



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATION - 2006

ENGLISH SECOND/ADDITIONAL LANGUAGE PAPER 1

HIGHER GRADE

OCTOBER/NOVEMBER 2006

105-1/1

ENGLISH ADDITIONAL/SECOND LANG HG: Paper 1

MARKS: 80



TIME: 2 hours

X25



This question paper consists of 12 pages.



INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
2. Start each section on a NEW page.
3. Pay special attention to spelling and sentence construction.

SECTION A: COMPREHENSION**QUESTION 1**

Read the following two passages and answer the questions that follow.

PASSAGE 1**PROUDLY SOUTH AFRICAN**

- 1 The Proudly South African Campaign was launched in 2001 to promote South African companies, products and services, boost the economy and create jobs. Since then, more than 2 500 registered members from all sectors have joined the campaign. The campaign aims to create national pride and encourage consumers to choose locally made products and services bearing the Proudly South African logo. More than 5 000 consumer products and services now carry this striking logo. The rapid membership growth has made this the largest campaign of its kind anywhere in the world, larger even than the “Australian Made” idea on which the South African campaign was modelled.
- 2 In order to wear the proudly South African colours, a company has to meet certain criteria. The company must have at least 50% local content, which means that an imported product that is merely repackaged in South Africa, will not qualify. The company and its products must meet high standards of excellence. According to Martin Feinstein, the coordinator of the project, there is a difference between “Made in South Africa” and “Proudly South African”. Only the latter can assure a customer that the product is superior. Proudly South African companies must also be committed to fair labour practices and have sound environmental standards.
- 3 The Proudly South African campaign benefits the company, the consumer and the country as a whole. Membership guarantees an increased demand for the product or service being marketed. A survey conducted by a marketing company indicated that 92% of South Africans were ready to back South African-made products. For consumers, the Proudly South African logo is a sign of quality and of social responsibility. It allows every South African to make a personal contribution to building South Africa’s economy by creating more job opportunities in the country.
- 4 More than 75% of the Proudly South African campaign members are Small, Medium and Micro Enterprises (SMMEs). It is widely accepted that one of the key economic growth areas in South Africa lies within the

SMME sector of the market. There are many success stories of entrepreneurs that have made it to the top. The Proudly South African company, African Body Scrub, is one of these. The demand for affordable cleaning materials led Guy Johnson to start a business in his garage with only five employees. Today the company supplies major retailers with cleaning products and employs a large number of people.

- 5 The campaign is not just for businesses and companies. Membership is open to a wide range of organisations that want to support South African companies and products. Sports organisations, education and health institutions, government departments, publications and even individuals can join the campaign.

[Adapted from *Liberty Life School Matters*, March 2005]

PASSAGE 2

ADVERTISEMENT

FIVE ROSES TEA

**Do Proudly South African companies provide top products?
ABSOLUTELY!**

- 6 Five Roses began small, manufacturing real South African products for real South Africans over a hundred years ago. Today we're a market leader. The reason is pretty simple. Our company has always fulfilled its promise to offer generations of South African tea-lovers a choice South African product.
- 7 Thanks to your support, South Africans still consider Five Roses the perfect cup of tea. Our brand is reflective of what a Proudly South African company can achieve. We're truly proud to offer top products and to create jobs for those who need them most. Proud South Africans.
- 8 Look for our logo because it's your logo.

[Adapted from *Your Family*, June 2004]

QUESTIONS BASED ON PASSAGE 1:

- 1.1 List the THREE main reasons why the Proudly South African campaign was introduced. (3)
- 1.2 Complete the following sentence:
The aim of the Proudly South African Campaign is to discourage South African consumers from buying ... (paragraph 1). (2)

- 1.3 Explain what the word “striking” (paragraph 1) means in the context of the passage. (2)
- 1.4 Is the following statement TRUE or FALSE? Quote ONE word to prove your answer.
The "Australian Made" campaign is older than the "Proudly South African" campaign. (2)
- 1.5 Explain what the expression “to wear the proudly South African colours” means in the context of paragraph 2. (2)
- 1.6 List the FOUR requirements that a company must meet before being registered as a Proudly South African company. (4)
- 1.7 Explain why “Proudly South African” products should be chosen above products labelled “Made in South Africa”. (2)
- 1.8 Is the following statement TRUE or FALSE? Quote to prove your answer.
It is unlikely that South Africans will support the Proudly South African Campaign. (2)
- 1.9 What does the “social responsibility” of the consumer refer to in the context of paragraph 3? (2)
- 1.10 Which ONE of the following can be best described as a micro enterprise (paragraph 4)?
A A grocery shop in a community
B A stall where a lady sells fruit
C A garage and workshop
D A furniture shop in town (1)
- 1.11 Is the following statement TRUE or FALSE? Quote a phrase of not more than seven words from paragraph 4 to prove your answer.
The SMME sector is vital to the expansion of the South African economy. (2)
- 1.12 Give ONE word that means the opposite of the underlined one.
“The demand for affordable cleaning materials” ... (paragraph 4). (1)

1.13 Choose the best option from those given.

The main idea of paragraph 5 is that the Proudly South African Campaign includes ...

- A large and small companies.
- B different kinds of members.
- C mostly individual members.
- D organisations and institutions.

(1)

QUESTIONS BASED ON PASSAGE 2:

1.14 Choose the best answer.

In the context of the advertisement, the words “over a hundred years” and “generations” suggest that the ...

- A product is tried and tested.
- B company is very old.
- C company keeps its promises.
- D product is known to tea-lovers.

(1)

1.15 Quote THREE words or phrases from the advertisement that stress the idea of quality.

(3)

1.16 Is the following statement a FACT or an OPINION? Give a reason for your answer.

We “... create jobs for those who need them most.”

(2)

1.17 Name the “brand” referred to in paragraph 7.

(1)

1.18 What feeling or emotion does the advertisement appeal to in the last line?

“Look for our logo because it’s your logo.”

(2)

TOTAL SECTION A: 35

SECTION B: SUMMARY**QUESTION 2**

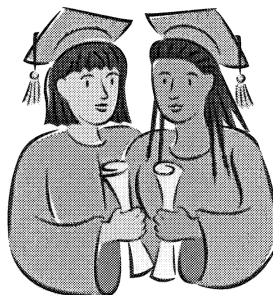
Read the instructions very carefully.

WHAT YOU SHOULD DO:

- Compare the information in the advertisement and the dialogue on page 8.
- Notice how the discussion between the two friends shows that the advertisement is misleading.
- NOW, use the facts in the dialogue to summarise SEVEN WAYS in which the advertisement is misleading.
- Ensure that your summary does not exceed 55 WORDS.

HOW TO WRITE THE SUMMARY:

- List SEVEN facts from the dialogue in full sentences.
- Write your summary in point form and NOT in a paragraph.
- Number your sentences from 1 to 7.
- Give only ONE fact per sentence.
- Use your own words as far as possible.
- Indicate the number of words you have used in brackets at the end of your summary.
- You will be penalised for exceeding the maximum number of words or failing to indicate the number of words used.

ADVERTISEMENT**COMPUSTYLE
COLLEGE
OPEN DAY****24 JANUARY****08:00 to 14:00**

Come to our open day to determine which of our highly affordable, beginner's or advanced computer courses are best for you.

Our courses are practical and our students are snapped up by employers.

We have well qualified, competent lecturers. Our facilities are well maintained and we have the very latest equipment. Bursaries are available to students who performed well in Gr 12.

Contact: Margie Vermeer at 086 274 5600.
I am waiting for your call.

DIALOGUE BETWEEN TWO FRIENDS:

- Angela: I am thinking of enrolling at Compustyle College after matric.
- Ted: What! Please don't even consider it. I went there for a week or two when I finished school. First, they expected a registration fee of a hundred rand and then charged another thousand rand per module. The whole course would have been twelve thousand rand! I applied for a bursary but they said that these were not available to beginners.
- Angela: Isn't it worth paying the money if you know you will get a job afterwards?
- Ted: I know students there who couldn't find a job because people did not recognise the qualification. Have you been to their offices?
- Angela: No, not yet.
- Ted: Go before you decide. The gardens were beautiful but the buildings were run down. I don't know much about the latest technology but those computers seemed ancient to me.
- Angela: Now you are scaring me. I really thought this was my chance to improve myself. You know, now that I think about it, I could not get through to the cell number given. I thought I would have to go personally.
- Ted: I must admit the manager was very friendly but the lecturer we had was definitely not up to scratch.

TOTAL SECTION B: 10

SECTION C: LANGUAGE USAGE**QUESTION 3**

3.1 Complete the following passage by:

- giving the correct form of the words in brackets;
- supplying the missing word;
- choosing the correct alternative; or
- giving the opposite.

Write only the question number and your answer.

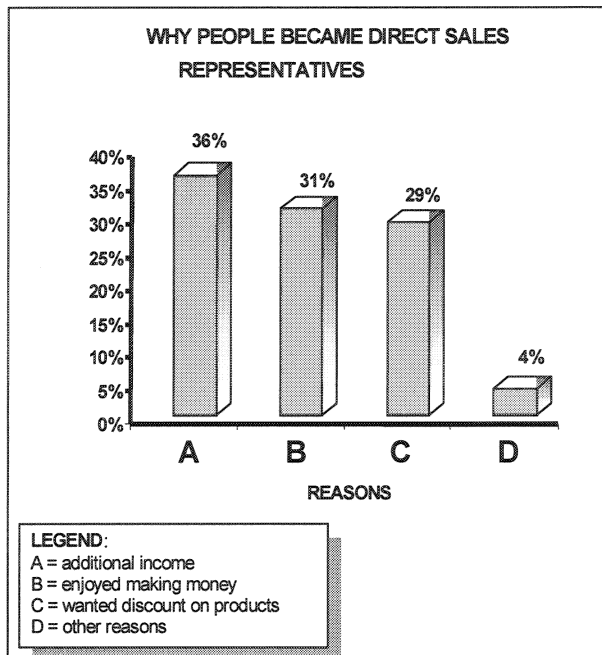
DIRECT SELLING

Direct selling has become very popular in South Africa. There are 3.1.1 (much/many/plenty) people who sell their goods directly to consumers, rather 3.1.2 (...) through retailers. Direct selling can be done by mail order, advertising in newspapers, door-to-door selling, telephone sales, internet-shopping, etc. The seller makes a bigger profit and the buyers 3.1.3 (...) only pay less, but also have the items delivered to their doors.

The Direct Selling Association is a global organisation dedicated 3.1.4 (...) uniting direct sellers and helping them achieve personal and 3.1.5 (finance) success. Today it 3.1.6 (empower) women and men in the direct selling industry, 3.1.7 (help) them achieve maximum results.

According to a recent study conducted in America, 3.1.8 (...) female representatives (79,9%) than male representatives (20,1%) are involved in direct selling.

Research showed that the reasons people became direct sales representatives varied as indicated in the graph. Some 3.1.9 (simple) wanted an additional income (36%); some enjoyed making money (31%); and others were more interested in getting discount on products (29%). The rest (4%) 3.1.10 (be) involved in direct selling for different reasons.



According to the bar graph, the 3.1.11 (major) of direct sales representatives indicated that money was 3.1.12 (they) main reason 3.1.13 (...) becoming involved. Thirty-six percent of the representatives wanted to supplement their primary sources of income, which 3.1.14 (be) obviously 3.1.15 (sufficient).

A 3.1.16 (different) of only two percentage points is noticeable 3.1.17 (...) those who enjoyed making money and those who were more interested in receiving discount on products. Four percent of the sales representatives indicated that there were various reasons why they became involved in direct selling, other than those indicated in the bar graph.

By the end of an average direct 3.1.18 (seller) working day, he/she 3.1.19 (make) a number of calls. 3.1.20 (An/A) honest direct seller will admit that he/she is only one of many who 3.1.21 (be) eager to make as much money as they possibly can.

Ray de Vries, a renowned marketing specialist, describes direct selling as the perfect business. He identifies two distinct groups in the South African direct selling market: those that have made money from their sales and those that have not. The number of people who claimed that they 3.1.22 (made) money far outweighed those that said they had not. Direct selling allows South Africans to take control of their own future and gives them an opportunity to build a 3.1.23 (success) home-based business with immediate returns.

(23)

[Adapted from: *Succeed*, January / February 2006]



- 3.2 Rewrite the following sentence to show that you do not agree.
Start with: No, sales representatives ...

Sales representatives have a common desire to make money.

(1)

- 3.3 Complete the sentence by using one of the following options given:

One should use ... business cards for marketing purposes.

- A your
- B their
- C one's
- D ones

(1)

- 3.4 Join the following two sentences. Start with: Since I...

I became involved in direct selling.
I increased my income.

(2)

[27]

QUESTION 4

Study the following cartoon and answer the questions that follow:



[ACAT/ABET Curriculum "Management & Entrepreneurship"]

- 4.1 How does the lady's body language reflect her refusal to buy?

(1)

- 4.2 Rewrite the lady's response, starting with:
She said that they ...

"We do not need any more second-hand clothes. Everyone around here is selling them."

(4)

- 4.3 Select the best option.

The lady's tone can be best described as ...

- A apologetic.
B firm.
C defensive.
D rude.

(1)

- 4.4 Read the expressions and explanations taken from a dictionary and answer the question below.

- **sell somebody down the river** (*informal*) to allow someone who trusts you to be harmed, so that you can get an advantage for yourself
- **sell somebody short** to describe someone or something as less impressive than they really are
- **sell yourself** to persuade people that you have what it takes to be successful
- **sold on something** believing that something is very good

Use the most suitable expression to complete the sentence below. You will have to adapt the expression so that it fits the context.

For the salesman to market a product successfully, he must be _____.

(2)

[8]

TOTAL SECTION C: 35

GRAND TOTAL: 80

