SBELE2012 CONFIDENTIAL

UNIVERSITI UTARA MALAYSIA

FINAL EXAMINATION
OFF-CAMPUS PROGRAMME
SEMESTER JULY 2010/2011 SESSION

CODE/COURSE: SBELE2012 ENGLISH FOR HIGHER EDUCATION
DATE: 25 NOV 2010
TIME: 9.00 - 11.30 a.m. (21/2 HOURS)
VENUE: UUM, KL, JB, KB, KCH, KK

INSTRUCTIONS:

1. This book script contains FOUR (4) sections in FOURTEEN (14) printed pages excluding the cover page.

2. Answer ALL the questions in the space provided.

3. ALL answers must be written in the question booklet.

4. Use a PEN to write your answers.

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| SECTION ONE | /20 |
| SECTION TWO | /20 |
| SECTION THREE | /20 |
| SECTION FOUR | /40 |
| TOTAL | /100 |

MATRIC NO: ____________________________ (in words)

IDENTIFICATION CARD NO: ____________________________ (in numbers)

NAME OF LECTURER: ____________________________

GROUP: [ ] DESK NUMBER: ____________________________

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

CONFIDENTIAL
SECTION ONE (20 MARKS)

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

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

I. It is **estimated** that one out of four people eats chillies every day. In some countries, chillies are also known as chilli peppers. **They** are an **integral** part of diets around the world, from Mexico and the Middle East to Thailand and Korea. In other words, chillies are a must for most **cuisines**.

II. Chillies were first used in South America, in what is now Bolivia, some 6,000 years ago. The Incas called the spicy fruit ‘aji’, and the Aztecs changed it to ‘chillies’. Thanks to Christopher Columbus, the newly-discovered chillies spread to Europe in the late 1400s. The Portuguese and the Spanish introduced chillies to Africa and Asia, where they were so popular that locals started growing them **domestically**. Eventually, Africans and Asians even convinced themselves that the chilli plant was a native of **their** respective countries.  

III. Chilli peppers are now found all over the world. The Thai people eat more hot peppers – five grams per person per day – than anyone else in the world. India produces more chilli peppers – over two million acres worth – than any other country. Paprika (from the Latin for ‘pepper’), which is popularly used in Hungarian dishes, is **derived** from milder red peppers that are grown in Central Europe and Spain. Today, many different varieties of chilli peppers exist because of their **sheer** popularity. The ease with which they cross-pollinate also contributes to their diversity.  

IV. Chilli peppers have long been a part of **folklore** around the world. They were used to ward off vampires and werewolves in Eastern Europe and believed to keep away the ‘evil eye’ in South and Central America. In northern Mexico, chillies are still used in potions meant to make an enemy ill, and as a cure for dizziness.
Everywhere you go, the first rule of chillies seems to be ‘the hotter the better’. Why do chilli-losers desire increasingly hotter chillies? “The easy answer is that we’re crazy,” jokes Dave DeWitt, founding editor of Chilli Pepper Magazine. In a more serious note, he comments, “However, there is a psychological explanation. Your body releases enzymes called endorphins which help reduce the pain brought on by a red-hot chilli.”

The Aztecs labeled chilli peppers on a wonderfully descriptive scale that includes ‘hot’, ‘brilliant hot’ and ‘runaway hot’. More recently, scientists have developed the Scoville scale to measure how hot a chilli is. Mild jalapeno peppers can range up to 5,000 units while the frightening hot babanero variety can top 300,000 Scoville units.

The ‘kick’ provided by chilli peppers is due to a potent chemical called capsaicin which is found in the inside wall of the pepper pod. The Incas burned red peppers to temporarily blind invading Spaniards, and the Mayan punished offenders by forcing them to inhale the acrid smoke of burning peppers. The Mexicans used to roast some chilli peppers to drive snakes out of their homes. These days, police forces fight off the bad guys with pepper sprays and tear gas made from capsaicin.

The story of the chillies is not all pain and tears. Scientists have discovered that a raw chili pepper has more vitamin C than an orange. This year, researchers from the University of Nottingham published findings which show capsaicin may be able to kill cancerous tumours. Other studies suggest it reduces cholesterol and pain associated with arthritis, diabetes, as well as muscle and joint problems. Scientists at Germany’s Max Planck Institute claim chilli pepper may prevent the formation of blood clots. Hot peppers can also ease the symptoms of the common cold by reducing congestion and the production of mucus.
The chilli pepper is truly a gift of nature and has found its place in practically every human society. Its many uses ensure that it will be long treasured and respected.

Adapted from Reader’s Digest, March 2009

PART A (10 marks)

1. What made Asians and Africans claim that the chilli plant is a native of their countries?

2. What factors contribute to the diversity of chillies?

3. List TWO (2) ways how chillies are related to folklore around the world.
4. Many people are able to eat very hot varieties of chilies. What valid reason does Dave DeWitt give for this ability?

(2 marks)

5. List TWO (2) examples of how chilli peppers were used in defending one's country.

(2 marks)

6. What medical benefits do chilli peppers possess?

(1 mark)

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

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

1. estimated (para. I, line 1)
   a. valued  
   b. measured 
   c. accredited 
   d. anticipated

2. integral (para. I, line 2)
   a. integrity 
   b. included 
   c. essential 
   d. inflection

3. sheer (para. III, line 19)
   a. mere 
   b. steep 
   c. sharp 
   d. transparent

4. potent (para. VII, line 37)
   a. merciful 
   b. possible 
   c. powerful 
   d. delightful

5. treasured (para. IX, line 54)
   a. valued 
   b. precious 
   c. unworthy 
   d. contemptible

(_____/ 10 marks)

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

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

PART A (10 MARKS)
Fill in the blanks with the correct form of the verbs.

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.

In school we were taught that eating plenty of (0) _______ apples could keep
doctors at bay. Apples were costly then, so many of us opted for pineapples
instead. And while I was still grappling on how to get hold of (1) ______ apple,
one day, my teacher called on us to bring apples to school, perhaps to drive in
into us the medical benefits they provided.
Like it or not, I had to get one. I was lucky though, and as we were admiring the numerous colours that these fruits portrayed, Othman must walk in with (2) computer. We thought that he had gone co-coo. It never did dawn on us that "APPLE" is a computer.

At one time the apple was just another fruit just as the date was a date and (3) pineapple was just for eating. Things however have changed. Fascinated with this fruit, I made a check with Wikipedia for the names of this fruit.

According to sources, there are five names for this fruit. When I entered the word "apple" in the computer, to my surprise, 220 files appeared. Of this number, only two were on the fruit.

I got my five different names, anyway. Among them were APPLE, (4)_______ iMac and three other computer models. Just how (5)_______ times have changed.

(_______ / 5 marks)

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

You are advised to spend about 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)

Find out their needs

Convince customers our solutions are superior than our competitors'

Possible
(6)

Advantage
(10)

Total score for SECTION THREE: _____ /20 marks
SECTION FOUR (40 MARKS)

You are advised to spend about 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. Malaysian films do not reflect true Malaysian lifestyles.

2. Social Networking Websites are responsible for the increasing number of social ills.

State your audience:

______________________________________________________________________________

State your purpose:

______________________________________________________________________________

State your essay here:

______________________________________________________________________________

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END OF QUESTION PAPER