



DEPARTMENT OF GENERAL STUDIES

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 12 empty boxes]

Student ID (in Words) : _____

Course Code & Name : ENG1103 English for Academic Purposes
Trimester & Year : May - August 2019
Lecturer/Examiner : Ahmadiliman Ibrahim
Duration : 2 hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 3 parts:
PART A (40 marks) : READING COMPREHENSION, SUMMARISING & PARAPHRASING
PART B (30 marks) : GRAMMAR & ACADEMIC WRITING CONVENTIONS
PART C (30 marks) : WRITING
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
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 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.

Video game research

- A** Although video games were first developed for adults, they are no longer exclusively reserved for the grown ups in the home. In 2006, Rideout and Hamel reported that as many as 29 percent of preschool children (children between two and six years old) in the United States had played console video games, and 18 percent had played hand-held ones. Given young children's insatiable eagerness to learn, coupled with the fact that they are clearly surrounded by these media, we predict that preschoolers will both continue and increasingly begin to adopt video games for personal enjoyment. Although the majority of gaming equipment is still designed for a much older target audience, once a game system enters the household it is potentially available for all family members, including the youngest. Portable systems have done a particularly good job of penetrating the younger market.
- B** Research in the video game market is typically done at two stages: some time close to the end of the product cycle, in order to get feedback from consumers, so that a marketing strategy can be developed; and at the very end of the product cycle to 'fix bugs' in the game. While both of those types of research are important, and may be appropriate for dealing with adult consumers, neither of them aids in designing better games, especially when it comes to designing for an audience that may have particular needs, such as preschoolers or senior citizens. Instead, exploratory and formative research has to be undertaken in order to truly understand those audiences, their abilities, their perspective, and their needs. In the spring of 2007, our preschool-game production team at Nickelodeon had a hunch that the Nintendo DS - with its new features, such as the microphone, small size and portability, and its relatively low price point - was a ripe gaming platform for preschoolers. There were a few games on the market at the time which had characters that appealed to the younger set, but our game producers did not think that the game mechanics or design were appropriate for preschoolers. What exactly preschoolers could do with the system, however, was a bit of a mystery. So we set about doing a study to answer the query: What could we expect preschoolers to be capable of in the context of hand-held game play, and how might the child development literature inform us as we proceeded with the creation of a new outlet for this age group?
- C** Our context in this case was the United States, although the games that resulted were also released in other regions, due to the broad international reach of the characters. In order to design the best possible DS product for a preschool audience we were fully committed to the ideals of a 'user-centered approach', which assumes that users will be at least considered, but ideally consulted during the development process. After all, when it comes to introducing a new interactive product to the child market, and particularly such a young age group within it, we believe it is crucial to assess the range of physical and cognitive abilities associated with their specific developmental stage.

- D** Revelle and Medoff (2002) review some of the basic reasons why home entertainment systems, computers, and other electronic gaming devices, are often difficult for preschoolers to use. In addition to their still developing motor skills (which make manipulating a controller with small buttons difficult), many of the major stumbling blocks are cognitive. Though preschoolers are learning to think symbolically, and understand that pictures can stand for real-life objects, the vast majority are still unable to read and write. Thus, using text-based menu selections is not viable. Mapping is yet another obstacle since preschoolers may be unable to understand that there is a direct link between how the controller is used and the activities that appear before them on screen. Though this aspect is changing, in traditional mapping systems real life movements do not usually translate into game-based activity.
- E** Over the course of our study, we gained many insights into how preschoolers interact with various platforms, including the DS. For instance, all instructions for preschoolers need to be in voice-over, and include visual representations, and this has been one of the most difficult areas for us to negotiate with respect to game design on the DS. Because the game cartridges have very limited memory capacity, particularly in comparison to console or computer games, the ability to capture large amounts of voice-over data via sound files or visual representations of instructions becomes limited. Text instructions take up minimal memory, so they are preferable from a technological perspective. Figuring out ways to maximise sound and graphics files, while retaining the clear visual and verbal cues that we know are critical for our youngest players, is a constant give and take.
- F** Another of our findings indicated that preschoolers may use either a stylus, or their fingers, or both although they are not very accurate with either. One of the very interesting aspects of the DS is that the interface, which is designed to respond to stylus interactions, can also effectively be used with the tip of the finger. This is particularly noteworthy in the context of preschoolers for two reasons. Firstly, as they have trouble with fine motor skills and their hand-eye coordination is still in development, they are less exact with their stylus movements; and secondly, their fingers are so small that they mimic the stylus very effectively, and therefore by using their fingers they can often be more accurate in their game interactions.

Adapted from (<https://ieltsolinetests.com/ielts-practice-tests-plus-3>)

SECTION (1)-Labelling Information (4 marks)

INSTRUCTION(S): Read the passage above carefully. The passage has **SIX (6)** paragraphs labelled **A - F**. Which paragraph contains the following information? Write the correct letter **A – F** in the boxes provided.

1. Availability of a better controller option
2. The relationship between controller and the screen
3. Factors to consider about cartridge limitation
4. Research conducted to understand the targeted demographics.

SECTION (2)-Matching Information (7 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. Video game use amongst preschool children is higher in the US than in other countries. _____
2. The proportion of preschool children using video games is likely to rise. _____
3. Parents in the US who own gaming equipment generally allow their children to play with it.

4. The type of research which manufacturers usually do is aimed at improving game design.

5. Both old and young games consumers require research which is specifically targeted. _____
6. Preschool children find many electronic games difficult, because neither their motor skills nor their cognitive skills are sufficiently developed. _____
7. Certain types of control are hard for these children to manipulate, for example, motion control can be more effective than styluses. _____

SECTION (3)-Multiple Choice Questions (4 marks)

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

1. In 2007, what conclusion did games producers at Nickelodeon come to?
 - A. The preschool market was unlikely to be sufficiently profitable.
 - B. One of their hardware products would probably be suitable for preschoolers.
 - C. Games produced by rival companies were completely inappropriate for preschoolers.
 - D. They should put their ideas for new games for preschoolers into practice.

2. The study carried out by Nickelodeon _____ .
 - A. was based on children living in various parts of the world
 - B. focused on the kinds of game content which interests preschoolers
 - C. investigated the specific characteristics of the target market
 - D. led to products which appealed mainly to the US consumers

3. Which problem do the writers highlight concerning games instructions for young children?
 - A. Spoken instructions take up a lot of the available memory.
 - B. Written instructions have to be expressed very simply.
 - C. The children do not follow instructions consistently.
 - D. The video images distract attention from the instructions.

4. Which best describes the reading passage?
 - A. An overview of video games software for the preschool market.
 - B. Researching and designing video games for preschool children.
 - C. The effects of video games on the behaviour of young children.
 - D. Assessing the impact of video games on educational achievement.

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

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

1. A word that describes enthusiasm to do something. (Paragraph A) (1 mark)

2. A word that describes reaction or response about something. (Paragraph B) (1 mark)

3. A word that describes a feeling or guess about something based on intuition. (Paragraph B) (1 mark)

4. A word that describes something as interesting or attractive.(Paragraph B) (1 mark)

5. A word that describes someone as being advised about information. (Paragraph C) (1 mark)

6. A word that describes as repeated mistakes faced. (Paragraph D) (1 mark)

7. A word that describes something that blocks or hinders progress. (Paragraph D) (1 mark)

8. A word that describes something to reach an agreement or compromise by discussion. (Paragraph E) (1 mark)

9. A word that describes something to be remained or maintained. (Paragraph E) (1 mark)

10. A word that describes something as significant or notable. (Paragraph F) (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. Although the majority of gaming equipment is still designed for a much older target audience, once a game system enters the household it is potentially available for all family members, including the youngest. (3 marks)

2. There were a few games on the market at the time which had characters that appealed to the younger set, but our game producers did not think that the game mechanics or design were appropriate for preschoolers. (3 marks)

3. Though preschoolers are learning to think symbolically, and understand that pictures can stand for real-life objects, the vast majority are still unable to read and write. (3 marks)

4. Because the game cartridges have very limited memory capacity, particularly in comparison to console or computer games, the ability to capture large amounts of voice-over data via sound files or visual representations of instructions becomes limited. (3 marks)

5. Another of our findings indicated that preschoolers may use either a stylus, or their fingers, or both although they are not very accurate with either. (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.

1. Mandy shook her head after shower. (2 marks)

2. Amy sings to Zach at the karaoke place. (2 marks)

3. The owner is selling peaches to the children. (2 marks)

4. Armand grinds the coffee beans twice a day. (2 marks)

5. Dwayne will forget Alexa after their graduation. (2 marks)

SECTION (2) – Tenses (10 marks)

INSTRUCTION(S): Fill in the blanks with the correct tense forms for verbs: **Simple Past** or **Present Perfect**.

1. The salesman (wait) _____ at the front door for twenty minutes.
2. Carmen (freeze) _____ the fish since last week.
3. Natasha (dig) _____ the grave for her cat an hour ago.
4. Jones (break) _____ three clocks since summer.
5. Roy (sleep) _____ on the couch a short time ago.
6. Marvin (wear) _____ his shoes for two years.
7. Hank (steal) _____ Suzie’s purse earlier this morning.
8. Michelle (think) _____ about Eric yesterday.
9. Elle (tear) _____ her written assignment last night.
10. So far, Randall (drive) _____ his new car five times to Ipoh.

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

INSTRUCTION(S): Reconstruct the following sentences into formal forms.

1. Otto takes off the shoes before entering Mable’s crib. (2 marks)

2. Blake was dared to ask out Ryan for dinner tonight. (2 marks)

3. Some thugs beat up Greg while he was sleeping. (2 marks)
