INSTRUCTIONS:

ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET WHICH HAS BEEN PROVIDED

**SECTION A: (40 marks)**

Part I (17 marks)

Read the passage carefully and answer the questions that follow. Your answers must be in complete sentences.

**The art of persuasion**

How do we persuade and influence people? Some advertising copywriters have found that some people are persuasive when they ask in a certain, non-threatening way. Instead of saying Turn off that programme you are watching on TV', the persuaders will say 'Do you want to watch something better?'. Instead of saying, 'Shut the door; you're letting freezing cold air inside', they might say 'Do you think if we shut the door we might all be warmer?'

Now, what is the difference? The first lots of questions are not questions at all. They are *commands.* They say 'Do this, do that!' Many people hate hearing commands and resist doing them. Even if they do it, they do not do it willingly. Interestingly enough, in each *persuasive* question there is also a hidden command or suggestion disguised in a friendly way. For example, the question 'Do you want to watch something better?' contains the suggestion or command 'you want to watch something better.' But this is disguised in a friendly question. The suggestion is that the person should watch something better and because most people are happy to get something better, they will look for something better when the suggestion is made.

Researchers have found that people are much more likely to respond to persuasive questions. Take the case of 15-year-old Marcus. His mother told him to tidy up his room right then because it looked messy. He was in the middle of an important homework assignment. So he said, "Wouldn't you rather wait until I'm not busy doing homework so I will do it properly?", and she said "Fine. Just make sure you do it."

Before Marcus had learned the persuasive questioning technique he would have dropped his homework and tidied his room and then have lost concentration when he came back to his homework. He found that this new technique gave him the time he genuinely needed to get his homework done. However, this persuasive technique will not work every time. If a teenager who is not old enough to have a driver's license asks his dad, 'Would you like to give me the keys to your new car?', he is not likely to be successful.

We also need to be clear when we are trying to persuade another person to do something. People dislike hearing 'Will you do me a favour?' It is best to avoid saying it. An appropriate response to such a question is: 'Don't you think you should tell me what you want before I say whether I will do it?'. Persuading or influencing people is a powerful weapon. Great leaders and statesmen have used this to gather support from the masses.

(Source www.users.bigpond.com/rdoolan/irifluence.htrnl)

1. What does advertising copywriters find when it comes to art of persuasion? (2M)
2. What is a persuasive question? (2M)
3. Based on the reading text, give two examples of persuasive questions? (2M)
4. Based on the situation that has been given in the text, why do you think Marcus did not want to drop his homework to tidy up his room? (2M)
5. Why do you think persuasion is not likely to work everytime? (2M)
6. Do you agree by the statement “persuading or influencing people is a powerful weapon”? Why do you think so? (5M)
7. Match the meanings of words given in the box. (5M)

|  |  |
| --- | --- |
| Words | Meanings |
| 1. Persuasive | 1. Giving attention |
| 1. Disguised | 1. Extreme cold |
| 1. Command | 1. Believe something |
| 1. Freeze | 1. Conceal |
| 1. Concentration | 1. Authoritative |

Part II (17 marks)

Read the passage carefully and answer the questions that follow. Your answers must be in complete sentences.

**The Road Ahead**

Students generally are unable to make a good selection of colleges or universities to attend. They are often found to 'belong to a herd mentality' whereby they follow what their friends do. It is also shocking to know that some unscrupulous managers of private institutions give 'commission fees' to influential individuals to promote their institutions to students.

Very often, they end up in a college and find that they are unable to take certain subjects and are forced because they have paid some deposits to take courses that they do not really know about or care to do. Some institutions stop courses due to a lack of students or lecturers. This put the students in a dilemma. Parents know very little of the institutions they are sending their children to. Even when the facilities are being visited, they are only shown the better side of the institution. With the mushrooming of small and big private colleges in urban centres, not all offer adequate facilities. Some colleges see to it that students are properly housed and have proper avenues for redress. College students also pick up bad habits so it is important to provide adequate counseling service.

The plus point is that private colleges conduct their courses in English and most private institutions have lecturers that are fairly good in English. Because of the global importance of English, a graduate from an English language based course would have a far greater advantage. The advantages stem from the fact that there are more books, journals, academic papers, magazines in English. To be able; to use the Internet properly, extensively and effectively, a good and sound knowledge of the English language is of utmost importance.

Some educators suggest a total revamp of the public education system. Basically, 11 years of public schooling does not adequately equip the student with the necessary survival skills. There is need for a drastic change of curriculum and co-curriculum content. One is the broad-based American system whereby in the first two years of college life students have to take a wide range of subjects before specializing from the third year. If this system is adopted, school leavers will not be forced into a field straight away after leaving Form Five. There will be no specific 'foundation' course they can attend. The other is the Singapore Junior Colleges which could replace Six Form classes in regular schools.

(Source: [www.nst.com.my/Current\_News/NST/Sunday/LearningCurve](http://www.nst.com.my/Current_News/NST/Sunday/LearningCurve))

1. What did managers do in order to promote their institutions? (2M)
2. Why do certain institutions have to stop their programs? (2M)
3. Why do most universities conduct their classes in English? (2M)
4. What is broad based American system? (2M)
5. What are the hopes of the parents for their children? (2M)
6. In your own opinion what are the ways for Malaysian education to become better? (5M)
7. Match the meanings of words given in the box. (5M)

|  |  |
| --- | --- |
| Words | Meanings |
| 1. Unscrupulous | 1. Improved form |
| 1. Commission | 1. Lack of moral standard |
| 1. Dilemma | 1. A choice to be made |
| 1. Utmost | 1. A sum of money |
| 1. revamp | 1. Most extreme |

**SECTION B: (4 marks):**

**Study the table carefully and answer the questions that follow.**

|  |  |
| --- | --- |
| Environmental Awareness Day | |
| Bunga National Park | |
| 19 th September 2013 | |
| 9 am. –10 am | Bird watching   * with bird expert Paul Walker | |
| 10am- 11 am | Jewellery making   * make jewellery with flowers and seeds | |
| 11am- 12 noon | Forces of Nature   * how tornados occur | |
| 12noon- 1pm | Lunch | |
| 1pm- 1.30pm | The disappearing monarch butterfy | |
| 1.30pm-2.30pm | Organic life   * how to grow plants organically | |
| 2.30pm-3.30pm | Our shrinking forests | |
| 3.30pm – 4.30pm | Earth friendly plastic | |
| 4.30pm-5pm | Dying and preserving flowers | |
| 5pm – 6 pm | Recycling new and innovative ideas | |

1. The above table is mainly about….

A Bunga National Park

B The effects of pollution

C How to save the environment

D Environmental Awareness Day

2. In your opinion Our Shrinking Forests is about…..

A a way to shrink trees

B over felling of forests and deforestation

C ideas to introduce more animal life into forests

D how to increase the number of forests in Malaysia

3.Peter who wants to learn about natural disasters should attend the \_\_\_\_\_event

A Recycling

B Bird watching

C Forces of Nature

D Our Shrinking Forests

4.Earth-friendly plastics are…..

A plastics that are versatile

B plastics that can decompose

C plastics that are easy to use

D plastics that are made from natural products