

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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GENERAL PAPER

8001/23

Paper 2

October/November 2018

1 hour 30 minutes

Candidates answer on the Question Paper.

Additional Materials: Insert

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the boxes above.

Write in dark blue or black pen.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **one** question.

The total time of 1 hour 30 minutes includes time for you to study the questions before you begin your answer.

You may make notes during this time if you wish.

Up to 15 marks will be given for the quality and accuracy of your English throughout this paper.

Dictionaries are **not** permitted.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **11** printed pages, **1** blank page and **1** Insert.

1 Study Passage 1 in the Insert to answer the following questions (a)–(f).

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

(a) In paragraph 1, what does Paul Marks suggest are **two** poor reading habits?

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

(b) In your own words, explain what the following can do:

(i) a ‘cognitive activity tracker’

.....
.....
.....
.....
.....
.....[4]

(ii) ‘gaze-trackers’

.....
.....
.....
.....
.....
.....[4]

(c) What are the **two** advantages of Tobii’s eye-tracking system?

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

- (f) (i) Explain the meaning of the **six** following words or phrases as they are used in the passage. You may write the answer in one word or a short phrase.

to go mainstream (line 1)

.....

need revamping (line 6)

.....

has spawned (line 7)

.....

commercialising (line 16)

.....

abuzz (line 40)

.....

impact (line 47)

.....

[6]

- (ii) Use these words or phrases in **six** separate sentences to illustrate their meanings as used in the passage. Your sentences should not deal with the subject matter of the passage.

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[6]

[Total: 35]

Note: Up to an additional 15 marks will be available for use of English.

2 Study Passage 2 in the Insert to answer the following questions (a)–(d).

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

(a) Explain the following expressions **in your own words**:

'to stand out from the crowd' (line 3)

.....
.....

'a piece of the action' (line 5)

.....
.....

'without equal' (line 18)

.....
.....

'the last word in' (line 22)

.....
.....

'all walks of life' (line 24)

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.....

[5]

(b) In about 60 words, name three language techniques used in the newspaper advertisement to persuade the reader. Explain why each is persuasive.

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.....[6]

(c) Give two reasons why each of the following applicants would be acceptable as a crew member. Justify your responses.

(i) Inge

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.....
.....
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.....
.....
.....
.....[4]

(ii) Maxi

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.....
.....
.....
.....[4]

(iii) Junid

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.....[4]

(d) Give **two** reasons why each of the following applicants might **not** be acceptable as a crew member. Justify your responses.

(i) Inge

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.....
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.....
.....
.....[4]

(ii) Maxi

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.....
.....
.....
.....
.....[4]

(iii) Junid

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.....[4]

[Total: 35]

Note: Up to an additional 15 marks will be available for use of English.

(d) In your opinion:

(i) should employees ever be given bonuses in the tens of thousands of dollars? Explain your reasoning **in about 40 words**.

.....
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.....[4]

(ii) what can organisations do to retain key employees who might be feeling dissatisfied in some way with their current job? Answer **in about 40 words**.

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.....
.....
.....[4]

[Total: 35]

Note: Up to an additional 15 marks will be available for use of English.

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