

Candidate's Name	PDG	GP Tutor's Name
	/14	



**ANDERSON JUNIOR COLLEGE**  
**JC2 Preliminary Examination 2015**

**GENERAL PAPER**

**8807/02**

**Paper 2**

**31 August 2015**

**1 hour 30 minutes**

Candidates answer on the Question Paper.

Additional Materials:      Insert

**READ THESE INSTRUCTIONS FIRST**

Write your name, PDG and GP tutor's name on all the work you hand in.  
Write in dark blue or black pen on both sides of the paper.  
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.  
The Insert contains the passage for comprehension.  
Note that up to **15** marks out of **50** will be awarded for your use of language.

At the end of the examination, fasten all your work securely together.  
The number of marks is given in brackets [ ] at the end of each question or part question.

For Examiner's Use	
<b>Content</b>	/35
<b>Language</b>	/15
<b>Total</b>	/50

This document consists of **6** printed pages and **1** Insert.

**[Turn over**

Read the passage in the Insert and then answer **all** the questions. Note that up to fifteen marks will be given for the quality and accuracy of your use of English throughout this Paper.

NOTE: When a question asks for an answer **IN YOUR OWN WORDS AS FAR AS POSSIBLE** and you select the appropriate material from the passage for your answer, you must still use your own words to express it. Little credit can be given to answers which only copy words and phrases from the passage.

- 1 What does the title “First Lady of Food” (lines 8-9) suggest about the perception Americans had of Betty Crocker?

.....  
.....[1]

- 2 Explain what the author means by using “seduce” (line 20) to describe the efforts of the companies. **Use your own words as far as possible.**

.....  
.....  
.....[2]

- 3 Explain the paradox in “this illusion becomes their reality” (lines 27-28).

.....  
.....  
.....[2]

- 4 Why does the author describe people’s attempts to take an immaculate Instagram-worthy selfie as “hopeless” (line 42)? **Use your own words as far as possible.**

.....  
.....  
.....[2]

- 5 What do you understand by “won the gene pool lottery” in line 45?

.....  
.....[1]

- 6 Why is the word “lesser” (line 46) in inverted commas?

.....  
.....[1]

- 7 Explain how the author illustrates his view that “image has a stranglehold on society” (line 56) in paragraph 5. **Use your own words as far as possible.**

.....

.....

.....

.....[3]

- 8 In paragraph 6, what explanations does the author offer for some companies’ profits remaining unscathed despite their “less than scrupulous practices” (line 73)? **Use your own words as far as possible.**

.....

.....

.....[2]

- 9 **Using your own words as far as possible**, explain the irony in lines 77 to 79.

.....

.....

.....[2]

- 10 Suggest why the evolution of Betty Crocker’s image over the years has helped the brand to “stay relevant” (line 88).

.....

.....[1]

- 11** Using material from paragraphs 2–4 only (lines 12–53), summarise what the author has to say about the benefits that branding and image have for companies, and the harms they may cause to individuals.

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Write your summary in no more than 120 words, not counting the opening words which are printed below. **Use your own words as far as possible.**

Branding and image are of benefit to companies because .....

[8]

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[illegible]

.....[10]

