

Anderson Junior College
JC2 Preliminary Examinations 2015
General Paper Paper 2 Answer Key

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

Text	Answer
She even became the second best-known ‘woman’ in America in 1945, following First Lady Eleanor Roosevelt. Previously known as the <u>First Lady of Food</u> , the name of Betty Crocker remains current today, sharing advice and recipes with loyal followers on a contemporary and well-maintained website.	Americans perceived/saw Betty Crocker as an/a... 1. Esteemed person (the degree of the intensity must be suggested in the student's answer) 2. in the field of food/cooking/culinary arts.

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]

Text	Answer
Indeed, companies that can withstand economic recessions are those that manage to seduce the growing middle class in countries like India, China and Brazil, into buying premium brands at premium prices, arguably to a point of obsession . Note: Words in bold cannot be lifted (as they answer the question)	Companies Idea of companies drawing consumers (force of attraction): 1. <u>lure</u> consumers into [1m] To purchase products against their logic (Negative connotation): 2. making ill-advised purchases. [1m]

3. Explain the paradox in “this illusion becomes their reality” (lines 27-28). [2]

Text	Answer
<u>Are brands really worth the price consumers pay for them?</u> Nobody can deny that some brands can remain appealing for long periods because of the <u>tried and tested quality</u> of their products. Still, <u>not all brands necessarily have products that truly match up to their name</u> . The appeal of brands is often built around people’s perception. People see what they want regardless of the reality that surrounds them. Indeed, <u>this illusion becomes their reality</u> . If	1. <u>Stating of the apparent contradiction in the paradox:</u> Products <u>may not actually possess the same level of quality in reality</u> as what consumers think 2. <u>Reason why the paradox exists:</u> However, consumers can choose to believe their untrue perception of these brands (so strongly) that 3. <u>Possible resolution of the contradiction in the paradox:</u> they think what is unreal about the brands is actually real.

facts were to rule the day in marketing, many of the top consumer brands would be relegated to the bottom shelf.	
--	--

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]

Text	Answer
<p>People may make <u>hopeless</u> attempts to take that immaculate Instagram-worthy selfie, only to be obsessively analysed by others and even by themselves.</p> <p><u>Words in bold cannot be lifted</u></p>	<p>The attempt to take an immaculate Instagram-worthy selfie is a futile endeavour</p> <ol style="list-style-type: none"> 1. because there will <u>always</u> be criticisms by the self or their peers [1m] 2. and a picture can therefore never appear perfect. [1m]

5. What do you understand by "won the gene pool lottery" in line 45? [1]

Text	Answer
<p>On one end of the spectrum will be those believed to have <u>won the gene pool lottery</u> and are deemed to be the epitome of beauty, and on the other, the 'lesser' mortals.</p>	<p>Some people are lucky to be born with exceptionally good looks. and whether one is born with the perfect look or otherwise is entirely random.</p>

6. Why is the word 'lesser' (line 46) in inverted commas? [1]

Text	Answer
<p>On one end of the spectrum are those believed to have won the gene pool lottery and are deemed to be the epitome of beauty, and on the other, the '<u>lesser</u>' mortals.</p>	<p><u>Those who are more plain-looking</u> may be <u>perceived by some to have less worth</u> than those who are blessed with good looks <u>but do not truly</u> have less worth.</p>

7. Explain how the author illustrates his view that "image has a stranglehold on society" in paragraph 5. **Use your own words as far as possible.** [3]

Text	Answer
<p>Despite knowing that image is superficial and that it is rarely real, people remain fixated on their image and that of others. Seductive or repulsive, dazzling or ordinary, chic or dated – <u>image has a stranglehold on society</u>. No one understands this</p>	<p>The author gives the example of:</p> <ol style="list-style-type: none"> 1. Politicians who are able to package themselves very well (to appear confident), 2. and the voters/people are subconsciously impressed by their image

<p>better than people with political ambitions, who often engage a team of professional image consultants to coach them on their physical appearance, body language, and even the way they speak to convey an image of a strong, approachable leader. Voters are so attuned to embracing images that they are unknowingly swayed by such subliminal messages embedded in campaigns. At the ballot box, it is the overall package they vote for. Candidates with sound policies but with less adept political campaigners often end up trailing behind in the polls and may not get elected.</p>	<p>3. These politicians who may not have very strong policies often win the vote</p>
---	--

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]

Text	Answer
<p>A well-crafted positive image weathers negative comments on controversial business practices. Nike's Swoosh remains popular even if it has been linked to sweatshops. Clever advertising allows companies to distract consumers from their immoral deeds. Unilever, which owns Dove, has been accused of deforestation of the Sumatran Rainforest to grow oil palms used in its products. Yet, Dove has grown from a \$200 million soap brand in the early 1990s into a brand that is estimated to be worth nearly \$4 billion today, all thanks to the impressive cultivation of a socially responsible image. In addition, some of these companies' success can also be attributed to them consciously associating the brand with a higher purpose and making consumers identify with them. Hence, despite some companies' less than scrupulous practices, their profits are unscathed.</p>	<ol style="list-style-type: none"> (Skillful) portrayal of a product turns consumers' attention away from their wrongdoings Through crafting a perception of an ethical company <p>Associating the brand with a higher purpose:</p> <ol style="list-style-type: none"> They also relate their products to more lofty ideals <p>Consumers therefore identify with these companies:</p> <ol style="list-style-type: none"> thus being able to connect with consumers.

9. Using your own words as far as possible, explain the irony in lines 77 to 79. [2]

Text	Answer
<p>Sometimes, the image which was carefully cultivated can be perceived by consumers in markedly different ways and ironically end up reducing sales.</p>	<ol style="list-style-type: none"> One would expect that the image that is nurtured would help appeal to customers yet the image backfired and resulted in decreased profits

10. Suggest why the evolution of Betty Crocker's image over the years has helped the brand to "stay relevant" (line 88). [1]

Text	Answer
<p><u>Reinventing an image can help a brand</u></p>	<p>The evolution of her image manages to adapt to changing</p>

stay relevant in the long haul. Just look at how Betty's image has evolved over the years – **from a typical housewife in the 1920s to a strong, empowered career woman in the 1990s, to a faceless brand today.** A powerful brand dwells and grows in the mind of the consumer.

preferences/circumstances in the world (in order to continue to be appealing to consumers). **[1m]**

OR

The reason it is able to stay relevant is that it constantly evolves to be in line with societal changes over time. **[1m]**

OR

The reason it is able to stay relevant is that it adapts to changing world views about women aligned with current sentiments. **[1m]**

11. Using material from paragraphs 2–4 only, summarise what the author has to say about the benefits that branding and image have for companies, and the harms they cause to individuals.

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]

No.	Lifted	Banned Words	Paraphrased
From Paragraph 2 (Benefits to Companies)			
1	helps a company to maintain its <u>prominence</u> <u>Apt</u> brand promotion is necessary especially with the increasing levels of <u>global competition</u> that businesses face. (lines 12-14)	Prominence	Helps a company to (continue to) stand out / to distinguish itself (from others / in the market)
2	To capture <u>new</u> markets (line 15)	Capture Market(s)	To attract new/additional consumer pool / consumers / expanding economies (<i>economies include people and markets</i>)
3	to penetrate people's wall of indifference towards their products or services (lines 15-16)	Penetrate 'Wall of indifference'	To make them interested in the product / attract consumers' attention
4	Create brand <u>heat</u> (line 16)	'Brand heat'	Create hype *Do not accept 'trendy'
5	Create product <u>lust</u> (line 17)	'Product lust'	Yearn / desire / covet / crave / long for the product
6	brands do better in tough times compared to unbranded products. Indeed, companies that can withstand economic recessions (lines 19-20)	'Do better' 'Tough times' Withstand 'Economic recessions'	Strong brands / companies with good branding are able to cope with difficult economic crises Note: Context of economics must be present
7	seduce the growing middle class in countries like India, China and Brazil, into <u>buying premium brands at premium prices</u> (line 21)	Seduce premium	make their consumers to <u>exorbitant prices</u> (for their products)
8	To a point of obsession (line 22)	Obsession	Where consumers keep paying high prices in an addicted manner
From Paragraph 3 (Benefits to Companies)			
9	Are brands really worth the price consumers pay for them? <u>not all brands necessarily have products that truly match up to their name</u> (lines 25-	Worth 'Match up'	Good branding allows companies to get away with selling inferior goods

	26)		
10	new brands would not evolve beyond mere business <u>plans</u> (lines 30-31)	Evolve Plans	New companies can enter the market with branding
11	some recognised brands have already established a perception of strength, quality, or leadership in the minds of consumers (lines 31-32)	Established 'Perception of <u>strength</u> , <u>quality</u> , or <u>leadership</u> '	Branding allows companies to build a lasting reputation
From Paragraph 4 (Harms to Individuals)			
12	devalue how we <u>view</u> others (line 37)	Devalue	However, branding can lead to degrading / deprecating views of others
13	(devalue how we <u>view</u>) even ourselves (line 38)	Devalue	(branding can lead to degrading views) and ourselves
14	build a particular image – one that they may not morally agree with (line 38)		It can lead to people engaging in unethical /
15	resort to lying (line 39)	Resort	(turn to) lying,
16	engaging in destructive behaviour (line 40)	'Destructive behaviour'	And damaging actions *Do not accept negative behaviour (too vague)
17	highly narcissistic exercise (line 42)	Narcissistic	overly focusing on themselves
18	harms to the body (line 47)		Harms their body Do not accept 'waste away' (wrong meaning)
19	(harms to the) bank account (line 47)	'Bank account'	Harms wealth OR wastes their money <i>(negative shade must be in the answer)</i>
20	A simple and mindless comment can drive some to ... [Inferred → impact on the people] (lines 47-48)	<i>Needs inference, plain lifting or literal paraphrasing will not get the mark</i>	People become overly sensitive to the perception of others (towards their image / appearance)
21	<i>When people's attempts to build a perfect image fail, they often get ridiculed, which deals a further blow to their already low esteem (lines 51-52)</i>	Blow Esteem	Failure to achieve their desired image can further damage their self-worth / confidence OR their low self-worth / confidence is hurt even more
22	isolate themselves from their peers (line 53)	Isolate Peers	Segregate themselves from their *Do not accept general terms like "people"
23	(isolate themselves from) the world (line 53)	Isolate World	(Segregate themselves from) and the society engage in anti-social behaviour

			<p>Branding separates people from the world</p> <p>*Do not accept general terms like “the earth”, “the universe”, “the planet”</p>
--	--	--	---

No of Pts correctly identified	Marks
15+	8
13-14	7
11-12	6
10	5
8-9	4
6-7	3
4-5	2
1-3	1

12. Lee Anderson writes about the power of image and branding, and highlights some possible effects on individuals and society. How far would you agree with his observations? Relate your opinions to your own society. [10]