



**CENTRAL
UNIVERSITY**
FAITH • INTEGRITY • EXCELLENCE

1st SEMESTER EXAMINATIONS 2019/2020

DEPARTMENT OF COMMUNICATION STUDIES AND
LANGUAGES

CUVL 113: ENGLISH AND WRITING SKILLS

TIME ALLOWED: TWO HOURS

STUDENT ID No.....

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THE INVIGILATOR.

Instruction: Answer **one** question from **Section A**, all questions under **Section B** and one

question each from **Sections C** and **D**

Section A: Essay Writing

Answer one question from either 1a or 1b

1a. Write an essay of about 200 words on **one** of the following topics.

- i. Narrate your experience on the day of matriculation as a university student.
- ii. Argue for or against the proposition that the state should support private university students financially.
- iii. Discuss two merits and demerits of building a national cathedral in Ghana.

1b. Write **one** paragraph of about ten (10) sentences on any **one** of the following topic sentences:

- i. One major solution to the problem of youth unemployment is giving the youth the requisite skills.
- ii. One of the effects of Streetism on national development is the loss of human resources.
- iii. Rampant roads accidents are a drain on the national economy.

Section B: Comprehension and Summary

2. Read the passage below and answer the questions it.

We are all creatures of advertising. Advertising tells us how to dress, what to eat, what to drink, what to drive; it promises to make us beautiful, to lend us thousands of dollars no matter how bad our credit, to grow hair, to make us smell good.

More than any previous generation in history, we are **consumers**. What we buy is more important than how we vote. Even as we drive over our freeways in our cars, we are bombarded by buoyant messages telling us what to read, what to eat, how to invest, where to have our noses bobbed, and how to ease the pain of hemorrhoids, arthritis, backache and several of the other ills that urban man is heir to.

We are so dependent on advertising that I wonder whether we could go on functioning as civilized human beings if it were suddenly withdrawn. Could we cope in a world that did not constantly flash messages to us, telling us how to live, how to attract the opposite sex, how to grow rich, how to succeed in business without really trying?

How addicted we are to advertising and its insidious effects is evident in an article from the London Daily Telegraph sent to me by Marion A. Elliott.

It is about the public response to a new Austrian perfume called Sheila. It was introduced by 4,500 posters placed on bus shelters throughout London. Like most perfume, Sheila was seductive creating an aura of sex and mystery, but one particular ad was different from the genre. Across the bottom was the line: ALSO KILLS FLIES.

The response was sensational. Retailers throughout London were harried by customers demanding Sheila. It became the talk of the town.

Alas, there was no such product. Francis Goodwin, marketing director of More O'Ferrel, the company that designed and distributed the poster, said that Sheila was a pool. The poster was meant to test public reaction to advertising under certain conditions of lighting and location.

The line ALSO KILLS FLIES, Goodwin sheepishly explained was intended to serve as a tip-off to the public that the ad was a fake; that there was no such perfume on the market.

The results were at once embarrassing and encouraging. More O'Ferrell found out that the public would indeed respond to its advertising methods, but it also found itself out on a limb, with a successful advertising campaign for a product that did not exist.

Surely, though, the manufacturing and advertising industries can extract some profitable lessons from this fiasco. Doesn't it prove that the public is eager to pay for products that combine ideas as well as practical results? Surely, a product that would make a woman more sexually alluring and at the same time kill flies would have a universal appeal. It goes one step beyond the old advertising slogan: "Make a better mousetrap and the world will beat a path to your door."

What troubles me, though, is that the public was so easily taken in by what the company thought was an obvious hoax. A public so gullible that it could not detect the comic incongruity of this product's claims is also a public that could be easily taken in by the demagoguery of Big Brother.

The article revealed that several years ago an Australian company did market a perfume called Sheila in Britain, but it "faded like a vanishing perfume." As a result of the recent reaction, however, the company may begin to manufacture and market the perfume again. Whether it will be advertised as also killing flies, the article did not say.

This was not the first time More O'Ferrell spoofed the public. Five years ago it tried a poster-evaluating campaign featuring a small girl saying, "I like slugs and snails." There was never any explanation.

It was also recalled that in France last year an advertising company launched a poster campaign in which a young woman appeared in a bikini, saying that she would remove her top in ten days. As was expected, crowds were assembled around each of the poster sites on the tenth day. As promised, in new posters the woman's top had been removed. But her back was to the public.

All the same time, it would be convenient to have a perfume that attracted men and at same time killed flies.

- a) In two sentences, state what the passage is about
- b) What is Sheila? What kind of propaganda technique was used to advertise it?
- c) What does "make a better mousetrap and the world will beat a path to your door" mean? How does Sheila go one step better than this statement?
- d) In paragraph 4, the effects of advertising are described as insidious. What does this say about the critical thinking skills of the general public?
- e) State, in your own words, two main lessons the writer wants his readers to learn from the passage.
- f) Replace the following words underscored in the passage with other words or phrases that can replace them.
 - i. Consumers
 - ii. Cope
 - iii. Seductive
 - iv. Gullible

Section C: Answer one question

3. As the Senior Research Assistant of VINEYARD COMPANY LIMITED, write a memorandum to the Marketing Manager sharing with him/ her any three (3) observations your research team has made regarding your company's products and the attitude of your customers. Make two suggestions that can help improve sales.

4. As the Senior Purchasing Officer of EXCELLENT SERVICES COMPANY LIMITED, write a letter of Response to the Purchasing / Procurement Manager of Divine Mystery Company Limited concerning their complaint about some goods (Divine Mystery Products) purchased from your company.

5. ZIGLO COMPANY LIMITED has been experiencing financial losses as a result of low sales of Ziglo Hair and Body Cream. As the Senior Marketing Officer assigned to investigate the causes of this problem of low sales, write your team's **report** including recommendations for appropriate action to be taken by the recipient of the report, the Managing Director of the company.

6. State and explain any two (2) major roles of each of the following persons in the process of employment **interview**
 - a. The Interviewee (the potential employee)
 - b. The Interviewer (the employer)

7. The Marketing Department of Farisco Company Limited held its departmental meeting to discuss certain pertinent issues affecting the department. As the Administrative Secretary of the department, **write the minutes** of that meeting.

8. Divine Mercy Company is seeking qualified and experienced individuals and organisations

to equip their new offices with computers, offices desks, electrical fittings, etc. Write your **proposal** to the manager stating your area of expertise and other requisite information that can help you to win the bid.

9. You are the Secretary to the Students Representative Council (SRC); **write a letter** to invite members to the next End-of-Year meeting. Include the agenda.

Section D: Grammar

Answer only one question from this Section.

10a. Use the correct form of the verb shown in parentheses to complete the sentence..

- a. I have (swear) that I will not tell anyone how the movie ends.
- b. Somehow the mouse had (spring) the trap before it took the cheese
- c. Felicia has (grow) three inches since this time last year
- d. By the time they got up, the sun had (rise) and the beach was crowded
- e. The evening at the folk festival (be) the highlight of our trip to Ohun last summer

10b. Each of the following sentences contains at least an error. Re-write each sentence correcting any error you find.

- f. You watched the football match last night, isn't it?
- g. Nowadays, many university students can be able to use the computer
- h. Hurriedly crossing the road at the junction, the flower pot fell from my hand
and
broke into pieces
- i. Yesterday, our guests told us that they will return to their country after they
have
spent one month in Ghana
- j. The cause of the child's illness was due to malaria infections

11. Change the voice of any five (5) of the following sentences (indicate either active or passive voice)

- a. All the boys laughed at the poor beggar
- b. We should pay taxes to the government
- c. The farmer is watching the fields
- d. The jury found the accused guilty of forgery
- e. Did the police arrest them?
- f. No one can solve your problem
- g. People generally believe that love is blind
- h. What information did he give you?

- i. They still deny women the right to vote in some countries
- j. We praise a person when he does a good thing.

12. Construct a sentence to illustrate each of the following patterns:

- a. Subject + Verb + Object + Adverb/ial
- b. Subject + Verb + Adverb (place) + Adverb (time).
- c. Subject + Verb + Object (direct) + Object (indirect)
- d. Subject (-ing form) + Verb + Complement.
- e. Subject + Verb + Complement (adjective)

13. Use the following pairs of words in a sentence each to bring out the difference in their Meanings: for example:

Dear/deer

- a. The lonely wife wrote letter to her dear husband.
- b. The hunter shot and killed a deer on the outskirts of his village.

a. Maid/made

b. fair/fare

c. threw/through

d. pole/poll

e. mind/mined