5** printed pages.
2. Answer **ALL** questions in this examination booklet.

----- UNTUK KEGUNAAN PEMERIKSA SAHAJA -----		
SOALAN	MARKAH PENUH	MARKAH DIPEROLEHI
I	20	
II	30	
III	10	
IV	40	
JUMLAH	100	
+-----+		

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QUESTION I

(20 marks)

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

1. What type of correspondence is TEXT A? Give a reason for your answer.

2. The main communicative function of the correspondence is:.....

3. Give a suitable subject for the correspondence:

4. What is the purpose of providing the two telephone numbers (in the last paragraph)?

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

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Growing Child

15 IF Citibank Bldg., Metro-Manila, Philippines

23 September 1995

15 Mr C.A. Chan
Jalan Bunga Raya
Kuala Lumpur
Malaysia

Dear Mr Chan

Thank you fore your lettre of 7 September. I has enclosed a refund check for \$9.95. We are always trying to beter serve our subscribers and letters like you help us see where we can improve.

Although our currant accounting sistem do not allow us to advance subscriptions, we will have a new computerized system in two week that will en able us to extend this servise to our subscribers.

After tree years of reading Growing Child, you you are aware of the quality of our magazine. That so your child won't be without us next year, I have enclosed our issues for your child's four year. They contain valuable informations such as preparing your child for schol and teaching your child too appreciate muzic.

We are proud to have been a part of your child's first three years and hope to contribute farther to your growing child's developement.

Sincerely,

Kathleen Ashe
Customer Service Manager

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QUESTION II (30 marks)

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

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

1. (a) In this advertisement, the advertiser is using:

☐ (i) the endorsement method.

☐ (ii) the descriptive method.

☐ (iii) both the endorsement and the descriptive methods.

☐ (iv) none of the above.

(b) State a reason for your answer in 1(a).

2. Comment on the language used in the advertisement.

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

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

1. (a) This is an advertisement for :

☐ (i) goods

☐ (ii) service

☐ (iii) idea

(b) Give a reason for your answer in 1(a).

2. (a) The advertisement tries to appeal to readers by:

☐ (i) emotional appeal.

☐ (ii) logical appeal.

☐ (iii) both emotional and logical appeals.

☐ (iv) none of the above

(b) Give reasons to support your answer in 2(a).

3. Put a tick [☒] beside the best answer/s. You may tick more than one answer.

- ☐ a. Taking ULTRA DIET will definitely reduce extra fat in the body.
- ☐ b. ULTRA DIET is a complete meal by itself.
- ☐ c. ULTRA DIET suppresses a person's appetite thus enabling the person to lose weight.
- ☐ d. If you are overweight, ULTRA DIET will slim you down.
- ☐ e. Some overweight people may prefer to buy new clothes rather than go on an ULTRA DIET.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

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Blank lined area for writing.

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QUESTION III (10 marks)

This question consists of 2 parts: A and B. Read EXTRACTS (i) and (ii) and then answer the questions that follow.

EXTRACT (i)

A.

Insects and other creepy-crawlies can be very nourishing. Ten good fat witchetty grubs (the larvae of the longicorn beetle) provide a day's protein for an adult and taste like soft-boiled eggs with a woody flavour. Australian aborigines like them, and a giant lizard called a dob is a special children's treat. Maggots and the pupa of the wasp are very rich in Vitamin A; locusts have more protein in them than beef. As for worms — Mexicans get big fat ones, oil them, fry them, roll them in sugar and sell them on street corners like we sell chestnuts. The grasshopper pancakes on the menu are a Japanese delicacy — pancakes stuffed with fried grasshoppers in a soya sauce.

1. The main idea in EXTRACT (i) is:

2. The topic sentence in EXTRACT (i) is:"

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EXTRACT (ii)

B. Man is an example of an agent who is a threat to the balance of nature. By the balance of nature is meant the state in which the environment together with its interacting organisms are at harmony amongst themselves. This state is characterized by a number of intricately structured interrelationships between soil, water and nutrients on the one hand, and producers, consumers and decomposers on the other. The balance of nature is upset if the interrelationships are interrupted. For example, the prickly pear cactus of South America whose population was controlled by the native moths which fed on it, was introduced into Australia in the 18th or early 19th century. Uncontrolled by the moths, the cactus spread at such an increasing rate over large areas that the moth from Argentina had to be introduced to check the growth.

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

2. Write down **one** major supporting sentence:

3. Write down **one** minor supporting sentence:

QUESTION IV (40 marks)

1. The topic of the article is :

3. What do you think is the writer's attitude towards foreign educational systems?

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