

Angka Giliran :

No. Tempat Duduk:

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 1995/96

Oktober/November 1995

LBI 202/2 - Pembacaan Berkomunikasi
di dalam Pekerjaan

Masa : [2 jam]

APPENDIX

This Appendix contains FOUR TEXTS: A, B, C and D which are to be used to answer QUESTIONS I, II and IV.

YOU **MUST** HAND IN THIS APPENDIX TOGETHER WITH YOUR EXAMINATION BOOKLET.

...2/-

Angka Giliran:..... No. Tempat Duduk:.....

TEXT A

IDS Manufacturing Data Systems Incorporated

30 September 1995

Centre for Languages and Translation
Universiti Sains Malaysia
11800 USM
Penang

Dear Ms Marina

Thank you for your registration fee of RM 450.00 (cheque number 10592) being payment for the Advanced COMPACT II Training Seminar which will be held in Kuala Lumpur from 29 - 30 November 1995.

The Seminar will be held at the Ballroom of the Mutiara Court Hotel. The first session will begin promptly at 8 am each morning and lunches and tea breaks will be provided.

All participants should bring the COMPACT II manual and the QEA Text Editor. Chapters 3 and 4 in the QEA Text Editor and chapters 1 - 14 in the COMPACT II manual should be read before the seminar.

If you have any questions regarding this seminar, please call me at 1-600-1212 or 1-600-3737.

Sincerely,

Fatimah Ahmad
Training Coordinator

6 Flr, Wisma Thakerdas, 16-1, Jalan Raja Laut 50350
Kuala Lumpur. Tel: 03-291823 Fax: 03-758220

...3/-

TEXT B

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NESLAC The Growing-up Milk for 1-3-year-olds

SIS : ... of course you'll get Neslac. You're one, aren't you?

BOY : Did you get Neslac when you turned one?

SIS : Sure. It's the yummiest milk with over 30 vitamins and minerals.

BOY : Oh goodie, goodie ... or ... what are mee-ner-vals ... ?

SIS : It's those teeny-weeny things that help you grow up big and strong.

BOY : Oh boy! Oh boy!

SIS : But first, you've got to stop acting like a baby.

BOY : I'm NOT a baby! I'm ONE!

SIS : Well, you've got to prove you're grown up first.

BOY : How? How?

SIS : Try saying this, "Neslac has over 30 essential nutrients and is specially formulated for one- to three-year-olds."

BOY : Err ... Neslac ... er ... 30 ... sensual ... new ... ions ... 1, 2, 4, 6 ... er ... MOMMY!!! WHERE'S MY NESLAC!

SIS : Oh, you're such a baby.



WOW! FREE Neslac.
Please send my Mommy 2 FREE sachets of Neslac for me.

My Mommy's name: _____

My Mommy's IC No: _____

My name: _____

My birthday: _____

Our address: _____

Our telephone: _____

Cut and send now to:
NESLAC
P.O. Box 349,
43760 Petaling Jaya,
Selangor Darul Ehsan

Sachets are limited to 2 a person. Please allow 2-3 weeks for delivery.

Angka Giliran:.....

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TEXT C

Either Get A New Wardrobe Or

Or go on a diet! If you're bursting at the seams, it's high time you cut down the excess fat in your body.

ULTRA DIET will help you do just that. A meal replacement drink brought to you by Total Image, ULTRA DIET has its obvious advantages.

With ULTRA DIET, you lose weight by burning up fat, not muscle. Normally the body burns carbohydrates for energy, but when you're on ULTRA DIET, you're in a low-carbohydrate state which burns up stored fat instead.

Meanwhile, ULTRA DIET provides your body with high quality protein, essential amino acids, vitamins and minerals. You won't feel hungry, and also there's no sudden weight gain at the end of the programme.

ULTRA DIET is the only slimming product that offers quality result which shows our absolute confidence in its effectiveness.

Give ULTRA DIET a try today.
For free consultation, call 03-7197171

Available at all leading pharmacies, medical halls & beauty saloons.

ULTRA
DIET
works!



Our saloons and branches:-

Tel: 03-7197171, 2448679/ 8680, 2416677, 7348193/
8198, 04-610587/ 612103, 05-509316/ 542025

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TEXT D

Foreign system 'not the best model' in some cases

A CONTROVERSY seems to have arisen over the Education Ministry's move to reduce some of the degree courses at local universities from four to three years.

Under the proposal, only medicine will be exempted. Almost all the courses offered by the local institutions are of four-year duration. Some are of the opinion that three years is too short a time for the undergraduates to be a thorough grounding on the disciplines.

One organisation which holds this view is the Institute of Engineers, Malaysia. It has said that the British universities are the only ones which you can get an engineering degree in three years.

The IEM further points out that the British qualifications are not accepted by many European Union members. The argument further gives the impression that the British-educated engineers are somehow inferior in qualifications to others.



With the EU concept of a borderless society, each member will have to accept the qualifications, both academic and professional, of the others. So there will be no question of the British not recognising the engineers, scientists, activities and other skilled personnel from the continent.

In any case, we have

yet to hear of engineering disasters happening in the United Kingdom which should be more frequent since its technical staff may not be up to mark.

It is not exactly correct to say that engineering degrees in universities in the United States are four-year courses. For example, those with

the STPM or HSC are exempted from certain subjects and such students can finish their courses in three years.

In certain universities where four-year engineering courses are conducted, it is quite often that the undergraduates must be attached to a manufacturing company for them to gain practical experience.

In the United States too, many undergraduates can also shorten their degree courses by sacrificing their summer holidays and spend such

time on their studies instead.

The moot point here is how much time the students spend studying for their degrees. Before the students are allowed to sit for their examinations, they must show that they have gone through the required hours of instruction.

Once they have reached the quota, the students would have been deemed to have received the appropriate hours which will entitle them to sit for their papers. Under the minis-

try's proposal, standards should not be compromised so long as the students are being given sufficient lectures and tutorials. It is not necessary for us to be slaves to a foreign system which may not be the best model to follow in some cases.

Instead of casting aspersions on the recommendations, perhaps academicians and the professional bodies should contact the ministry officials in charge on how they can help in making things work.

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(The Star, September 5, 1995)

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LBI 202/2 - Pembacaan Berkomunikasi
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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).

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

Which of the following claims made by the advertiser is/are true?

- 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.

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

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Handwriting practice lines consisting of 20 horizontal lines.

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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:

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QUESTION IV (40 marks)

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

1. The topic of the article is :

2. Why is the move to reduce the duration of degree courses in local universities controversial?

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

