BERJAYA
UNIVERSITY COLLEGE

FACULTY OF EDUCATION AND ARTS
School of Service and Professional Development

FINAL EXAMINATION

Student ID (in Figures)   : [ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ][ ]

Student ID (in Words)   :

Course Code & Name	: **ENG1103 English for Academic Purposes**
Semester & Year	: May – August 2023
Lecturer/Examiner	: Wan Fadli Hazilan bin Wan Rosmidi
Duration	: 2 hours

<u>**INSTRUCTIONS TO CANDIDATES**</u>

1. **This question paper consists of 3 parts:**
    PART A (40 marks) : **READING COMPREHENSION, SUMMARISING & PARAPHRASING**
    Part A consists of **FIVE (5)** sections. Answer **ALL** the questions in the space provided.

    PART B (30 marks) : **GRAMMAR & ACADEMIC WRITING CONVENTIONS**
    Part B consists of **THREE (3)** sections. Answer **ALL** the questions in the space provided.

    PART C (30 marks) : **WRITING**
    Part C consists of only **ONE (1)** section. Choose **ONE (1)** of the topics and write an essay in the space provided.

2. **Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
3. **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.**
4. **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.**

<u>**WARNING:**</u>   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 = 15 pages (Including the cover page)

PART A : READING COMPREHENSION, SUMMARISING & PARAPHRASING
(40 MARKS)

INSTRUCTION(S) : Part A consists of **FIVE (5)** sections. Answer **ALL** the questions in the spaces provided.
_____
Texting the Television.

A   Once upon a time, if a television show with any self-respect wanted to target a young audience, it needed to have an e-mail address. However, in Europe's TV shows, such addresses are gradually substituted by telephone numbers so that audiences can text the show from their mobile phones. Therefore, it comes as no shock that according to Gartner's research, texting has recently surpassed Internet usage across Europe. Besides, among the many uses of text messaging, one of the fastest-growing uses is to interact with television. The statistics provided by Gartner can display that 20% of French teenagers, 11% in Britain and 9% in Germany have responded to TV programmes by sending a text message.

B   This phenomenon can be largely attributed to the rapid growth of reality TV shows such as 'Big Brother', where viewers get to decide the result through voting. The majority of reality shows are now open to text-message voting, and in some shows like the latest series of Norway's 'Big Brother', most votes are collected in this manner. But TV-texting isn't just about voting. News shows encourage viewers to comment by texting messages, game shows enable the audience to be part of the competition, music shows answer requests by taking text messages, and broadcasters set up on-screen chatrooms. TV audiences tend to sit on the sofa with their mobile phones right by their sides, and 'it's a supernatural way to interact' says Adam Daum of Gartner.

C   Mobile service providers charge appreciable rates for messages to certain numbers, which is why TV-texting can bring in a lot of cash. Take the latest British series of 'Big Brother' as an example. It brought about 5.4m text-message votes and £1.35m ($2.1m) of profit. In Germany, MTV's 'Videoclash' encourages the audience to vote for one of two rival videos, and induces up to 40,000 texts per hour, and each one of those texts costs €0.30 ($0.29), according to a consultancy based in Amsterdam. The Belgian quiz show '1 Against 100' had an eight-round texting match on the side, which brought in 110,000 participants in one month, and each of them paid €0.50 for each question. In Spain, a cryptic crossword clue invites the audience to send their answers through text at the expense of €1, so that they can be enrolled in the poll to win a €300 prize. Normally, 6,000 viewers would participate within one day. At the moment, TV-related text messaging takes up a considerable proportion of mobile service providers' data revenues. In July, Mm02 (a British operator) reported an unexpectedly satisfactory result, which could be attributed to the massive text waves created by 'Big Brother'. Providers usually own 40%-50% of the profits from each text, and the rest is divided among the broadcaster, the programme producer and the company which supplies the message-processing technology. So far, revenues generated from text messages have been an indispensable part of the business model for various shows. Obviously, there has been grumbling that the providers take too much of the share. Endemol, the Netherlands-based production firm that is responsible for many reality TV shows including 'Big Brother', has begun constructing its own database for mobile-phone users. It plans to set up a direct billing system with the users and bypass the providers.

D   How come the combination of television and text message turns out to be this successful? One crucial aspect is the emergence of one-of-a-kind four-, five- or six-digit numbers known as 'short codes'. Every provider has control over its own short codes, but not until recently have they come to realise that it would make much more sense to work together to offer short codes compatible with all networks. The emergence of this universal short codes was a game-changer, because short codes are much easier to remember on the screen, according to Lars Becker of Flytxt, a mobile-marketing company.

E   Operators' co-operation on enlarging the market is a larger trend, observes Katrina Bond of Analysys, a consultancy. When challenged by the dilemma between holding on tight to their margins and permitting the emergence of a new medium, no provider has ever chosen the latter. WAP, a technology for mobile-phone users to read cut-down web pages on their screens, failed because of service providers' reluctance towards revenue sharing with content providers. Now that they've learnt their lesson, and they are altering the way of operating. Orange, a French operator, has come such a long way as to launch a rate card for sharing revenue of text messages, a new level of transparency that used to be unimaginable.

F   At a recent conference, Han Weegink of CMG, a company that offers the television market text-message infrastructure, pointed out that the television industry is changing in a subtle yet fundamental way. Instead of the traditional one-way presentation, more and more TV shows are now getting viewers' reactions involved. Certainly, engaging the audiences more has always been the promise of interactive TV. An interactive TV was originally designed to work with exquisite set-top devices, which could be directly plugged into the TV. However, as Mr Daum points out, that method was flawed in many ways. Developing and testing software for multiple and incompatible types of set-top box could be costly, not to mention that the 40% (or lower) market penetration is below that of mobile phones (around 85%). What's more, it's quicker to develop and set up apps for mobile phones. 'You can approach the market quicker, and you don't have to go through as many greedy middlemen,' Mr Daum says. Providers of set-top box technology are now adding texting function to the design of their products.

G   The triumph of TV-related texting reminds everyone in the business of how easily a fancy technology can all of a sudden be replaced by a less complicated, lower-tech method. That being said, the old-fashioned approach to interactive TV is not necessarily over; at least it proves that strong demands for interactive services still exist. It appears that the viewers would sincerely like to do more than simply stare at the TV screen. After all, couch potatoes would love some thumb exercises.

SECTION (1)-Labelling Information (7 marks)

INSTRUCTION(S): Read the passage above carefully. The passage has **SEVEN (7)** paragraphs labelled **A - G**. Which paragraph contains the following information? Write the correct letter **A – G** in the boxes provided.

1. An application of short codes on the TV screen

2. The trend that profitable games are gaining more concerns

3. Factors relevant to the rapid increase in interactive TV

4. The revenue gained and bonus share

5. The possibility of complex technology being replaced by simpler ones

6. The mind change of set-top box providers

7. An overview of a fast-growing business

SECTION (2)-Matching Information (5 marks)

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 claims of the writer
False	if the statement contradicts the claims of the writer
Not Given	if there is no information on this

1. CMG offered mobile phone message technology. _____

2. Mm02 did not earn considerable amount of money through a famous programme.

   _____

3. The view that short codes are convenient to remember is expressed by Flytxt. _____

4. Endemol did not build their own mobile phone operating applications. _____

5. Gartner indicated that it is easy for people to upload their video online. _____

SECTION (3)-Multiple Choice Questions (3 marks)

INSTRUCTION(S): Based on the passage above, circle the correct answer, **A**, **B**, **C** or **D**.

SECTION (4)-Matching: Word and Meaning (10 marks)

INSTRUCTION(S): Find a word from paragraphs **A-G** to match each description below.

1. A word that describes something to be greater or pass a limit. **(Paragraph A)** (1 mark)

    _____

2. A word that describes something that cannot be explained scientifically. **(Paragraph B)** (1 mark)

    _____

3. A word that describes something mysterious and difficult to understand. **(Paragraph C)** (1 mark)

    _____

4. A word that describes something being complained in an annoyed way. **(Paragraph C)** (1 mark)

    _____

5. A word that describes being able to exist or be used with something else. **(Paragraph D)** (1 mark)

    _____

6. A word that describes unwillingness to do something. **(Paragraph E)** (1 mark)

    _____

7. A word that describes an activity being done in an open way or having no secret. **(Paragraph E)**
    (1 mark)

    _____

8. A word that describes something that is not obvious in any way. **(Paragraph F)** (1 mark)

    _____

9. A word that describes something that is beautiful or admirable. **(Paragraph F)** (1 mark)

    _____

10. A word that describes a great victory or achievement. **(Paragraph G)** (1 mark)

    _____

SECTION (5) – Summarising & Paraphrasing (15 marks)

INSTRUCTION(S): Based on the reading passage in Part A, summarise and paraphrase the following sentences using your own words.

1. Among the many uses of text messaging, one of the fastest-growing uses is to interact with television.

   (3 marks)

   _____

   _____

2. So far, revenues generated from text messages have been an indispensable part of the business model for various shows. (3 marks)

   _____

   _____

3. When challenged by the dilemma between holding on tight to their margins and permitting the emergence of a new medium, no provider has ever chosen the latter. (3 marks)

   _____

   _____

4. Instead of the traditional one-way presentation, more and more TV shows are now getting viewers' reactions involved. (3 marks)

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   _____

5. The triumph of TV-related texting reminds everyone in the business of how easily a fancy technology can all of a sudden be replaced by a less complicated, lower-tech method. (3 marks)

   _____

   _____

END OF PART A

PART B   : GRAMMAR & ACADEMIC WRITING CONVENTIONS (30 marks)
INSTRUCTION(S) : Part B consists of **THREE (3)** sections. Answer **ALL** the questions in the space provided.

_____

SECTION (1) – Active and Passive Voice (10 marks)

INSTRUCTION(S): Change the active sentences into passive sentences and circle the correct answer.

SECTION (2) – Tenses (10 marks)

INSTRUCTION(S): Fill in the blanks with the correct form of verbs and choose the correct answer.

SECTION (3) – Academic Writing Conventions / Formal Language (10 marks)

INSTRUCTION(S): Convert the informal sentences given to formal sentences.

1. "Can you help me with this?"

    _____

2. "Hey, what's up?"

    _____

3. "Do you mind if I borrowed your pen?"

    _____

4. "Can you give me a hand?"

    _____

5. "Can I ask about the status of my application?"

    _____

6. "Sorry for any inconvenience."

    _____

7. "Thanks a bunch!"

    _____

8. "Can you please stop making noise?"

    _____

9. "Can you meet me at 2 p.m.?"

    _____

10. "Can you let me know if the party is still on?"

    _____

END OF PART B

PART C : WRITING (30 marks)

INSTRUCTION(S) : Part C consists of only **ONE (1)** section. Choose **ONE (1)** of the topics and write an essay in the space provided.

_____

SECTION (1) – Essay Writing (30 marks)

INSTRUCTION(S): Choose **ONE** of the topics below and write a **300– word** essay in the space provided.

Topic 1:	**To what extent does the current generation rely too heavily on technology, and what are the potential consequences?**
Topic 2:	**Should the current generation prioritise experiences and personal development over material possessions and financial success?**
Topic 3:	**Is the current generation more socially and politically engaged than previous generations, or are they becoming more apathetic and disconnected?**

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END OF EXAMINATION PAPER