UNIVERSITI UTARA MALAYSIA

FINAL EXAMINATION
SEMESTER ONE 2007/2008 SESSION

CODE/COURSE : BLE2012/ENGLISH FOR HIGHER EDUCATION
DATE : 17 NOVEMBER 2007 (SATURDAY)
TIME : 9.00 – 11.30 AM (2 ½ HOURS)
VENUE : DMS, DTSQ, TE, DP4(1) FTM, DP 4(3) FTM, BK1 (FPAU), BK2 (FPAU), BK3 (FWB), BK4 (FWB), BK5 (FPAU), BK6 (FPAU), BK7 (FWB), DKG 3/1, DKG 3/2, DP 1/2, DP 1/3, DP 2/4, DSB K.TM, DSB, K.T/WD, DSB K.MAS, K.YM, IKIP, ACT, K NEGERI

INSTRUCTIONS:
1. This question booklet consists of FOUR (4) sections in FOURTEEN (14) printed pages excluding the cover page.
2. Answer ALL questions.
3. All answers must be written in the question booklet.
4. Use PEN to write your answers.

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| SECTION ONE | /20 |
| SECTION TWO | /20 |
| SECTION THREE | /10 |
| SECTION FOUR | /40 |
| TOTAL | /90 |

Name of Examiners: ____________________________

MATRIC NO. : ____________________________ (in words) ____________________________ (in numbers)
IDENTIFICATION CARD NO: ____________________________
NAME OF INSTRUCTOR: ____________________________
GROUP: _______ DESK NUMBER: _______

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE INSTRUCTED TO DO SO
SECTION ONE (20 MARKS)

You are advised to spend not more than 30 minutes on this section.

Read the following passage and answer all questions in PARTS A and B.

LEARN FROM BEST FOREIGN UNIVERSITIES

The prime minister wants more students to take part of their studies at established universities abroad. In the country's drive to produce quality human capital, Datuk Seri Abdullah Ahmad Badawi said students should be linked up for longer attachments at foreign universities which could offer them valuable new knowledge and skills.

He said, while academics from local universities were sent for attachment programmes to heighten their expertise, enabling credit transfers for students who undergo similar courses at reputable foreign universities would enable them to gain wider experience. Abdullah said, in producing well-rounded students, sending them abroad for short stints of one or two weeks was insufficient as they would not be able to gain much knowledge.

He said, with new fields of study being introduced in the leading universities, the country's education system must keep up with changing times and cater for students to learn new subjects. It
was thus imperative for local universities to work with top-notch universities abroad in their curriculum, research and development, and other areas, Abdullah said. He gave the examples of biotechnology and multimedia, which did not exist during his time, but were much in demand today.

"The university now is not an ivory tower, it has become borderless and global. We cannot be an education hub if we don't take up challenges and open ourselves up for cooperation and link-ups with foreign universities, including those that are more developed than ours. We must not be afraid that they will outdo us just because they are huge. Instead, we should think that because they are huge, we can learn from them and that, even though we are small, there will still be something they can learn from us," he said.

Datuk Mustapa Mohamad agreed that the number of students sent abroad to undergo credit transfer programmes needed to be expanded. "We are studying the capabilities of these universities and students. This will be a fruitful move as students who have undergone these programmes have great advantage and are always in demand," he said.
Mustapa also said that while such programmes were currently being conducted on an ad-hoc basis, his ministry was paving the way to make them permanent. Abdullah also told student representatives that they must continuously strive to add value to their abilities, to be committed and dedicated in their desire to realize Vision 2020.

He said, should Vision 2020 fail to be achieved, Malaysia could forever be stunted in its progress. “We can have the best libraries, science labs, best teachers and all the best facilities. But what is the point if our students are lazy? All of you must make the effort by building self-confidence and having a burning desire to succeed,” he urged.

(Adapted from New Straits Times, July 10, 2007)

PART A (10 marks)

1. What is the government’s aim in sending students for foreign university attachments?

________________________________________________________________________

________________________________________________________________________

(2 marks)
2. How can the Malaysian system of education ensure its competitiveness?

(2 marks)

3. List TWO (2) benefits students will possess when they have participated in the credit transfer programme.

i. ________________________________________________

ii. ________________________________________________

(2 marks)

4. What is the human trait that can interfere with the success of Vision 2020?

(2 marks)

5. What should Malaysians do to overcome this human trait (Question 4) and to ensure the country's success in achieving its vision?

(2 marks)

(___________ / 10 marks)
PART B (10 MARKS)

Circle the answer that contains the word similar in meaning to the word found in the passage.

1. **stints** (Para. Ii, Line 12)
   A. spells
   B. travels
   C. writings
   D. journeys

2. **imperative** (Para. III, Line 17)
   A. lame
   B. essential
   C. exhaustive
   D. unimportant

3. **hub** (Para. IV, Line 23)
   A. focus
   B. centre
   C. transit
   D. programme

4. **ad-hoc** (Para. VI, Line 38)
   A. stable
   B. instant
   C. temporary
   D. experimental

5. **stunted** (Para. VII, Line 44)
   A. ill-fated
   B. excellent
   C. defective
   D. deteriorated

(_____/ 10 marks)

Total score for SECTION ONE: _____/20 marks
SECTION TWO (20 MARKS)

You are advised to spend not more than 30 minutes on this section.

PART A (10 MARKS)

Fill in the blanks with the correct form of the verbs.

The Evolution Of Cultural Values

Throughout the history of mankind, attempts have been made to improve the quality of life. Man made his initial improvements by adjusting to his surroundings and environments. The first shelters (1) _______ (be) natural, with caves being a familiar habitat for early man. Advancing from this primitive stage, man (2) _______ (begin) to shape his surroundings to suit his needs. He (3) _______ (construct) shelters for himself and his family. This process of shaping the environment to suit the needs and aspirations of man has never ceased. The cities, houses, flats and ‘intelligent’ buildings of today (4) _______ (be) nothing more than a highly sophisticated refinement of man’s first crude lean-to shelters of branches and leaves.

The status or the stage of a community’s evolution can be gauged from the nature of the shelters it (5) _______ (develop). These range from the minimal adjustments made by man to his immediate environment to suit his needs, to the modern cities of the world, with their complex infrastructure and buildings.

One can also deduce the stage of human development in a particular society by observing the type of staircase used. For years, man (6) _______
(build) steps leading up to his wooden house from a single tree trunk. This is an obvious attempt to make entering the house easier by adapting the immediate surroundings to a human use, although the user would still (7) _______ (have) to possess a degree of agility to climb such primitive stairs. Of course, they are not meant for patent leather shoes with smooth soles! The feet should be bare and quite prehensile if the stairs (8) _______ (be) to be climbed with ease. In time, not only will those living in the house (9) _______ (acquire) the necessary agility, but even the shape and callosity of their feet (10) _______ (develop) according to the requirements of climbing the stairs. The escalator is the modern equivalent of the steps.

(Adapted from Mahathir Mohamad. 1998. The Way Forward, Heinemann)

(______/10 marks)

Part B (5 MARKS)

In the following passage, fill in the blanks with the infinitive form (with or without to) or the -ing form.

A person can captivate you with their negative qualities. Evil is more interesting and compelling than good-naturedness. You may find a co-worker so obnoxious you can’t leave him alone or make him (1) _______ (disappear) from your thoughts. You start (2) _______ (rehearse) angry speeches you want to make to him. You drive (3) _______ (work) thinking of how you are going to tell him off, and you drive home from work planning the following day’s attack. You feel you just have to respond; you can’t resist (4) _______
(take) his bait. The problem is that it's you who suffers. Next thing you know you're putting huge amounts of energy into fighting with someone you'd be better off (5) _______ (ignore).

(Adapted from, Edward M.Hallowell. 1997. Worry. Pantheon)

(__________/5 marks)

PART C (5 MARKS)

Fill in the blanks with 'a', 'an', 'the' or 'Ø' where necessary.

Transformers: The Movie

The anticipated mega movie of the decade – the rebirth of the Transformers – has been released. It was (1)________ absolute stunner. All guns were blazing in this high-tech invasion of earth, from start to finish. While (2) _________ story has a new twist to it, I found the transformation of the robots into vehicles, jets and other technological creations most interesting.

It was truly amazing what today's CGI (computer-generated imagery) effects can do. Director Michael Bay not only achieved (3) __________ unthinkable, he also made the Transformers extremely cool with lots of motion injected into them.

The Transformers film story is about the robotic aliens – (4) __________. Autobots and Decepticons – bringing their battle to earth and causing havoc in search of (5) ________ sacred cube called 'Allspark', their energy source.

(Adapted from The Sunday Times, July 22, 2007)

(______/5 marks)

Total score for SECTION TWO: _______ /20 marks
SECTION THREE (10 MARKS)

You are advised to spend not more than **30 minutes** on this section.

Read the text below and then transfer the relevant information from the text to the chart given on page 11.

Companies actually spend a great amount of money to acquire a customer because it is the most challenging job for the sales and marketing division of a company. It is also the costliest, the toughest and the most complicated job. First, we need to generate a lead, and then entice a prospect (customer) to use our products. To this end, we run advertisements in newspapers, magazines, television and radios. We also showcase our products in tradeshows, organise seminars to educate our prospects or have sales people calling corporations to introduce our products.

Next is building rapport by making prospects like and trust us. We have to find out their needs. We also have to craft out a value proposition that is uniquely compelling. And we have to convince them our solutions are far superior to that of our competitors. However, be prepared to face rejections, objections and negotiation games. We may have to follow-up with a dozen meetings and endless rounds of talks at the coffee table just to convince them.

Though the processes involved may be daunting, we have to continually add new customers to our list. Another rule of thumb to ensure success to the processes is to always increase the value of each sale. As long as our product or service adds legitimate value to our customer, we must always be selling more to our customers. There are several ways how we can do this.
One of them is through up-selling, where we request our customers to purchase expensive items, to upgrade their current subscribed service level or opt for add-ons they may not have considered previously. For example, a salesperson for a five-star hotel who works at the front desk would not just check in the customers, but also enquire whether they would want to upgrade their rooms, especially if they are working executives who would prefer additional business facilities, e.g. fax and internet connections.

Another value-enhancing method is to cross-sell. Persuading customers to buy additional items they did not intend to purchase at first. Following are the strategies AirAsia uses to cross-sell. Initially, AirAsia only had air tickets to sell. Now, they have “Go Holiday” as well as hotel room packages. This is a perfect complement to the air tickets. If we are off for a vacation, why trouble ourselves by dealing with two vendors when we can purchase air tickets and book our hotel rooms at the same time?

Finally, through bundling, or combining several items together and giving discounted prices, we can get customers to spend just a little more and get a better value. Bread Story, the chain bakery, uses this strategy: buy three loaves of bread of any type and get one free.

If we want to boost our sales, it is wise to up-sell, cross-sell, and bundle our products and services right away because, besides the hard cost of our products, there are virtually no advertising, marketing or acquisition costs involved.

(Adapted from New Sunday Times, July 29, 2007)
(1).

(2). The purpose is to entice people to use products

- Strategies
  i. advertise in the media
  ii. showcase in trade shows
  iii. organize seminars
  iv. (3).

Build Rapport
- The purpose is to (4).

- STEPS
  Find out their needs
  (5).

Convince customers our solutions are superior than our competitors'

Possible
(6).

i. Rejection
ii. Objections
iii. (7).

Advantage
(10).

Increase the value of each sale

- Up-selling
- (8).
- Bundling

i. request customers to purchase expensive items
ii. upgrade customers' current subscribed service level
iii. (9).

Total score for SECTION THREE: _____ /10 marks
SECTION FOUR (40 MARKS)

You are advised to spend not more than 60 minutes on this section.

Choose ONE of the topics below and write an argumentative essay of about 250 words. You are required to write TWO pro-arguments and ONE counterargument to persuade your readers. Before you begin your essay, state the following:

a. The specific audience/readers of your essay (1 mark)
b. The purpose of your essay (2 marks)

Essay topics:

1. 21st century movies are becoming less realistic.

2. Sports do not promote social unity.

State your audience:

________________________________________________________________________

State your purpose:

________________________________________________________________________

Write your essay here:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________