



Faculty of Liberal Arts

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **ENG1003 English for Foundation Studies 1**
 Trimester & Year : May – August 2018
 Lecturer/Examiner : Vijayamalini Sathasivam
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 3 parts:**
 - PART A (30 marks) : Reading Comprehension & Vocabulary** – There are **TWO (2)** sections in this part. Answer both sections. Write your answers in the answer booklet.
 - PART B (30 marks) : Grammar** – There are **THREE (3)** sections in this part. Answer **ALL** sections. Write your answers in the answer booklet.
 - PART C (40 marks) : Writing** – There are **TWO (2)** sections in this part. Answer both questions. Read the instructions carefully and write your answers in the answer booklet.
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.**

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 = 10 (Including the cover page)

PART A : **READING COMPREHENSION & VOCABULARY (30 marks)**
INSTRUCTION(S) : There are **TWO (2)** sections in this part. Answer both sections. Write your answers in the answer booklet.

SECTION 1: (20 marks)

Read the passage carefully and answer all questions. Answers are to be written in the answer booklet.

Consumer behaviour

- A 'Consumer behaviour' is the behaviour that consumers display in seeking, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their personal needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time and effort) on products and services. Consumer behaviour includes both mental decisions and the physical actions that result from those decisions. Although some social scientists limit their understanding of 'behaviour' to observable actions, it is apparent that the reasons and decisions behind the actions involved in human (and consumer) behaviour are as important to investigate as the actions themselves.
- B People engage in activities for many purposes other than consumption but, when acting as a customer, individuals have just one goal in mind – to obtain goods and services that meet their needs and wants. All consumers face varying problems associated with acquiring products to sustain life and provide for some comforts. Because solutions to these problems are vital to the existence of most people, and the economic well-being of all, they are usually not taken lightly. The process is complex, as choices must be made regarding what, why, how, when, where and how often to buy an item.
- C Take, for instance, the product bottled water – a multimillion-dollar industry. A study of consumption behaviour in this area would investigate what kinds of consumers buy bottled water, and why, when and where they buy it. The study might find that, among some consumers, the growing use of bottled water is tied to concerns with fitness; and, among others, with the quality of tap water. It might find that domestic brands have a totally different image from imported brands, and that the reasons and occasions for usage vary among consumers. By contrast, a more durable product such as a document scanner would have a very different target market. What kinds of consumers buy, or would buy, a scanner for home use? What features do they look for? How much are they willing to pay? How many will wait for prices to come down? The answers to these questions can be found through consumer research, and would provide scanner manufacturers with important input for product design modification and marketing strategy.
- D The word 'consumer' is often used to describe two different kinds of consuming entities; the personal consumer and the organisational consumer. The personal consumer buys goods and services for his or her own use (e.g. shaving cream), for the use of the whole household (television set), for another member of the household (a shirt or electronic game) or as a gift for a friend (a book). In all these contexts, the goods are bought for final use by individuals who are referred to as 'end-users' or 'ultimate consumers'.

- E The second category of consumer includes profit and non-profit businesses, public sector agencies (local and national) and institutions (schools, churches, prisons), all of which buy products, equipment and services in order to run their organisations. Manufacturing companies must buy the raw materials and other components to manufacture and sell their products; service companies must buy the equipment necessary to render the services they sell; government agencies buy the office products needed to operate agencies; institutions must buy the materials they need to maintain themselves and their populations.
- F The person who purchases a product is not always the sole user of the product. Nor is the purchaser necessarily the person who makes the decision or pays for the product. Thus the marketplace activities of individuals entail three functions, or roles, as part of the processes involved in consumer behaviour. The three functions are the consumer, the person who consumes or uses the product or service; the purchaser, the person who undertakes the activities to obtain the product or service; and the payer, the person who provides the money or other object of value to obtain the product or service. Marketers must decide whom to direct their marketing efforts toward. For some products or services, they must identify the person who is most likely to influence the decision. Some marketers believe that the buyer of the products is the best prospect; others believe it is the user of the product, while still others play it safe by directing their promotional efforts to both buyers and users. For example, some toy manufacturers advertise their products on children's television shows to reach the users, others advertise in magazines to reach the buyers, and others run dual campaigns designed to reach both children and their parents.
- G In addition to studying how consumers use the products they buy, consumer researchers are also interested in how individuals dispose of their once-new purchases when they are finished with them. The answer to this question is important to marketers; as they must match production to the frequency with which consumers buy replacements. It is also important to society as a whole, as solid waste disposal has become a major environmental problem that marketers must address in their development of products and packaging. Recycling is no longer a sufficient response to the problem. Many manufacturers have begun to remanufacture old components to install in new products, because remanufacturing is often cheaper, easier and more efficient than recycling.

Source: Short, J., 2014. *Reading for IELTS: Consumer Behaviour*. 1st ed. London: MacMillan.

Questions 1 – 5 (5marks)

Which paragraph contains the following information? Write the correct letter, A–G, in boxes 1–5 in the answer booklet provided.

1.	a description of the organisational consumer	
2.	the reason why customers take purchasing decisions seriously	
3.	reference to a way of re-using materials	
4.	ways of exposing products to a range of potential customers	
5.	a term used to describe someone who buys for the family	

Questions 6 - 10 (5 marks)

The statements below are either true or false. Write **(T)** for True or **(F)** for False in the answer booklet provided based on the passage above.

6.	Consumers have just one goal in mind – to obtain goods and services that meet their needs and wants.	
7.	All consumers do not face problems while acquiring products.	
8.	Individual users are categorised as “end-users” only.	
9.	Servicing companies must buy the raw materials and other components to service and sell their products.	
10.	Government agencies buy the office products needed to operate agencies.	

Questions 11 – 13 (10 marks)

Write your answers in the answer booklet provided.

11. Based on the passage, identify the type of decisions included in consumer behaviour?

(2 marks)

12. Based on the passage, discuss the relationship between consumer and consumption behaviour.

(4 marks)

13. In your own words, summarise the efforts marketers need in their development of products and packaging.

(4 marks)

SECTION 2: (10 marks)

Look up the meanings for the underlined word in each sentence. Find the definition that best fits the meaning of the sentence. Write M1 for meaning number 1, M2 for meaning number 2 or M3 for meaning number 3. Answers are to be written in the answer booklet.

Partner (n)	1 one of two people who are married or who live together 2 one of the owners of a business
Boundaries (n)	1 the real or imaginary line that marks the edge of a state, country 2 the limit of what is acceptable or thought to be possible
Accept (v)	1 to take something that someone offers you, or to agree to do something that someone asks you to do 2 to decide that there is nothing you can do to change a difficult and unpleasant situation or fact and continue with your normal life 3 to allow someone to become part of a group, society, or organisation, and to treat them in the same way as the other members
Brush (v)	1 to clean something or make something smooth and tidy using a brush 2 to touch someone or something lightly when passing them 3 to put a liquid onto something using a brush
Practice (n)	1 action rather than ideas 2 a way of doing something that it is the usual or expected way in a particular organisation or situation 3 a thing that is done regularly; a habit or a custom

1. Tom Cruise and Katie Holmes have to accept that this is not an ideal world. _____
2. Jessica Biel is a partner in a law firm. _____
3. Don't forget to brush your teeth. _____
4. It is his practice to read several books a week. _____
5. James Bond accepted the invitation to stay with us. _____
6. The work is done within the boundaries of the law. _____
7. I felt her hair brush against my arm. _____
8. Brad Pitt should discuss his relationship with his partner. _____
9. We would need their agreement to build outside the city boundaries. _____
10. Lady Gaga is determined to put her new ideas into practice. _____

END OF PART A

PART B : **GRAMMAR (30 marks)**

INSTRUCTION(S) : There are **THREE (3)** sections in this part. Answer **ALL** sections. Write your answers in the answer booklet.

SECTION 1: (10 marks)

Write the following sentences in reported speech. You must start your sentence with the words in parentheses.

1. "I don't like my new flat." (Kenny said ...) (2 marks)

2. "I am reading a book." (John explained ...) (2 marks)

3. "I saw you at the station." (Kim told me...) (2 marks)

4. "I have been to Australia." (My aunt told me...) (2 marks)

5. "I had just finished the cakes." (Ali claimed...) (2 marks)

SECTION 2: (10 marks)

Rewrite the following sentences into the passive voice.

1. Many people begin new projects in January. (2 marks)

2. My mother is talking to a stranger. (2 marks)

3. He loved his friends very much. (2 marks)

4. They have built a house. (2 marks)

5. Had she invited them? (2 marks)

SECTION 3: (10 marks)

Combine the two sentences into one using the conjunction in parentheses.

1. My sister has many friends. She has not found a special one. (while) (2 marks)

2. John is only eight years old. He can play the piano very well. (although) (2 marks)

3. Jamilah will work late. In fact, she will work until 9.00 p.m. (until) (2 marks)

4. I will never go to that restaurant again. I will live a long time. (as long as) (2 marks)

5. Anita studied a lot. She still got a very low grade. (even though) (2 marks)

END OF PART B

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

INSTRUCTION(S) : There are **TWO (2)** sections in this part. Answer both questions. Read the instructions carefully and write your answers in the answer booklet.

SECTION 1 :(10 marks)

Instruction: Use the template provided to write an outline for the topic below. Answers are to be written in the answer booklet.

Topic: causes and effects of obesity in children

Thesis Statement (2 marks)

Topic Sentence 1 (2 marks)

Topic Sentence 2 (2 marks)

Topic Sentence 3 (2 marks)

Concluding Sentence (2 marks)

SECTION 2: (30 marks)

- Based on the outline you have developed in Section 1, write the following paragraphs on the same topic:
 - i. **ONE (1)** introductory paragraph
 - ii. **THREE (3)** body paragraphs
 - iii. **ONE (1)** concluding paragraph

- Your writing must be approximately 300 words. Answers are to be written in the answer booklet.

END OF EXAM PAPER