UNIVERSITI UTARA MALAYSIA
PENDIDIKAN JARAK JAUH

FINAL EXAMINATION
SEMESTER APRIL 2008/2009 SESSION

CODE/COURSE : BLE1022/COMMUNICATION II
DATE : 20 August 2008 [Wednesday]
TIME : 2.30 – 4.30 P.M (2 HOURS)
VENUE : DTSO, UUM., Pusat Pembelajaran PJJ KL., Johor,
Sabah and Sarawak

INSTRUCTIONS:
1. This question booklet consists of FOUR (4)
   sections in SEVENTEEN (17) 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.

Examiner: ____________________________

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MATRIC NO. : ____________________________

(in words) ____________________________

(in numbers) ____________________________

IDENTIFICATION NO.: ____________________________

NAME OF INSTRUCTOR : ____________________________

GROUP : [ ] DESK NUMBER : ____________________________

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE INSTRUCTED TO DO SO

CONFIDENTIAL
SECTION ONE (14 MARKS)

You are advised to spend about 20 minutes on this section.

PART A (10 MARKS)

Read the conversation below. Fill in the blanks according to the given functions in parentheses with appropriate polite expressions. The given words or phrases will guide you in your writing.

Situation: In a lecturer’s room at College of Arts and Sciences, Universiti Utara Malaysia

You : (1) ____________________________________________ sir

(Lecture)  

Lecturer : Good morning. (2) ______________________________________ ?

(To offer) – help

You : (3) ____________________________________________

(To apologise) - can’t finish - assignment - on time

Lecturer : (4) Can you ______________________________________ ?

(To enquire the reason)

You : (5) ____________________________________________

(To explain the reason) – infected – dengue – hospitalized-

- two weeks)

Lecturer : (6) I see... when were you ____________________

(To enquire) - discharged - hospital

You : (7) ____________________________________________

(To explain) – yesterday – but - still – feeling - weak

Lecturer : (8) Well... if that is the case, ______________________

(To agree) – extension – one week
But I'll be away on a conference next week, so

(To suggest) - put - my mail box - main office

You: (10) ____________________________ sir.

(To thank)

Lecturer: You're most welcome.

(____/10 marks)
PART B (4 MARKS)

Read the dialogues below. Choose the **most appropriate and polite** requests for every situation. Circle your answers.

1. Situation: You are in your Communication 11 class. You missed out the last bit of your lecturer's explanation on the topic being taught. Ask for clarification.

   A. Excuse me, sir. Could you repeat the last bit of your explanation. I couldn't catch it.

   B. Excuse me, sir. I want you to repeat the last bit of your explanation. I couldn't catch it.

   C. Excuse me, sir. You better repeat the last bit of your explanation. I couldn't catch it.

   D. Excuse me, sir. Can't you repeat the last bit of your explanation. I couldn't catch it.

2. Situation: You are sitting in a non-smoking zone lobby at the international airport when a person next to you starts smoking. Tell him not to smoke.

   A. Excuse me. *Do you think you can smoke in a non-smoking zone?*

   B. Excuse me. Can't you see that this is a non-smoking zone?

   C. Excuse me. *Why don't you go and smoke elsewhere since this is a non-smoking zone!*

   D. Excuse me. If you don't mind, this is a non-smoking zone.

3. Situation: You are eating with some friends at a cafeteria. You need an appetizer to spice up your food. You saw one on the other table next to yours. Ask from one of the people who are sitting at that table.

   A. Excuse me. *Do you mind passing the appetizer to me?*

   B. Excuse me. I want that appetizer. Can you pass it to me?
C. Excuse me. If you are done with the appetizer, give it to me now.

D. Excuse me. Pass me the appetizer!

4. Situation: You lost your way to the College of Arts and Sciences’s main office. Ask one of the passers-by.

A. Excuse me. I want to know the way to the College of Arts and Sciences’s main office.

B. Excuse me. I would like to know the way to the College of Arts and Sciences’s main office.

C. Excuse me. I want you to tell me the way to the College of Arts and Sciences’s main office.

D. Excuse me. You must tell me the way to the College of Arts and Sciences’s main office.

(_____ /4 marks)

Total score for Section One: _______ / 14 marks
SECTION TWO (10 MARKS)

You are advised to spend about **15 minutes** on this section.

Prepare a text for a presentation based on the graph below. Your text must contain a minimum of **FIVE (5) complete sentences**. An example has been done for you.

![Graph of Sales of Apartments at Asmah's Housing Industrial Company](image)

Ladies and gentleman,

Today I would like to talk about the sales of apartments at Asmah's Housing Industrial Company for a period of one year.

(0). From the graph, we learn that the sales of apartments from January to February **decreased slightly from RM25m to RM23m**.
1. (February to March)

2. (March to April)

3. (April to May)

4. (May to June)

5. (June to July)

(__________/10 marks)

Total score for Section Two ___________/10 marks
SECTION THREE (10 MARKS)

You are advised to spend about 15 minutes on this section.

SITUATION:

A friend of yours is planning to make some chicken flavoured biscuits but she does not know how to go about it. Write out the instructions based on the diagrams and notes below. Include adjectives and adverbs to describe the process.
SECTION FOUR (16 MARKS)

You are advised to spend about 30 minutes on this section.

PART A (6 MARKS)

Read the newspaper article below and answer all the questions.

THE math is quite simple. With as little as RM7, you can travel almost anywhere on Klang Valley’s RapidKL’s buses and light rail transit for the whole day. With a monthly pass for RM135 – just a little more than a full tank of petrol for a Proton Wira – your month’s transport needs should be taken care of. The cost should be lower in other parts of the country. But of course, the current state of our public transport obviously cannot take care of anyone’s needs satisfactorily. Unreliable buses and trains, sardine-packed LRTs, delayed buses because of traffic jams, safety concerns and a host of other negative issues make public transport hardly desirable as an alternative to private cars.

Here are some crucial improvements needed before public transport can become a true option for people.

1. More trains and buses

It is as basic as this! Not only will service become more reliable, more trains and buses will make public transport less packed and more attractive. No one, especially women, will trade the comfort of a car for a situation where one is pressed all over by other humans in a train, even if it costs more. Promises were made for more LRT vehicles and buses under the RapidKL and Rapid Penang regimes. How much longer do we have to wait?
2. Get the new lines going

The new Damansara-Cheras LRT line, as well as the Subang Jaya and Puchong extensions, were announced by Deputy Prime Minister Datuk Seri Najib Tun Razak in 2006. Till today, we have not heard about when work will start. We do not even know where they will run. It is crucial to also think beyond these new lines. Singapore already knows where its new Mass Rapid Transit lines will run in 2020.

3. Cash for maintenance

The KTM Komuter, after running for 13 years, is now suffering from years of "postponing" maintenance due to funding issues. The LRT system is about 10 years old now, which is about the right time for an overhaul.

RapidKL is also facing issues with keeping its buses on the road because of breakdowns. Other private companies can hardly afford regular maintenance, what more, overhauling. The Government must come to their aid. Get the allocations disbursed quickly, get the tenders out without delay and pick the correct people to do the work. Remember, keeping enough buses on the road is not just about buying new buses. It is about keeping the existing ones in working condition.

4. Low fares through subsidies

Low fares are crucial, especially when we are putting the case for public transport in the context of rising living costs. Most people who rely on public transport cannot afford any other means of travel. If there is a group of people who should benefit from subsidies, this should be the one. Subsidies can come from taxing private car users – either through road tax or road pricing. The World Bank
says that private car users are generally "undercharged" for using urban roads and for their impact on the environment.

5. One or two companies enough

Competition in public transport is not about having many companies running the same routes, it is about competing for the right to run on a particular route. An operator is selected on the basis of being most able to satisfy the requirements of commuters and other parties (reliable service, safe buses, lowest subsidy) and once selected, it should enjoy a monopoly of the route. The Government will have to regulate to ensure service is up to the mark. The benchmark should be the best-run route in the system.

6. One regulatory authority

It is a case of too many cooks spoiling the broth, as each cook has his own ideas and conflicting interests. Now, 13 government departments and agencies have a say in public transport. There should just be one to plan the system, dish out the permits (to control the number of operators), organise the routes (to curb duplication) and ensure that the trains and buses run according to time.

It should also be the one dishing out subsidies. The single authority should have only one objective and no other – to ensure that the public gets good public transport.

7. Bus lanes and other facilities

Buses should have their own "track" so that they can be faster than private cars. That is the only way public transport can be more attractive than cars. Modern bus lanes such as those in Curitiba, Brazil, and Jakarta – where they are virtually separate special roads
just for buses – have made bus transport a success. And don’t worry if road users complain. The one lane taken away from them is making the movement of thousands of people more efficient. Bus lanes are also cheaper than train systems and can be just as efficient.

8. Ensure safety of passengers

It should be a basic right of commuters to be able to travel safely. An unsafe system will only turn people away.

9. Good customer information

There is no point in having hundreds of beautiful buses on the road without commuters knowing where they are going. Many rather drive than take buses because they are in control of their journey. The more people know how the system works, the more they will use the system.

10. Please walk the talk

All the above initiatives and problems have been recognised, considered and studied. Announcements are regularly made of moves to improve the system. Yet this comment still has to be written in such a tone. There may ultimately just be one paramount suggestion – don’t just talk, please get things moving!

1. According to the newspaper article, what are crucial improvements needed before public transport can become a true option for the users?

________________________________________________________________________

(3 marks)

2. Why are our public transport cannot take care of our needs satisfactorily?

________________________________________________________________________

(2 marks)

3. What is the advantage of having good customer information?

________________________________________________________________________

(1 mark)

PART B (5 MARKS)

Match the words from the passage on the left with corresponding meanings on the right. These words are underlined in the passage. No. 0 has been done for you.

0. lower  d   a. way
   1. option  __   b. dependent
   2. crucial  __   c. domination
   3. rely  __   d. lesser
   4. monopoly  __   e. choice
   5. route  __   f. important

(_____/5 marks)
PART C (5 MARKS)

The following pronouns are taken from the passage. Identify what they are referred to in the passage. These words are bold texts in the passage.

1. they line 26
2. it line 41
3. it line 57
4. them line 78
5. they line 87

(_____ /5 marks)

Total score for Section Four: _____ /16 marks
SECTION FIVE (25 MARKS)

You are advised to spend about 40 minutes on this question.

Read the following passage carefully. Based on the information given in the passage, write a summary on how children react to a talk and how one can talk effectively to them in about 100 words.

Any actor will tell you that a performance given specially for children is delightful experience – always provided, of course, that a suitable play has been selected. The child’s capacity to think imaginatively, to become completely absorbed in what he sees and hears, makes him a ready and attentive listener, uninhibited in his reactions and loudly generous in his praise.

But, no adult can so quickly withdraw his attention or retreat into another world so completely as can a child who is bored with the proceedings, for in this respect also children have no inhibitions and are not deterred by consideration of ‘proper’ social behaviour. When a young child is bored he does not care who knows it. He quite simply ‘switches off’ in his mind. For this reason anyone unaccustomed to talking to audiences of children should tread very warily indeed when doing so. I do not mean that children are an ‘awkward’ audience. They are most willing to enjoy themselves and to go more than half way to meet an entertainer; but he must entertain, not preach. It is possible to get home a moral when talking to children without their being aware that you are doing so; but the pill must be well-sugared for children even more than adults dislike being ‘got at’ and will give a lukewarm reception to speaker whom they suspect is doing this.

Children like illustration and are fascinated by how things work, so, if it is possible, talks to children should contain some visual element, either in pictorial or cinematic form. You can teach children how to deal with minor First Aid Crises much more effectively if you smear one of them with a little tomato sauce, wrap him in bandages and tell him he is a casualty, than you can by describing what a casualty would look like.
In no circumstances should a speaker adopt a patronizing manner to children, however young. Their youth does not preclude intelligence and many youngsters these days are extremely intelligent and have an unquenchable thirst for knowledge, so long as it is seen to be worth acquiring and has an apparent relevance to their lives. It is wiser, however, to ask children to reserve their questions until the talk is concluded, otherwise the speaker may well find himself swamped with questions and unable to reach the conclusion he had planned.

While it is not easy to talk to children in the language of Chick’s Own, it is necessary to use a simplified vocabulary. It is easy for an adult to imagine that because he understands the meaning of a word his young listeners will understand it also. This is not always the case. Speakers sometimes indulge in rather subtle humour when talking to young children and this is not wise, for children do not often appreciate subtle wit, preferring something of the more frankly slapstick variety. This is not a question of intelligence but of natural development. Mankind is not born subtle or sophisticated.

(Source: ‘The Pan Guide to Public Speaking’ by Robert Seton Lawrence)

Write your summary here:
(No. of words: __________)

Content: __________ /10
Language: __________ /10
Organization: __________ /05

Total score for Section Five __________ /25

END OF QUESTION PAPER