



**BERJAYA LANGUAGE CENTRE
Faculty of Liberal Arts**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **ENG1013 English for Foundation Studies 2**
Trimester & Year : January – April 2018
Lecturer/Examiner : Ahmadiliman Ibrahim
Duration : 2 hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 4 parts:**
 - PART A (30 marks) : GRAMMAR** - This part contains **THREE (3)** sections. Answer all questions in the space provided.
 - PART B (20 marks) : READING COMPREHENSION** - This part contains only **ONE (1)** section. Answer all questions in the space provided.
 - PART C (10 marks) : LISTENING** – This part contains only **ONE (1)** section. Answer all questions in the question paper.
 - PART D (40 marks) : WRITING** - There are **TWO (2)** sections in this part. Answer all questions in the space 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.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College 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.

Total Number of pages = 13 (Including the cover page)

PART A : GRAMMAR (30 marks)

INSTRUCTION(S) : This part contains **THREE (3)** sections. Answer all questions in the question paper.

Section 1: Write the sentences below into the passive voice. **(10 marks)**

1. She learned Mandarin in school.

2. Andy is cooking noodles in the kitchen.

3. Fred was writing a book.

4. The collector bought the limited edition doll.

5. He knew Mandy from his previous work.

6. You can eat chicken from the pan.

7. The wolf bit my hand.

8. Susan will paint the house next week.

9. They renovated the library in 2012.

10. They wear white aprons.

Section 2: Write the sentences below into indirect speech.

(10 marks)

1. Alvin said, "You should make a complaint."

2. "I think I'll sign up for the marathon." Ji Keen said.

3. The manager said, "There is no abuse of power."

4. "Do you know the answer?" the lecturer asked Michelle.

5. "Did you see the match?" Brandon asked me.

6. "Where do you live?" Robin asked us.

7. The doctor said, "You need an operation."

8. Brenda says, "My father is an Accountant."

9. Nana said, "Jack always fooled around in class."

10. "Why are you boys making so much noise?" Felix asked angrily.

Section 3: Complete the conditional sentences with the correct form of the verbs in brackets.

(10 marks)

1. Return the book to Jack if you (read) _____ it.
2. Would you mind if I (use) _____ your telephone?
3. I (watch) _____ the film if the reviews are good.
4. Susan (arrive) _____ safe if she drove slowly.
5. The door will unlock if you (press) _____ the green button.
6. She only (sing) _____ if she's in a good mood.
7. If you (have) _____ lunch right now, I'll come back later.
8. I (pass) _____ the driving test if I had worked hard.
9. You (tire) _____ tomorrow if you don't go to sleep soon.
10. If you (not, ask) _____, he won't help you.

END OF PART A

Page 4 of 13

PART B : READING COMPREHENSION (20 marks)

INSTRUCTION(S) : This part contains only **ONE (1)** section. Answer all questions in the space provided.

INSTRUCTION : Read the passage below and answer all questions in the space provided. (20 marks)

FIRST IMPRESSIONS COUNT

A Traditionally uniforms were — and for some industries still are — manufactured to protect the worker. When they were first designed, it is also likely that all uniforms made symbolic sense - those for the military, for example, were originally intended to impress and even terrify the enemy; other uniforms denoted a hierarchy - chefs wore white because they worked with flour, but the main chef wore a black hat to show he supervised.

B The last 30 years, however, have seen an increasing emphasis on their role in projecting the image of an organisation and in uniting the workforce into a homogeneous unit — particularly in “customer facing” industries, and especially in financial services and retailing. From uniforms and workwear has emerged ‘corporate clothing’. “The people you employ are your ambassadors,” says Peter Griffin, managing director of a major retailer in the UK. “What they say, how they look, and how they behave is terribly important.” The result is a new way of looking at corporate workwear. From being a simple means of identifying who is a member of staff, the uniform is emerging as a new channel of marketing communication.

C Truly effective marketing through visual cues such as uniforms is a subtle art, however. Wittingly or unwittingly, how we look sends all sorts of powerful subliminal messages to other people. Dark colours give an aura of authority while lighter pastel shades suggest approachability. Certain dress style creates a sense of conservatism, others a sense of openness to new ideas. Neatness can suggest efficiency but, if it is overdone, it can spill over and indicate an obsession with power. “If the company is selling quality, then it must have quality uniforms. If it is selling style, its uniforms must be stylish. If it wants to appear innovative, everybody can’t look exactly the same. Subliminally we see all these things,” says Lynn Elvy, a director of image consultants House of Colour.

D But translating corporate philosophies into the right mix of colour, style, degree of branding and uniformity can be a fraught process. And it is not always successful. According to Company Clothing magazine, there are 1000 companies supplying the workwear and corporate clothing market. Of these, 22 account for 85% of total sales - £380 million in 1994.

E A successful uniform needs to balance two key sets of needs. On the one hand, no uniform will work if staff feel uncomfortable or ugly. Giving the wearers a choice has become a key element in the way corporate clothing is introduced and managed. On the other, it is pointless if the look doesn’t express the business’s marketing strategy. The greatest challenge in this respect is time. When it comes to human perceptions, first impressions count. Customers will size up the way staff look in just a few seconds, and that few seconds will colour their attitudes from then on. Those few seconds can be so important that big companies are prepared to invest years, and millions of pounds, getting them right.

F In addition, some uniform companies also offer rental services. "There will be an increasing specialisation in the marketplace," predicts Mr Blyth, Customer Services Manager of a large UK bank. The past two or three years have seen consolidation. Increasingly, the big suppliers are becoming 'managing agents', which means they offer a total service to put together the whole complex operation of a company's corporate clothing package - which includes reliable sourcing, managing the inventory, budget control and distribution to either central locations or to each staff member individually. Huge investments have been made in new systems, information technology and amassing quality assurance accreditations.

G Corporate clothing does have potentials for further growth. Some banks have yet to introduce a full corporate look; police forces are researching a completely new look for the 21st century. And many employees now welcome a company wardrobe. A recent survey of staff found that 90 per cent welcomed having clothing which reflected the corporate identity.

Source: <https://www.ielts-mentor.com/reading-sample/academic-reading/47-ielts-academic-reading-sample-22-first-impressions-count>

QUESTIONS 1 – 7 (1 mark each)

INSTRUCTION(S): Choose the most suitable paragraphs that discuss the points. Write the correct letter **A – G** in the boxes provided.

1. the number of companies providing the corporate clothing market
2. different types of purchasing agreement
3. the original purposes of uniforms
4. the popularity rating of staff uniforms
5. involving employees in the selection of a uniform
6. the changing significance of company uniforms
7. perceptions of different types of dress

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QUESTIONS 8 – 14 (1 mark each)

INSTRUCTION(S): Do the following statements agree with the view of the writer?
Answer **True**, **False**, or **Not Given** to the following questions.

| | |
|------------------|--|
| True | if the statement agrees with the writer's views |
| False | if the statement contradicts the writer's views |
| Not Given | if it is impossible to say what the writer thinks about this |

8. Uniforms were more carefully made in the past than they are today. _____
9. Uniforms make employees feel part of a team. _____
10. Using uniforms as a marketing tool requires great care. _____
11. Being too smart could have a negative impact on customers. _____
12. Most businesses that supply company clothing are successful. _____
13. Uniforms are best selected by marketing consultants. _____
14. Clothing companies are planning to offer financial services in the future. _____
15. Based on the passage, explain two (2) requirements of a successful uniform. (2 marks)

16. In your own opinion, does corporate clothing affect your first impressions of a company? (4 marks)

END OF PART B

PART C : LISTENING (10 marks)

INSTRUCTION(S) : This part contains only **ONE (1)** section. Answer all questions in the space provided.

INSTRUCTIONS : Listen to the recording and complete the form below. The recording will be played **ONCE (1)** only. You are advised to read through all the questions before listening to the recording. Write **NO MORE THAN THREE WORDS** for each answer. (10 marks)

You are going to hear a conversation between a hotel receptionist and a customer who has come to make a booking. An example has been done for you.

QUESTIONS 1 – 6 (1 mark each)

| Hotel Information | |
|--------------------------|---------------------------------|
| <i>Example answer</i> | |
| Name of accommodation: | (0) <i>Carlton Hotel</i> |
| Length of stay: | 3 nights |
| Ages of children: | (1) _____ |
| Rooms available: | Two en-suites at £270 |
| Price inclusive of: | (2) _____ |
| Payment method: | credit card |
| Name: | Michael (3) _____ |
| Date of birth: | (4) _____ 1968 |
| Address: | 273, Stanton Court, London. |
| Post code: | (5) WC2 _____ B |
| Telephone: | 08773 (6) _____ |

QUESTIONS 7 – 10 (1 mark each)

| Transport Options | | | |
|--------------------------|--|--|----------------------------|
| Mode of Transport | Cost | Arrangements | Travel time to town |
| Taxi | Approximately (7) £ _____ | Pick up from the hotel | 10 minutes |
| Bus | £2 per person | Walk down Oak Tree (8) _____ | 15 minutes |
| Walking | ----- | Walk through (9) _____ | (10) _____ |

END OF PART C

