

**FORM TP 2010154**



TEST CODE **02114010**

MAY/JUNE 2010

**CARIBBEAN EXAMINATIONS COUNCIL**

**ADVANCED PROFICIENCY EXAMINATION**

**COMMUNICATION STUDIES**

**PAPER 01/A**

*1 hour*

**INSTRUCTIONS TO CANDIDATES**

1. Answer ALL questions.
2. Write your answer to each question in the space provided.
3. Notes or other textual materials are not allowed in the examination room.

**SECTION A**

**MODULE 1 – GATHERING AND PROCESSING INFORMATION**

**Questions 1 - 2**

**Read the scenario below then answer the questions that follow.**

A group of Food and Nutrition students at Baxter High School is doing research on the nutritional value of food consumed by the student body at lunch time.

- 1.** (a) List TWO methods, other than a questionnaire, that would be suitable for gathering data for this research.

Method 1 \_\_\_\_\_

Method 2 \_\_\_\_\_

**[ 2 marks]**

- (b) State ONE strength and ONE weakness of EACH method listed in 1 (a) above.

Strength of Method 1 \_\_\_\_\_

\_\_\_\_\_

Weakness of Method 1 \_\_\_\_\_

\_\_\_\_\_

Strength of Method 2 \_\_\_\_\_

\_\_\_\_\_

Weakness of Method 2 \_\_\_\_\_

\_\_\_\_\_

**[ 4 marks]**

- (c) Suggest TWO reasons why a questionnaire may NOT be suitable for collecting data for this research.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

**[ 2 marks]**

**Total 8 marks**

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2. (a) Outline THREE types of data that the researchers might want to obtain from the students.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_

[ 3 marks]

(b) Name FOUR sources, other than the students themselves, that could provide data on the consumption of nutritious lunch choices at the school.

- (i) \_\_\_\_\_
- (ii) \_\_\_\_\_
- (iii) \_\_\_\_\_
- (iv) \_\_\_\_\_

[ 4 marks]

**Total 7 marks**

**Module Total 15 marks**

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**SECTION B**

**MODULE 2 – LANGUAGE AND COMMUNITY**

**Questions 3 - 6**

3. (a) **Read the lyrics of the calypso below then answer the questions that follow.**

Dey say ah too young to soca.  
Dey say ah playin with fire.  
Dey say ah too young to boogie.  
Dey say ah come in too early.  
Tell dem ah feelin to soca.

List FOUR linguistic features in this calypso that are NOT features of Standard English.

- (i) \_\_\_\_\_  
(ii) \_\_\_\_\_  
(iii) \_\_\_\_\_  
(iv) \_\_\_\_\_

[ 4 marks]

- (b) In the table below, indicate the appropriate registers for the situations given.

Situations	Registers
(i) Swearing in of government officials	
(ii) A conversation between patient and doctor	
(iii) Friends having a discussion	

[ 3 marks]

**Total 7 marks**

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4. Read the poem below then answer the questions that follow.

Ah hear dem say Creole is wrong,  
It only good for stage and folk song.  
To use it mean yuh didn go to school  
An if yuh talk it too much yuh go look like a fool.

Well ah eh believe in all da *comess*\*!  
In my opinion my creole is de bess.  
Ah know in my country it have it time and place,  
But ah doh think dat using it is a waste.

\**comess* - confusion

- (a) List TWO differing attitudes to Creole that are revealed in the poem.

(i) \_\_\_\_\_

(ii) \_\_\_\_\_

[ 2 marks]

- (b) State TWO social factors that might contribute to EACH of the attitudes in your response to 4 (a) above.

Attitudes	Social Factors
	(i) _____
	(ii) _____
	(i) _____
	(ii) _____

[ 4 marks]

- (c) State TWO other media, apart from a poem, in which Creole is used.

(i) \_\_\_\_\_

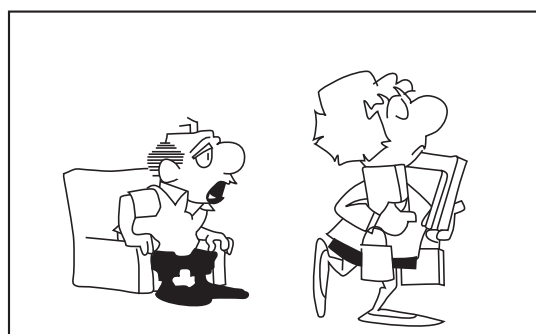
(ii) \_\_\_\_\_

[ 2 marks]

**Total 8 marks**

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5. Study the cartoon below then answer the questions that follow.



“LIVING GREEN\* DOESN'T MEAN SPENDING MORE  
MONEY, LORETTA!”

\**Green* is a term that is often used to refer to American currency.

“*The Lockhorns*”. King Features Syndicate Inc., 2007.

- (a) (i) For what purpose is language used in this cartoon?

\_\_\_\_\_  
[ 1 mark ]

- (ii) List TWO other purposes for which language is used.

(1) \_\_\_\_\_

(2) \_\_\_\_\_

[ 2 marks]

- (b) (i) Which dialectal variety is being used in this cartoon?

\_\_\_\_\_  
[ 1 mark ]

- (ii) List THREE situations in which the use of the dialectal variety in 5 (b) (i) above is preferred.

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

[ 3 marks]

**Total 7 marks**

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6. You are required to address your local community on the use of illegal drugs.

- (a) (i) List THREE pieces of technology that you would use to aid in presenting your address.

(1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_

[ 3 marks]

- (ii) Explain the purpose of ONE of the pieces of technology listed in 6 (a) (i) above.

Piece of technology \_\_\_\_\_

Purpose \_\_\_\_\_

\_\_\_\_\_

[ 2 marks]

- (b) (i) Identify TWO audiovisual aids you would use in your presentation if you were addressing **only** five-year-olds.

(1) \_\_\_\_\_

(2) \_\_\_\_\_

[ 2 marks]

- (ii) Give a reason for using ONE of the audiovisual aids identified in 6 (b) (i) above.

Audiovisual aid \_\_\_\_\_

Reason \_\_\_\_\_

[ 1 mark ]

**Total 8 marks**

**Module Total 30 marks**

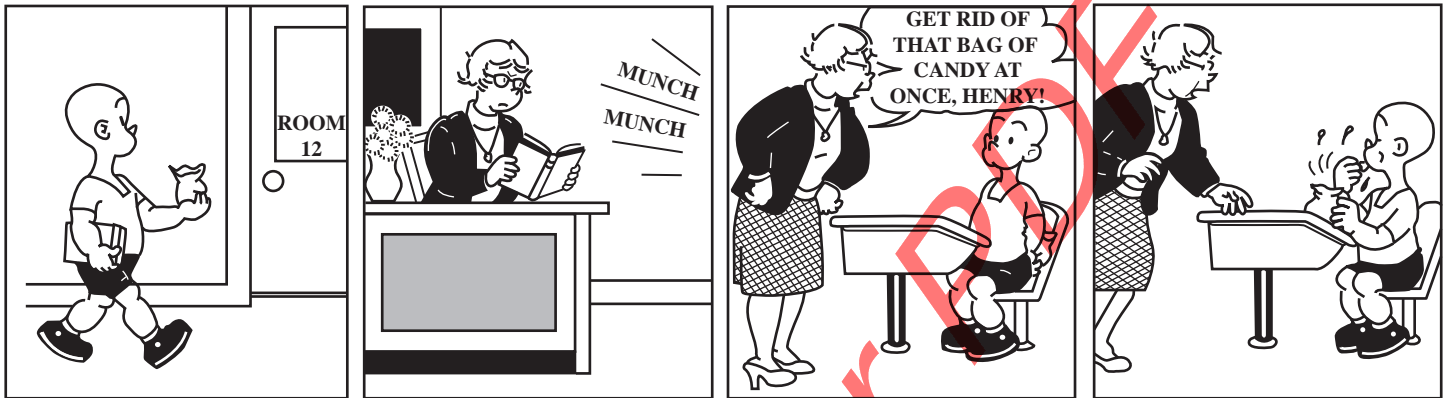
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SECTION C

MODULE 3 – SPEAKING AND WRITING

Questions 7 - 10

7. Study the cartoon below then answer the questions that follow.



“Henry”. King Features Syndicate Inc., 2007.

- (a) List FOUR elements in the communication process that are implied in the cartoon above.

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_
- (4) \_\_\_\_\_

[ 4 marks]

- (b) List THREE non-verbal communicative behaviours that are evident.

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_
- (3) \_\_\_\_\_

[ 3 marks]

- (c) Identify ONE barrier that influences Henry’s response.

\_\_\_\_\_

[ 1 mark ]

**Total 8 marks**

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8. Trevor could not understand why he did not get the job at the reputable accounting firm. He possessed excellent qualifications and had felt comfortable during the interview. Besides, he had worn his best pair of jeans and brand-name sneakers. You told him that his dress was inappropriate.

(a) Suggest THREE occasions on which his attire would have been appropriate.

- (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_

[ 3 marks]

(b) Give THREE examples of a formal communicative context.

- (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_

[ 3 marks]

**Total 6 marks**

9. Ann wants to write an essay on global warming but does not know how to begin.

(a) List FOUR pre-writing tasks that Ann needs to complete during the planning stage.

- (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_  
(4) \_\_\_\_\_

[ 4 marks]

(b) State TWO functions that essay writing facilitates. Give an example of EACH function.

Functions	Examples
(i)	
(ii)	

[ 4 marks]

**Total 8 marks**

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10. Study the cartoon below then answer the questions that follow.



“PEARLS BEFORE SWINE” © Stephan Pastis/Dist. by United Feature Syndicate, Inc.

It is clear that the pig did NOT receive the message clearly.

(a) List TWO factors that might have led to a breakdown in the communication process.

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_

[ 2 marks]

(b) State TWO ways by which communication could have been improved.

- (1) \_\_\_\_\_
- (2) \_\_\_\_\_

[ 2 marks]

(c) State ONE communication strategy you would use for EACH of the following scenarios.

Scenarios	Strategies
i. Giving directions from your school to your home	i.
ii. Expressing disapproval of a class-mate who is cheating during an examination	ii.
iii. Persuading a shy friend to join a dance class	iii.
iv. Congratulating a friend on his/her success at examinations	iv.

[ 4 marks]

Total 8 marks

Module Total 30 marks

END OF TEST

02114010/CAPE 2010