Instructions:

1. This question paper consists of THREE sections: 
   SECTION A: Comprehension (30) 
   SECTION B: Summary (10) 
   SECTION C: Language in context (40)

2. Read ALL the instructions carefully.

3. Answer ALL the questions.

4. Start each section on a NEW page.

5. Rule off after each section.

6. Number the answers correctly according to the numbering system used in this question paper.

7. Leave a line after each answer.

8. Pay special attention to spelling and sentence construction.

9. Use the following time frames as a guideline: 
   SECTION A: 50 minutes 
   SECTION B: 25 minutes 
   SECTION C: 45 minutes

10. Write neatly and legibly.
TEXT A

1 With nearly every human being on the planet over 12 years old in ownership of a cellular phone, it is necessary to have a few guidelines regarding the use of cell phones. Here are some tips for cell phone etiquette.

2 Your cell phone does not have to go everywhere you go. There are times when you should never answer your cell phone. Movie theatres, plays, and restaurants are no place for cell phones. Even more so, cell phones should be left in the car or on the vibrate setting when you visit churches and funeral homes. If for any reason you do receive a phone call in one of these places, excuse yourself and return the call once you have stepped outside.

3 Do not let it be the end of you. If your cell phone rings while you are driving, wait until you have pulled over before you answer or return the call. Your life and the life of people around you are much more important than your phone call. If you are expecting an important call, use your hands free attachment.

4 Just because you are engrossed in your conversation does not mean you should not be alert. Not only can you trip or bump into someone and cause an embarrassing situation, but you are putting yourself in a position to be mugged or worse.

5 Do not yell into your cell phone. Not only can the person you are speaking with hear you, but also so can everyone else within megaphone range. Be courteous of others right to peaceful enjoyment of whatever it was they where doing before you walked into the room.

6 Certain discussions should not happen on the cell phone. Arguments for example, where you may not be able to control your emotions should not happen while you are driving, or even in full view of other people. Likewise, do not have conversations about your personal business. Strangers really do not want to hear such conversations.

7 With the invention of wireless or near invisible cell phone earplugs people cannot tell whether you are talking to them, someone on the cell phone, or your invisible friend. Always say "excuse me" before starting a cell phone conversation and politely turn away before speaking to your caller.

8 In social situations where you are entertaining friends or clients, do not have long cell phone conversations. It gives the impression that you do not value the time of the person in front of you.

9 The world is not going to stop spinning if you ignore your cell phone. If you are conducting important business, shopping, or even spending time with family, ignore the cell phone and return your call later.

10 Listen to the flight attendant. If they tell you, it will kill you, why do you do it. Do not use your cell phone after take off or as your airplane is landing. Doing otherwise is nothing more than a defiant attitude.

1.1 Find a synonym in paragraph 1 for “conduct”. (1)

1.2 Refer to paragraph 1.

The writer states that, “nearly every human being on the planet over 12 years old [are] in ownership of a cellular phone.

Do you think this is true? Explain your answer. (2)

1.3 Is the following statement TRUE or FALSE? Give a reason for your answer.

You should always have your phone with you. (2)

1.4 List FOUR places that are mentioned in the passage, where cell-phones should never be used. (2)

1.5 In your opinion, why is it dangerous to use a cell phone while driving? (2)

1.6 Why is it important to be alert when you are talking on the cell phone? (2)

1.7 Explain why the writer says one should not have arguments over the phone. (2)

1.8 Quote a sentence from the passage to prove that people around the cell phone user are not always aware that he or she is talking on the cell phone. (1)

1.9 What evidence is there in the passage that the writer attempted to add humour to the topic he is writing about? (2)

1.10 Give a possible reason why people find it difficult to ignore their cell phones. (2)

1.11 Supply a suitable title of no more than 6 words for this passage. (2)

**TOTAL FOR QUESTION 1 [20]**
QUESTION 2

Read the following passage (TEXT B) and answer the set questions.

TEXT B

1. We are all familiar with computers and the Internet, yet few people know the history of this amazing invention.
2. In the 1960s, the US Defence Department first set the stage for the Internet with a network that was called ARPANET. This was a research program that was begun to discover new ways to link different networks together for government and scientific use. What they hoped to develop was a method of communicating information packets among many computers at the same time.
3. The first name given to this project was the “Internting” and the networks that resulted became known by the shortened form, the “Internet”. Protocols were developed and these were called the TCP or Transmission Control Protocol and the IP or the Internet Protocol. These are terms that are still in use today in the computer world.
4. Originally, the idea for this type of networking by computers was thought of in 1962 by JCR Licklider at the Massachusetts Institute of Technology. He truly was the first person to envision and describe a world that was linked by computers for the express purpose of sharing information. In the US, the first Internet attempts were begun for universities and research departments at government level. This was considered to be a great way to share ideas, information, and resources.
5. Of course, there were many challenges and obstacles that had to be overcome in order that the idea could actually take shape. However it was not long before the Internet achieved success that was never really thought possible just a few decades earlier. Even in the 70s, use of computers at universities and businesses was very limited, but by the late 80s, the use of the computers was beginning to move beyond business, educational and government settings.

Adapted from [http://www.thekidswindow.co.uk/News/Internet_History.htm](http://www.thekidswindow.co.uk/News/Internet_History.htm)

2.1 Say whether the following statement is TRUE or FALSE. Give a reason for your answer.

The Internet was an initiative of the US government. (2)

2.2 What was the main aim of the project? (2)

2.3 What does the abbreviation TCP stand for? (1)

2.4 Why do you think it was important for government departments to be able to communicate via the internet? (2)

2.5 Quote a phrase from paragraph 5 which shows that the development of the Internet was difficult. (1)

2.6 Do you think the Internet is a valuable communication tool? Give a reason for your answer. (2)

TOTAL QUESTION 2: [10]

TOTAL SECTION A: [30]
SECTION B: SUMMARY WRITING

QUESTION 3: SUMMARY

You have been asked to write a short article for the school newspaper about the first man on the moon.

Read the passage (TEXT C) below and compile a list of seven points for inclusion in your article.

INSTRUCTIONS:

1. List SEVEN points in full sentences using no more than 70 words.
2. Number the sentences from 1 to 7.
3. Write only ONE point per line.
4. Use your own words.
5. Indicate the numbers of words you have used at the end of your summary.

TEXT C

In the 1950s and '60s, two countries raced to get to the moon first: the U.S. and the Soviet Union (a large nation of republics, including Russia, that existed until 1991). Unmanned Soviet rockets got to the moon first, but the Apollo program made history.

Three astronauts manned the Apollo 11 mission: Armstrong, Aldrin and Michael Collins. The trip from Earth to the moon took four days. A special lunar module, nicknamed Eagle, carried Armstrong and Aldrin to and from the moon while Collins remained in lunar orbit. The landing was tense. It took Armstrong longer than expected to find a level place to land. The lunar module had less than 40 seconds of fuel remaining when it safely touched down. "The Eagle has landed," Armstrong reported. "You got a bunch of guys about to turn blue," responded Charles Duke, at NASA's headquarters in Houston, Texas. "We're breathing again."

Armstrong and Aldrin spoke to President Richard Nixon by radio telephone. They set up scientific experiments, collected soil samples and planted an American flag on the surface of the moon. They also left behind a plaque that reads: "We came in peace for all mankind." Though the flag was blown over when the lunar module took off, the footprints left by the astronauts are still there.

[Adapted from http://www.timeforkids.com/TFK/teachers/wr/article/0,27972,1895387,00.html]

TOTAL SECTION B [10]
SECTION C: LANGUAGE

QUESTION 4: VISUAL LITERACY

4.1 ANALYSING A CARTOON

Read the following cartoon (TEXT D) and answer the set questions.

TEXT D:

FRAME 1

AND IN OTHER NEWS, NEW TRAFFIC LAWS HAVE GONE INTO EFFECT. BARRING THE USE OF HAND-HELD CELLPHONES WHILE DRIVING.

FRAME 2

FRAME 3

CAN YOU BELIEVE THAT?!

FRAME 4

HELLO MOM? DID YOU HEAR THE NEWS ABOUT DRIVING WITH A CELLPHONE?!

4.1.1 Refer to frame 1.

Who is the speaker in this frame? (1)

4.1.2 Explain the meaning of the word “barring” in the first frame. (1)

4.1.3 Explain why the word “believe” is underlined in frame 3. (2)

4.1.4 Does Eve (the woman on the left) obey this new rule? Give a reason for your answer. (2)
4.2 ANALYSING AN ADVERTISEMENT

Study the advertisement (TEXT E) and answer the set questions.

TEXT E
4.2.1 Explain what the phrase “walk the talk” means. (2)

4.2.2 Are the deals offered in this advertisement still available? Give a reason for your answer. (2)

4.2.3 What is the slogan for Vodashop? (1)

4.2.4 What do the words “South Africa’s leading cellular network” suggest about Vodacom? (2)

4.2.5 Refer to the three cell-phone deals. Which one would be the cheapest? Give a reason for your answer. (2)

4.2.6 Choose the correct answer. Write only the letter (A-D) next to the question number (4.2.6) in the answer book.

   The deals offered in this advertisement are available from:

   A. All Vodashops.
   B. Vodacom
   C. Vodashop Village Walk
   D. Blackberry (1)

4.2.7 Say whether the following statement is TRUE or FALSE. Give a reason for your answer.

   All the phones in this advertisement has a feature to recognise handwriting. (2)
QUESTION 5: LANGUAGE EDITING SKILLS

Read the following passage (TEXT F), which has some deliberate errors, and answer the set questions.

| 1 | Vodacom is mum about it’s plans, but the new corporate colours are expected to be similar to the red, white and grey of parent company Vodafone, which bought a controlling stake in Vodacom in 2009. |
| 2 | Vodacom, which also have operations in Mozambique, Tanzania, Lesotho and the Democratic Republic of the Congo (DRC), has been co-branding its products and advertisements with the Vodafone logo for several years. |
| 3 | Vodacom is expected to retrain its name, despite Vodafone’s global strategy to rebrand operations in which it has a controlling stake. |
| 4 | Vodacom is thought to have budgeted R200-million for the rebranding exercise, with the Vodacom billboard at the top of the Ponte building in Hillbrow already covered in white and red. |
| 5 | "I think South Africans have gotten used to Vodacom’s blue, but I don’t think the change will be a massive train smash for them, even if they rebrand to Vodafone SA," said Khulekani Dlamini, head of research at Afena Capital. |
| 6 | "As long as there is a Voda in there somewhere, people will be able to make the association, and I don’t think their brand strength will be erode. It’s the same thing when Cell C rebranded last year, or when M-Cell changed to MTN a few years back. People didn’t even blink." |

Adapted from [http://www.timeslive.co.za/sundaytimes/article988357.ece/Vodacom-to-paint-the-country-red](http://www.timeslive.co.za/sundaytimes/article988357.ece/Vodacom-to-paint-the-country-red)

5.1 Choose the correct answer. Write down the letter of the appropriate answer.

A synonym for ‘mum’ (paragraph 1) is:

A. without feeling  
B. motherly  
C. talkative  
D. quiet  

(1)

5.2 Correct the punctuation error in the first line of the passage.  

(1)

5.3 The word “controlling” (line 3) comes from the word “control”.

Give the correct form of the word ‘control’ in each of the following sentences:

5.3.1 Vodafone has a (control) share in Vodacom.  

(1)

5.3.2 Vodacom’s plans for the future are (control) by Vodafone.  

(1)
5.4 Identify and correct the error in each of the following sentences.

5.4.1 The new corporate colours are expected to be similar to the red, white and grey of parent company Vodafone. (1)

5.4.2 Vodacom have been co-branding its products and advertisements with the Vodafone logo for several years. (1)

5.4.3 Vodacom is expected to retrain its name. (1)

5.4.4 It's the same thing when Cell C rebranded last year. (1)

5.4.5 I don't think their brand strength will be erode. (1)

5.5 Rewrite the following sentence in the past tense.

Vodacom is expected to retain its name. (1)

5.6 Rewrite the following sentence in the present tense.

People will be able to make the association. (1)

5.7 Give an antonym (word opposite in meaning) for the word ‘similar’ (line 2). (1)

5.8 Rewrite the following sentence as a question, starting with HOW MUCH.

Vodacom has budgeted R200-million for the rebranding exercise (1)

5.9 Rewrite the following sentence in reported speech:

Khulekani said, “I don't think their brand strength will be eroded.” (3)

5.10 Rewrite the following sentence. Inserting all the missing punctuation marks.

vodafone bought a controlling stake in vodacom in 2009 said khulekani. (3)

5.11 Choose the correct word from those given in brackets:

5.11.1 Vodacom has (new/knew) colours. (1)

5.11.2 Vodacom is (been/being) rebranded. (1)

5.12 Find a synonym in the passage for the phrase “in spite of”. (1)