

UNIVERSITY OF FORT HARE

FOUNDATION PROGRAMME FOR MANAGEMENT AND COMMERCE

BUSINESS ENGLISH

AEB 111F

EXAMINATION

2023

.....
Time: 3 Hours

Subject: English

Marks: 100

This paper consists of 7 pages including the cover page

INSTRUCTIONS

1. Write your name, surname and student number in the folio paper provided
2. All answers should be written on the answer sheet, NOT the question paper
3. Number the ANSWER correctly with the question NUMBER.
4. Answer all questions in INK ONLY (no pencil)
5. You may NOT detach the staple on this question paper
6. Pay special attention to mark allocations
7. Also pay attention to spelling and grammar

1. Provide ONE sentence that describes the following terminology:

- 1.1. Letterhead
- 1.2. Purpose
- 1.3. Informative
- 1.4. Directive
- 1.5. Formal
- 1.6. Tone
- 1.7. Register
- 1.8. Salutation
- 1.9. Persuade
- 1.10. Inside Address

(10)

2. Compose a CV and a cover letter for the following Job Advert:

Vacancy Details

Employer: Service Solutions Staffing

Position: Luxury Retail Store Manager

An international confectionary and lifestyle brand are opening a new store in Ballito (Durban) area and they are seeking to employ a Store Manager. The successful candidate will have 2-4 years managerial experience in high end retail, with the ability to take full accountability for successfully managing the store.

Send your application along with a CV to the following address:

C3 Centurion Business Park, Democracy Way Milnerton, Cape Town, 7441

(20)

3.1) Create a sentence for the following Homophones. For example bear and bare: *Tom likes to walk around his house in bare feet. But I told him that he should wear some shoes when we go camping, because we might come across a bear or two.*

- 3.1.1. seam, seem
- 3.1.2. break, brake
- 3.1.3. cent, scent
- 3.1.4. idle, idol
- 3.1.5. sole, soul

3.2. Write TRUE or FALSE to the following meaning of the suffixes:

3.2.1 these words have a short 'e' sound

Foreign, forfeit, height, weigh

3.2.2 We write 'i' before 'e', when words have a short 'e' sound

3.2.3 The spelling of these words is South African:

Tumor, womanize, yogurt, canceled

3.2.4 the noun in this sentence should be written in full.

The climate in BFN is so dry

3.2.5 This is the definition of a syntax.

the arrangement of vowels and consonants to create sentences

(10)

4. Identify the tone, register, style, function and purpose in the following email and provide a reason for your answer:



Julie
President at

...

Business deal from Julie
Aug 31, 11:45 AM

Conversation?

Hello Kyle,

I heard about your company through a digital agency that I work with. We are a technology company in the payment space serving digital agencies as well as large web development companies. We are also one of the largest providers of software for payments to attorney firms in the US and K - 12 schools in the US.

Do you have a moment this week for a conversation? I think there's a way for us to do some business together and perhaps create a significant revenue stream for you.

When is a good time for me to call you?

Best regards,
Julie

(10)

5. Analyse the following questions and answers. Select the correct answers to the questions.

1. Which of the following does NOT involve communicating in the workplace?
 - a. Answering customer letters
 - b. Listening to instructions
 - c. Lifting heavy boxes
 - d. Working on a team project

2. Which of the following is an example of nonverbal communication?
 - a. An online blog where employees in different cities can share ideas.
 - b. A company logo designed to project the organization's image.
 - c. An e-mail message reminding employees of an upcoming staff meeting.
 - d. A phone call from an attorney to a client.

3. Effective business communication
 - a. decreases the number of positive responses to requests on the first try.
 - b. increases reading time.
 - c. increases the time that it takes disagreements to surface.
 - d. builds a positive image of your organization.

4. Which of the following is an example of an internal document?
 - a. A performance appraisal of an employee after his first six months on the job.
 - b. A corporation's annual report released at the end of the year.
 - c. A claims adjustment letter that grants a refund to a customer for a faulty product.
 - d. A price quote for the purchase of new computer.

5. Organizations expect writing to be professional and free from typographical and grammatical errors, so it makes sense to:
 - a. rely exclusively on spell check software programs.
 - b. depend on secretaries to do all of your writing.
 - c. edit and proofread your written documents carefully and more than once.
 - d. have documents sent out to a professional printer to have copies made.

6. Writing skills for professionals in the workplace
 - a. are rarely used because the Internet has significantly reduced the need to write.
 - b. are not required because secretaries do most of the writing for professionals.
 - c. are not necessary since form letters and pre-designed templates are now available.
 - d. are a key job requirement that is frequently listed in professional job descriptions.

7. When writing is not as good as it could be, you and your organization pay the price in all of the following EXCEPT:
 - a. Ineffective results
 - b. Reduced workload
 - c. Wasted time.
 - d. Lost goodwill

8. The primary purpose of a document that is written to convince readers to change their opinions is to:
 - a. answer a question.
 - b. building goodwill
 - c. persuade
 - d. inform

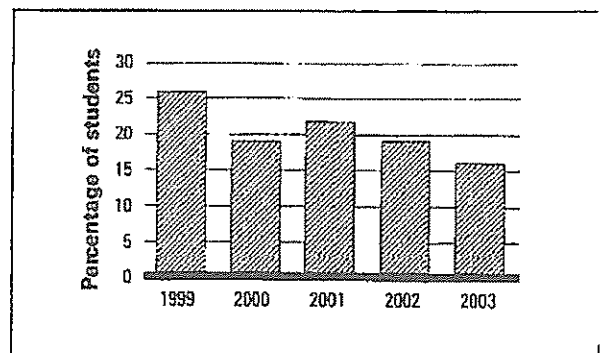
9. Which of the following is NOT a reason that people typically put things in writing?
 - a. To give themselves visibility within the organization
 - b. To brainstorm ideas for a group decision
 - c. To make the information convenient for the audience to access
 - d. To create a record

10. Which of the following is a technical error in a written document rather than a weakness in the document's style?
 - a. Misspelled word
 - b. Vague request
 - c. Legalistic language
 - d. Selfish tone

(10)

6. Answer the following questions about the graph. Read carefully; be sure of what the question is asking!

Students Who Never or Rarely Wore a Seatbelt



1. Approximately what percentage of students never or rarely wore a seat belt in 2002?
 - a. 16 b. 19 c. 22 d. 29
2. During which year did the smallest percentage of students wear a seat belt?
 - a. 1999 b. 2000 c. 2001 d. 2003
3. Approximately what percentage of students usually or always wore their seatbelts in 2003?
 - a. 16 b. 18 c. 41 d. 84
4. Which of the following can you conclude from looking at the data on the graph?
 - a. More students wore a seatbelt in 2001 than in 2002.
 - b. Fewer students wore a seatbelt in 2003 than in 2000.

- c. The percentage of students who never or rarely wear a seatbelt has declined since 1999.
 - d. The percentage of students who never or rarely wore a seatbelt has increase since 1999.
5. If the trend shown in the graph continued in the following years, which is the most likely percentage of students who rarely or never wore a seatbelt in 2004?
- a. 12 b. 18 c. 26 d. 30

(5)

7. Match the following abbreviations in column A with their full forms in column B.

Column A	Column B
e.g	namely
Etc.	and
i.e	For example
&	Et cetera
NB	That is
viz	Note well

(6)

8. Direction (1-3): The sentences given in each question, when properly sequenced, from labelled with a letter. Choose the most logical order of sentences from among the given choice to construct a coherent paragraph.

1. a. People who start up their own business typically come from two extreme backgrounds: One is the business family background and the other is a steady professional family background.

b. Typically, people from different background face different kinds of basic problems.

c. The people from both the backgrounds find it very difficult to establish and manage an enterprise.

d. Starting up and managing a small business is no joke.

(a) d b c a

(b) b a c d

(c) d a c b

(d) c d a b.

2. a. venture capital is recommended as the ideal source of financing for a successfully small business.

b. Several companies including start-ups have been funded by dedicated venture funds during this decade.

c. Despite this, an average Indian entrepreneur understands and appreciation of venture capital concept has been woefully inadequate.

d. In the Indian context, though venture capital has been a relatively late entrant, it has already made a reasonable impact.

- (a) a b c d
- (b) a d b c
- (c) a c b d
- (d) a d c b

- 3.a. Instead, many deaths and injuries result from falling objects and the collapse of buildings, bridges and other structures.
- b. Earthquakes almost never kill people directly.
- c. Fire resulting from broken gas or power lines is another major danger during a quake.
- d. Spills hazardous chemicals are also a concern during an earthquake.

- (a) c a b d
- (b) d a c b
- (c) d c a b
- (d) b a c d

(6)

9. Collective Nouns

A collective noun is a singular noun that groups together plural objects, e.g a flock of sheep, a bunch of grapes. Fill in suitable words:

- | | |
|----------------------|-----------------------|
| a. A troop of | d. a swarm of |
| b. A series of | e. a..... of lions |
| c. AOf cows | f. a of puppies |

(6)

10. Identify the incorrect or misspelt words in the following sentences. Write down only the correct word:

- a. Have you found the lose screw?
- b. You should not waist water.
- c. I am to tired two attend too functions.
- d. The advertisement was very successfull.
- e. He was the principle of our school for twenty years.

(5)

11. Create and send an email to your tutor asking them to help revise for an upcoming test. Highlight what you do not understand and how you wish they would help you understand it.

(5)

JH 10/5/23