



**FACULTY OF EDUCATION & ARTS  
SCHOOL OF LIBERAL ARTS**

**FINAL EXAMINATION**

Student ID (in Figures) :

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StudentName (in Words) :

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Subject Code & Name : **ENG1013 English for Foundation Studies 2**  
Semester & Year : Jan - April 2024  
Lecturer/Examiner : Ms Yogamalar Raja  
Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 3 parts:**
  - PART A (30 marks) :** There are three sections on the use of English. Answer ALL questions. Read the instructions carefully and write your answers on the answer booklet answer provided.
  - PART B (30 marks) :** There is a reading passage. Answer ALL questions. Read the instructions carefully and write your answers on the answer booklet provided.
  - PART C (40 marks) :** There are two sections on writing. Answer both sections. Read the instructions carefully and write your answers on the answer booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**

**WARNING:** The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 6 (Including the cover page)**

**PART A : USE OF ENGLISH (30 MARKS)**

**INSTRUCTION(S)** : There are three sections on the use of English. Answer ALL questions. Read the instructions carefully and write your answers on the answer booklet provided.

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**Section 1(10 marks)**

Complete the company profile with either the present perfect or past simple tense of the verbs in brackets. Pay special attention to irregular verbs and the position of adverbs. Write your answers in the answer booklet.

William Colgate \_\_\_\_ (0) founded (found) the Colgate Company in 1806 as a starch, soap and candle business in New York City. For the first hundred years, the company \_\_\_\_ (1) \_\_\_\_\_ (do) all its business in the United States. However in the early 1900s, the company \_\_\_\_ (2) \_\_\_\_\_ (begin) an aggressive expansion programme that \_\_\_\_ (3) \_\_\_\_\_ (lead) to the establishment of Colgate operations in countries throughout Europe, Latin America and the Far east. In more recent years, it \_\_\_\_ (4) \_\_\_\_\_ (set up) operations in Turkey, Pakistan, Saudi Arabia, Eastern Europe and China. Colgate-Palmolive \_\_\_\_ (5) \_\_\_\_\_ (become) a truly global consumer products company, worth \$8.7 bn and selling in more than 200 countries.

Colgate-Palmolive's five main sectors of business are: Oral Care, Body Care, Household Surface Care, Fabric Care and Pet Nutrition and Health Care. In the area of Oral Care, Colgate-Palmolive is the world leader in toothpaste. As a result of the company's heavy investment in research and technology, it \_\_\_\_ (6) \_\_\_\_\_ (develop) many successful toothpastes, rinses and toothbrushes. To strengthen its presence in professional products, Colgate-Palmolive \_\_\_\_ (7) \_\_\_\_\_ (buy) the Ora Pharm Company of Australia and the dental therapeutics business of Scherer Laboratories USA in 1990. For many years, the company \_\_\_\_ (8) \_\_\_\_\_ (have) a strong dental education programme in schools throughout the world and \_\_\_\_ (9) \_\_\_\_\_ (maintain) a close partnership with the international dental community. Recently it \_\_\_\_ (10) \_\_\_\_\_ (create) a web site for dental professionals.

(Source: New Insights into Business)

## Section 2 (4 marks)

I. Complete the conversation with the correct passive form of the verb in parentheses.

- Secretary : Do you think we can market the product on time for the holiday?  
Manager : Yes, it \_\_\_\_\_ 1 \_\_\_\_\_ (can/market) on time if we all work together.  
Secretary : Will we prepare an advertising campaign?  
Manager : Yes, an ad campaign \_\_\_\_\_ 2 \_\_\_\_\_ (design) next week.  
Secretary : Who invented the product?  
Manager : It \_\_\_\_\_ 3 \_\_\_\_\_ (invent) by a designer from an associate company.  
Secretary : Who conducted the market survey?  
Manager : The research \_\_\_\_\_ 4 \_\_\_\_\_ (carry out) by the company's marketing team.

II. Rewrite the sentences using the active or the passive voice.

5. The committee selects the most competent candidate.
6. The life of the company is prolonged by the planning manager.
7. The company bought the building in 1985 and expanded it to its present size.
8. Jonas should be hired by the director as a troubleshooter for the computer department.
9. We will market the new product as soon as we have a firm plan.
10. Organic retail outlets are paying the farmers fair wages for the products.

(6 marks)

## Section 3 (5 marks)

I. Write the missing words in the sentences as given in the bracket as in the past tense. They were all spoken in the past. Use the verbs in parentheses.

1. Jackie : I'm sorry I missed the meeting yesterday. (apologise)
2. Supervisor : Did someone phone while I was out? (ask)
3. Simon : Why don't we go out for lunch? (suggest)
4. Manager : Have the report ready by three o'clock. (order)
5. Janet : Can I leave early this afternoon? (ask permission)

II. Use the cues to write sentences making comparisons.

**Eg: Planning a trip to a country is as planning to re-schedule the plan.**

6. Working in marketing/interesting working in finance.
7. Communicating through Internet/efficient/writing a letter.
8. Old office/small and cramped/new office.
9. Investing in stocks and shares/risky/government bonds.
10. Laptops/expensive/personal computers.

(5 marks)

**PART B : USE OF ENGLISH (30 MARKS)**

**INSTRUCTION(S)** : This section requires you to read the text, answer the comprehension questions and do a summary. Answer all questions. Read the instructions carefully and write your answers on the answer booklet provided.

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**Generation Y**

All across America a new generation of consumers is making its presence felt. In one shopping mall, clerk Laura Schaefer has been handling returned goods. 'They say "My mom and dad got me these"'. Parents in Nikes sit quietly while their teenage daughters try on massive platform shoes. Asked what brands are cool, these teens give a list of names their parents have never heard of. Which brands are **over**? Now the names are familiar: Levi's, Converse, Nike. 'They just went out of style,' shrugs Lori Silverman, 13. Labels that have **slick** since the Baby Boomers were young simply aren't producing the same excitement with today's kids. PepsiCo. Inc. has struggled to build loyalty among teens, Nike Inc.'s sales are tumbling as the brand sinks in teen popularity polls, while Levi Strauss & Co. is fighting falling market share. Meanwhile, newcomers in entertainment, sports equipment and fashion have become hot names.

Today's kids aren't Baby Boomers. They're part of Generation Y which rivals the Baby Boom in size and will soon rival it in buying power. Generation Y is the 60 million children born between 1979 and 1994. Marketers haven't been given an opportunity like this since the baby boom. Yet for a lot of established brands, Generation Y presents huge risks. Boomer brands flopped in their attempts to reach Generation X, but with only 17 million that was tolerable. This is the first generation to hurt a Boomer brand simply by ignoring it - and big enough to launch rival brands.

Companies unable to connect with Generation Y will lose out on a vast new market. Along with cynicism, Generation Y is marked by a distinctly practical worldview. Raised in dual income and single-parent families, they've already been given substantial financial responsibility. Surveys show they are deeply involved in family purchases, be they groceries or a new car. Most expect to have careers and are already thinking about home ownership.

Nike has found out the hard way that Generation Y is different. Although still popular among teens, the brand has lost its tight hold on the market in recent years. Nike's slick national ad campaigns, emphasising image and celebrity, helped build the brand among Boomers, but they have backfired with Generation Y. 'It doesn't matter to me that Michael Jordan has endorsed Nikes,' says Ben Dukes, 13. Instead Generation Yers respond to humour, **irony**, and the truth. Sprite has scored with ads that make fun of celebrity endorsers and carry the **tagline** 'Image is nothing. Obey your thirst.'

This doesn't mean that Generation Yers aren't brand-conscious. But marketing experts say they form a less **homogeneous** market than their parents. One factor is their racial and ethnic diversity. Another is the breaking up of media, with network TV being replaced by cable channels. Most important is the rise of the Internet, which has sped up the fashion life cycle by letting kids everywhere find out about even the most obscure trends as they emerge. It's the Generation Y medium of choice, just as network TV was for Boomers.

Marketers who don't learn the interests and obsessions of Generation Y will meet a wall of cynicism and distrust. To break through this, marketers are making their **campaigns** more subtle and more local. A growing number, including Universal Studios, Coca-Cola, and McDonald's are using 'street teams'. Made up

of young people, the teens hang out in clubs, parks and malls talking to teens about everything from fashion to finance. Will the brands that grew up with Baby Boomers re-invent themselves for Generation Y, or will the new brands of the Millennium bear names that most of us have not yet heard of?

(Source : Business Week)

Answer the following questions and write your answers on the answer booklet.

1. What is generation Y? (1 mark)

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2. Why is generation Y important? (3 marks)

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3. What do Laura Schaefer and Lori Silverman tell us about changes in fashions between generations? (2 marks)

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4. How has scenario affected companies like Nike and Pepsi? (2 marks)

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5. How is Generation Y different from Generation X? In what ways are they more important? (4 marks)

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6. The following words (1-8) appear in bold in the text. Match them with the definitions (a-h) on the right.

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|--------------------|-----|--|
| 1. over            | ( ) | a. very stylish                                  |
| 2. to shape tastes | ( ) | b. a long period of advertising                  |
| 3. rival           | ( ) | c. all the same, used to describe a group        |
| 4. slick           | ( ) | d. finished, no longer fashionable               |
| 5. irony           | ( ) | e. a sentence like a slogan, used in advertising |
| 6. tagline         | ( ) | f. a kind of humour where meaning is hidden      |
| 7. homogenous      | ( ) | g. to create/ change consumer interests          |
| 8. campaign        | ( ) | h. competing, used for a business opponent       |

(8 marks)

7. Write a short summary of 60 words from the 1<sup>st</sup> to 3 paragraphs of the passage given in the page 4. Use your own words to write your summary.

(10 marks)

**PART C : WRITING (40 MARKS)**

**INSTRUCTION(S)** : There are two sections on writing. Answer both sections. Read the instructions carefully and write your answers on the answer booklet provided.

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**Section 1: E-mailing**

Write an e-mail using your own name. You are the manager asking your PA, Grazia, for an address list of all your main customers. You need this list immediately. Your PA needs to know that you are leaving ten minutes early today for a dentist appointment. She needs to contact the sales manager, Sergio Alberto, to send him the agenda for next week's meeting; you have enclosed a copy of the agenda in your e-mail.

(20 marks)

**Section 2: Paragraph Writing**

Write a paragraph in within 150-160 words on one of the topics given below. Decide on your pattern of organization for your paragraph. Make sure you have a clear topic sentence and a concluding statement for your paragraph.

1. Compare or contrast your experience studying in the University College and in school.
2. Describe your most challenging experience that you have encountered.
3. Share with your friends on the causes or effects of poor time management.

(20 marks)

**END OF EXAM PAPER**