

FORM TP 2012158



TEST CODE **02114010**

MAY/JUNE 2012

CARIBBEAN EXAMINATIONS COUNCIL

ADVANCED PROFICIENCY EXAMINATION

COMMUNICATION STUDIES

Paper 01A

1 hour 15 minutes

READ THE FOLLOWING INSTRUCTIONS CAREFULLY.

1. This paper consists of TEN questions.
2. Answer **ALL** questions.
3. Write your answers to each question in the space provided.
4. Notes or other textual materials are not allowed in the examination room.

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02114010/CAPE 2012

SECTION A

MODULE 1 – GATHERING AND PROCESSING INFORMATION

Questions 1 – 2

Study the situation below and then answer the questions that follow.

Mr David Henry is in charge of discipline at Kingsman High School. He realizes that a large percentage of the student population is sent to his office on a daily basis for not doing homework. He would like to research the reasons for this situation in order to assist the teachers and students in dealing with the problem of not doing homework.

- 1.** (a) Identify TWO methods of data collection that Mr Henry can use for his research.

Method 1 _____

Method 2 _____

[2 marks]

- (b) State ONE advantage and ONE disadvantage for ONE of the data collection methods identified in (a) above.

Method _____

Advantage _____

Disadvantage _____

[4 marks]

- (c) Identify ONE activity that Mr Henry can engage in to ensure validity of the data.

[1 mark]

Total 7 marks

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2. Rhea and Mariah are conducting research on teenage pregnancy for their Social Studies project. They are discussing the sources they can use for data and information.

Rhea: I discovered a website on teenage pregnancy in America. That is all we need.

Mariah: That may not be adequate since we have to look at pregnant teenagers in the Caribbean as well. I suggest that we look at the local production of "Teenage Mother" on television. Sometimes there are interviews with actual teenage mothers on the television programme.

- (a) In the dialogue, identify

- (i) a source of primary data.

- (ii) a source of both primary data and secondary information.

[2 marks]

- (b) State how the TWO sources identified in (a) (ii) above may be useful to the research.

- (i) Source _____

Usefulness _____

- (ii) Source _____

Usefulness _____

[4 marks]

- (c) Identify TWO other sources from which the students may collect data for the research.

- (i) _____

- (ii) _____

[2 marks]

Total 8 marks

Module Total 15 marks

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SECTION B

MODULE 2 – LANGUAGE AND COMMUNITY

Questions 3 – 6

3. Read the extract below and then answer the questions that follow.

Toolwa asked Gobin if he thought Hoolcharran would leave anything for Harry. “Harry disappoint he bad,” said Toolwa.

“Me can’t tell you, Toolwa,” said Gobin, shaking his head patiently. “Only he lawyer can tell you wha he leff and wha he ain leff.”

Toolwa glanced round again and then asked: “Why he didn’t tek Rambarry for he lawyer? Ent Rambarry he son-in-law?”

“Me can’t tell you, Toolwa,” said Gobin, fidgeting and frowning now.

*Adapted from Edgar Mittelholzer, “We know not whom to mourn”.
West Indian Stories, Andrew Salkey (ed), Faber and Faber, 1960, p. 24.*

- (a) From the extract above, give THREE examples of Creole structure that clearly contrast with comparable Caribbean Standard English structures.

(i) _____

(ii) _____

(iii) _____

[3 marks]

- (b) Suggest TWO reasons why the writer may have used Creole in the extract.

(i) _____

(ii) _____

[4 marks]

Total 7 marks

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4. (a) Identify FOUR challenges that native speakers of Creole may experience when learning Caribbean Standard English.

(i) _____

(ii) _____

(iii) _____

(iv) _____

[4 marks]

- (b) Your school has taken the step to teach some subjects in Creole, causing a public outcry. State ONE argument for the use of Creole and ONE argument against its use in teaching.

For Creole



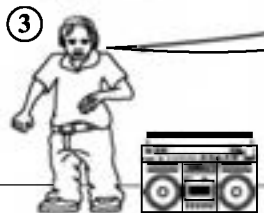


Against Creole

[4 marks]

Total 8 marks

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5. Read the scenario below and then answer the questions that follow.

<p>①</p>  <p>Fight down Babylon. Wo! Wo! Stand firm young bredren Wo! Wo!</p>	<p>②</p>  <p>Barry, how could you listen to this? I don't understand a word!</p>
<p>③</p>  <p>But Dad, this song is very profound! It is saying that young men need to think for themselves and not blindly follow the established opinions of others.</p>	<p>④</p>  <p>Well, why didn't he say it like that?</p> <p>⑤</p>  <p>Then it wouldn't be a cool tune!</p>

- (a) Suggest ONE reason why Barry understands the song and his father does not.

[2 marks]

- (b) Barry has been asked to give a speech to parents in his community to persuade them to listen to dancehall music. Name TWO forms of communication technology he could use to get their interest.

(i)

(ii)

[2 marks]

- (c) Explain why EACH of the examples given in (b) above would be suitable to get the parents' attention.

(i)

(ii)

[4 marks]

Total 8 marks

GO ON TO THE NEXT PAGE

6. Read the scenario below and then answer the questions that follow.

Caller: Good morning. Is this Fashion Boutique?

Store Clerk: Yeah.

Caller: Do you have any linen suits?

Store Clerk: Me eh know nah. I new here. Hold on, darling. Lemme check.

Caller: That won't be necessary, young lady. When you learn to speak properly on the phone, I will call back. Goodbye.

- (a) State ONE reason why the caller was displeased with the store clerk's way of speaking.

[2 marks]

- (b) For EACH of the store clerk's responses, suggest an alternative response in the appropriate register designed to produce a favourable response from the caller.

Response Yeah.

Alternative

Response Me eh know nah. I new here. Hold on, darling. Lemme check.

Alternative

[4 marks]

- (c) Assuming you are the supervisor of the store clerk and you have received a complaint from the caller, list ONE suggestion for improving communication between employees and customers.

[1 mark]

Total 7 marks

Module Total 30 marks

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SECTION C

MODULE 3 – SPEAKING AND WRITING

Questions 7 – 10

Read the statement below and then answer Questions 7 – 8.

7. You are a young advertising executive who has been invited to address a group of CAPE Communication Studies students on the advantages and limitations of advertising. You are ready to plan your presentation carefully because you want to communicate effectively.

- (a) List TWO elements of the communication process, other than the medium, which you should consider in planning the presentation.

(i) _____

(ii) _____

[2 marks]

- (b) State ONE reason why the medium is an important element to consider in planning your presentation.

[2 marks]

- (c) You anticipate that one barrier you might face is that your message might not be clear enough to some members of your audience. State TWO ways in which you would effectively deal with this barrier.

(i) _____

(ii) _____

[4 marks]

Total 8 marks

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8. (a) As the young advertising executive, identify **THREE** types of non-verbal communication **other than graphics** that you would take into account in preparing your presentation.

- (i) _____
- (ii) _____
- (iii) _____

[3 marks]

- (b) Describe **ONE** form of graphics you would use in your presentation.

[2 marks]

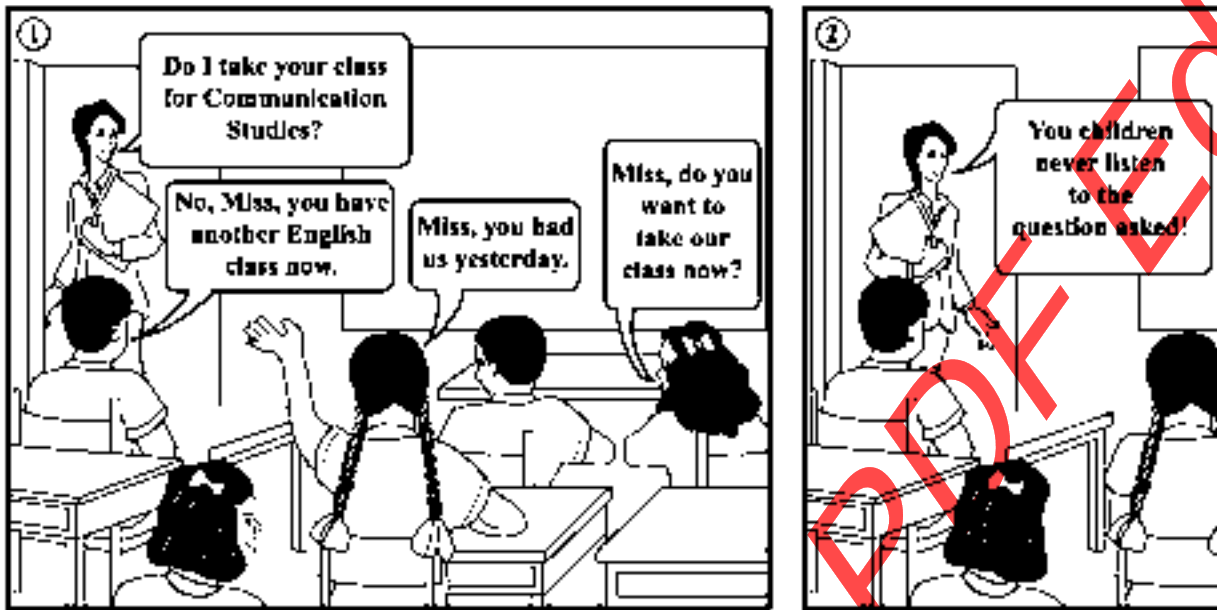
- (c) Give **ONE** reason why you would use graphics in this way.

[2 marks]

Total 7 marks

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9. Read the scenario illustrated below and then answer the questions that follow



- (a) When students interpret the teacher's question, they are operating at the interpretation stage of the process of communication

Between which TWO stages of that process do the students' interpretations occur?

Stage

Stage

[2 marks]

- (b) Suggest TWO reasons why the teacher thinks the students did not listen to her.

(i)

(ii)

[4 marks]

- (c) What PURPOSE does the teacher's comment in box 2 of the scenario serve?

[2 marks]

Total 8 marks

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- 10.** Your Communication Studies teacher has announced that she intends to shift from the method of chalk and talk and use of the overhead projector and the slide presentation to more up-to-date information and communication technologies in her teaching in and out of the classroom.

- (a) Suggest **THREE** examples of more up-to-date information and communication technology which she could use.

(i) _____

(ii) _____

(iii) _____

[3 marks]

- (b) Give **ONE** purpose for which she might use **EACH** of **TWO** examples suggested in (a) above.

Example of technology _____

Purpose of use _____

Example of technology _____

Purpose of use _____

[4 marks]

Total 7 marks

Module Total 30 marks

END OF TEST

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