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COLUMBIA**
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**Technical
and Professional
Communications 12**

JANUARY 2001

Course Code = TPC

Student Instructions

1. Place the stickers with your Personal Education Number (PEN) in the allotted spaces above. **Under no circumstance is your name or identification, other than your Personal Education Number, to appear on this booklet.**
2. Ensure that in addition to this examination booklet, you have an **Examination Response Form**. Follow the directions on the front of the Response Form.
3. **Disqualification** from the examination will result if you bring books, paper, notes or unauthorized electronic devices into the examination room.
4. When instructed to open this booklet, **check the numbering of the pages** to ensure that they are numbered in sequence from page one to the last page, which is identified by **END OF EXAMINATION**.
5. At the end of the examination, place your Response Form inside the front cover of this booklet and return the booklet and your Response Form to the supervisor.

Question 1:

1. .

(3)

Question 2:

2. .

(3)

Question 3:

3. .

(4)

Question 4:

4. .

(20)

Question 5:

5. .

(35)

**TECHNICAL
AND PROFESSIONAL
COMMUNICATIONS 12**

JANUARY 2001

COURSE CODE = TPC

GENERAL INSTRUCTIONS

1. Aside from an approved calculator, electronic devices, including dictionaries and pagers, are **not** permitted in the examination room.
2. All multiple-choice answers must be entered on the Response Form using an **HB pencil**. Multiple-choice answers entered in this examination booklet will **not** be marked.
3. For each of the written-response questions, write your answer in the space provided in this booklet.
4. Ensure that you use language and content appropriate to the purpose and audience of this examination. Failure to comply may result in your paper being awarded a zero.
5. This examination is designed to be completed in **two hours**. *Students may, however, take up to 30 minutes of additional time to finish.*

**TECHNICAL AND PROFESSIONAL COMMUNICATIONS 12
PROVINCIAL EXAMINATION**

	Value	Suggested Time
1. This examination consists of five parts:		
PART A: Communication Concepts	10	8
PART B: Reading Comprehension	18	25
PART C: Editing	7	7
PART D: Design	20	20
PART E: Case Study	35	60
	Total:	
	90 marks	120 minutes

2. A hand-held calculator may be used for this examination; however, computers, calculators with a QWERTY keyboard, and electronic writing pads will not be allowed. Students must not bring any external devices to support calculators, such as manuals, printed or electronic cards, printers, memory expansion chips or cards, or external keyboards. Students may have more than one calculator available during the examination. Calculators may not be shared and must not have the ability to either transmit or receive electronic signals.

3. You may use a ruler or geometry set to create any graphics required for the Design and Case Study parts.

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PART A: COMMUNICATION CONCEPTS

Value: 10 marks

Suggested Time: 8 minutes

INSTRUCTIONS: For each multiple-choice question, select the **best** answer and record your choice on the Response Form provided. Using an HB pencil, completely fill in the circle that has the letter corresponding to your answer.

Use the following text to answer questions 1 and 2.

Over 98% of 3 500 professional desktop publishers surveyed agree that because captions are physically separate from the main text body they should appear in a contrasting typographic style; i.e., bold, italic or even in a different point size (Langham 1999).

1. The purpose of the citation above is to acknowledge
 - A. a quotation.
 - B. a statistical fact.
 - C. a professional opinion.
 - D. the source of a stated fact.

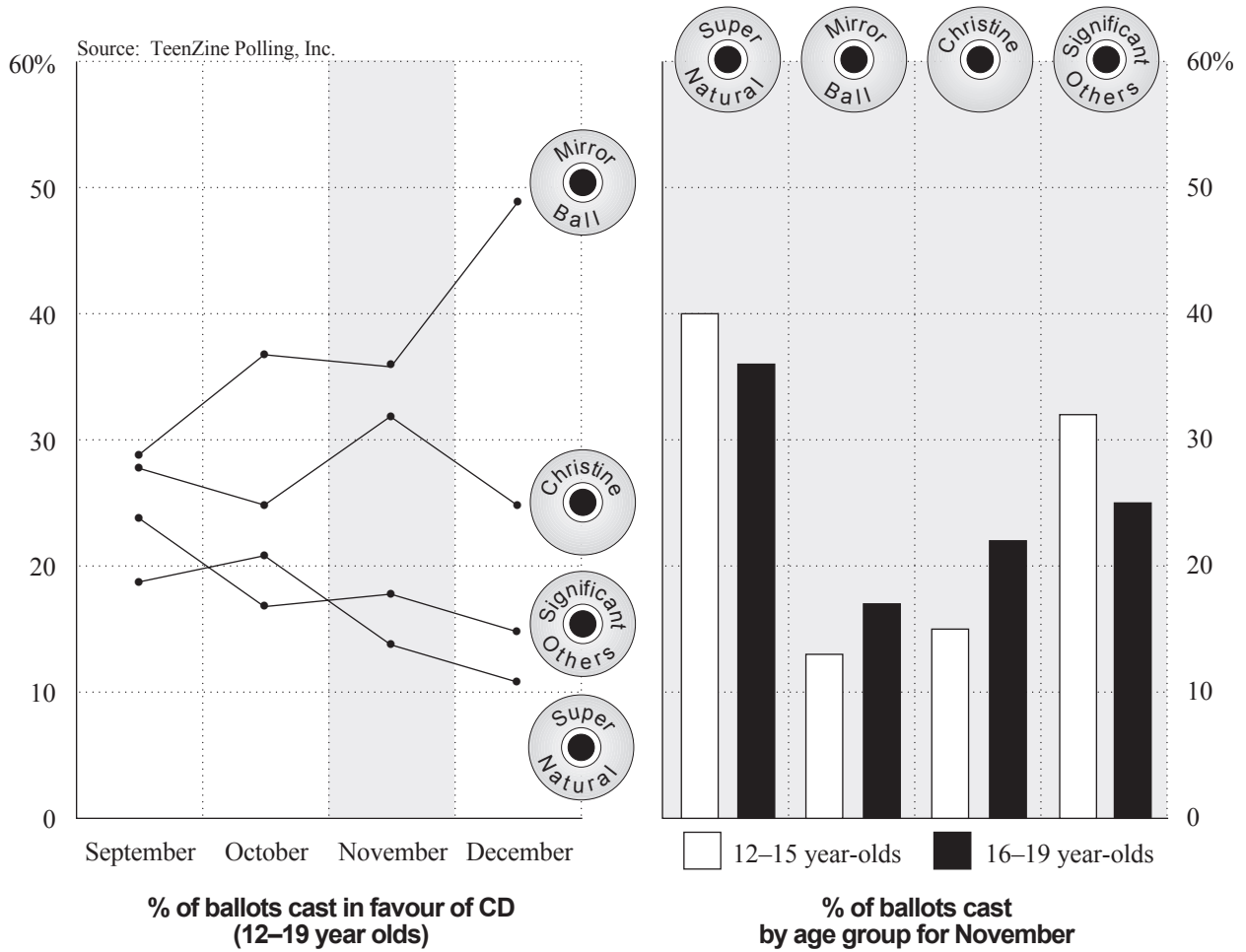
2. Which of the following is the **correct** bibliographical entry for the citation above?
 - A. *Langham's Handbook of Technical Communications*. Ed. John Low, 4th ed. Toronto; Kanata Publishers, 1999.
 - B. Langham's Handbook of Technical Communications. Ed. John Low, 4th ed. Toronto; Kanata Publishers, 1999.
 - C. *Langham's Handbook of Technical Communications*. Ed. John Low. 4th ed. Toronto: Kanata Publishers, 1999.
 - D. "Langham's Handbook of Technical Communications." Ed. John Low. 4th ed. Toronto: Kanata Publishers, 1999.

3. In the design and layout of a business letter, the writer should
 - A. justify short lines.
 - B. use two-inch margins.
 - C. centre the text horizontally.
 - D. use white space effectively.

OVER

Use the following graphs to answer questions 4 and 5.

Teen Select Choice for Best CD, 1999



4. In what month was the number of ballots cast by 12–15 year-olds the **greatest**?

- A. October
- B. November
- C. December
- D. not enough information given

5. What percentage of 16–19 year-olds chose *Mirror Ball* for best CD in November?

- A. 17%
- B. 32%
- C. 36%
- D. not enough information given

Use the following advertisement to answer questions 6 and 7.

for store locations
www.bison.com

his & her jeans
flared
slim fit
straight leg
competitive prices
100% guaranteed
full range of sizes

Active Wear for Those Who Venture to the Edge

Photograph ©Masterfile T5-0328

6. Bison Active Wear offers
- A. online sales.
 - B. lowest prices.
 - C. guaranteed best fit.
 - D. many waist measurements.
7. To create consumer demand, this advertisement relies primarily on
- A. expert opinion.
 - B. visual imagery.
 - C. quality guarantees.
 - D. availability across the country.

8. Which of the following pieces of information can be requested legally in a job posting?
- A. marital status
 - B. gender and age
 - C. education and training
 - D. number of dependents
9. The authoring language used to create web pages is known as
- A. http
 - B. URL
 - C. Linux
 - D. HTML
10. Information stored on your computer by a web site to assist browsing is known as a
- A. link.
 - B. cache.
 - C. cookie.
 - D. bookmark.

PART B: READING COMPREHENSION

Value: 18 marks

Suggested Time: 25 minutes

INSTRUCTIONS: Read the following article carefully. For questions 11 to 18, select the **best** answer and record your choice on the Response Form provided.

The Internet via Cable

Removed due to copyright restrictions.

**You may detach this page for convenient reference.
Exercise care when tearing along perforations.**

11. In Paragraph 1, the authors catch the reader’s interest primarily through the use of
- A. personification.
 - B. sentence fragments.
 - C. rhetorical questions.
 - D. emotional language.
12. In paragraph 4, the statement “a diet rich in fiber is good for you” is intended to be
- A. didactic.
 - B. scientific.
 - C. humorous.
 - D. informative.
13. To service individual homes in a neighborhood, the cable network
- A. uses established optical fiber.
 - B. uses established coaxial cable.
 - C. attaches lines to set-top boxes.
 - D. attaches “head ends” to each neighborhood area.
14. North America is ahead of Europe in the
- A. elimination of static.
 - B. number of TV channels.
 - C. speed of data transmission.
 - D. deployment of fiber-optic networks.
15. In paragraph 8, the word “encrypted” means
- A. coded.
 - B. sealed.
 - C. erased.
 - D. shared.
16. The tone of paragraph 13 is
- A. critical.
 - B. neutral.
 - C. sarcastic.
 - D. enthusiastic.

17. According to the flow chart, one service provided by a regional data centre is to
- A. read e-mail.
 - B. run news servers.
 - C. prepare Web pages.
 - D. monitor network health.
18. The article presents a viewpoint that is
- A. balanced.
 - B. non-judgemental.
 - C. biased against interactive video.
 - D. biased in favour of cable Internet.

INSTRUCTIONS: Answer questions 1 to 3 based on the article “The Internet via Cable.” Complete sentences are not required.

1. Identify **three** distinct advantages of a cable network for accessing the Internet. **(3 marks)**

Advantage 1: _____

Advantage 2: _____

Advantage 3: _____

2. From paragraphs 11 and 12, name **three** future uses for television sets provided through the use of cable modems. **(3 marks)**

Future Use 1: _____

Future Use 2: _____

Future Use 3: _____

3. Apart from the flow chart and the paragraph numbering, identify **two** techniques used in the layout of the article and explain how each aids the reader. **(4 marks)**

Technique 1: _____

Explanation 1: _____

Technique 2: _____

Explanation 2: _____

PART C: EDITING

Value: 7 marks

Suggested Time: 7 minutes

INSTRUCTIONS: You are an air conditioner installer. You have prepared the following e-mail to send to your superior at head office. Before sending the message, you will need to edit it for clarity and consistency. For questions 19 to 25, select the **best** answer and record your choice on the Response Form provided.

To: gblackmore@aircon.com
From: rbrown@aircon.com
Subject: Wilson & Company's air conditioner
Cc:
Bcc:
X-Attachments:

- 1 I am currently in Osoyoos following up on the installation of the air conditioner we installed last month, in the vice-president's office at Wilson & Company. While the unit has created a comfortable work environment during the current hot spell, it is emitting a high-pitched whine at irregular intervals.
 - 2 When I examined the unit last week, I didn't find anything out of the ordinary. I oiled some components within the blower assembly and this seemed to eliminate the noise problem. At the vice-president's request, I returned to recheck the air conditioner today, this time, I discovered some metal shavings at the base of the unit. The vice-president believes the shavings point to the source of the noise problem that has re-occurred.
 - 3 This afternoon I called the manufacturer who said that the appearance of small shavings is not uncommon in new units and does not necessarily mean that the unit is malfunctioning. _____ the manufacturer's assurances, our client is not prepared to put up with the annoying whine.
 - 4 On June 30th I'm returning to Wilson & Company with the manufacturer's representative to check for other possible causes of the noise. The company is certain that the shavings are unrelated to the high-pitched whine that, they claim, should disappear within a few days. It's possible that air escaping from a perforation in the blower assembly's rubber hosing may be the source of the problem.
 - 5 I'll e-mail you later that day detailing our findings. I expect to have the problem resolved to the satisfaction of our client and be back in the office by July 2nd.
-
19. In the first sentence of paragraph 1, the comma in the phrase "last month, in the vice-president's office"
 - A. is correct.
 - B. should be a dash.
 - C. should be a colon.
 - D. should be deleted.

20. Paragraph 1 would be best revised by
- A. correcting faulty parallelism.
 - B. eliminating word redundancy.
 - C. italicizing Wilson & Company.
 - D. deleting the comma after “hot spell.”
21. What is the best revision for the underlined segment in paragraph 2?
- A. ...I returned to recheck the air conditioner today this time I discovered...
 - B. ...I returned to recheck the air conditioner today this time, I discovered...
 - C. ...I returned to recheck the air conditioner today. This time I discovered...
 - D. ...I returned to recheck the air conditioner today—this time, I discovered...
22. Which portion of the first sentence of paragraph 3 contains an error?
- A. This afternoon I called the manufacturer
 - B. who said that the appearance of small shavings
 - C. is not uncommon in new units and
 - D. does not necessarily mean that the unit is malfunctioning.
23. Which of the following would be best inserted in the underlined space in paragraph 3?
- A. Despite
 - B. In view of
 - C. Regarding
 - D. In addition to
24. The second sentence of paragraph 4
- A. omits essential punctuation.
 - B. should be deleted as redundant.
 - C. should be the second sentence of paragraph 3.
 - D. is appropriate within the chronological sequence of the message.
25. The overall purpose of this message is to
- A. inform.
 - B. excuse.
 - C. reassure.
 - D. persuade.

Organization and Planning
(this will not be marked)


	1st	2nd	Total
Design			

PART D: DESIGN

Value: 20 marks

Suggested Time: 20 minutes

INSTRUCTIONS: Read the situation below and create an appropriate product (complete with title). You may wish to use visual representation to enhance the message.

- underline words to indicate *italics*
- **circle** words to indicate **bold**
-  use a box to indicate the look and placement of a graphic

4. You are Leslie Schreiber, a member of your school's student council. After much debate, you have convinced your principal that the student council needs a fax machine in order to coordinate council activities with other schools in the area. The principal has expressed concern that if people do not know how to use the fax machine properly, it will quickly break. She has asked you to make a sign explaining how the machine works.

The principal has provided you with the following information from the *Fax 5000 User Guide*. You should include a warning that if the fax machine does break, it will not be repaired and may be removed.

FAX 5000 USER GUIDE, Page 3

Place the document to be faxed face-down in the loading tray. Depending on the thickness of the pages, you can load up to 20 pages at a time. Remember to remove all staples, clips and pieces of tape before loading your document. Be sure to include the area code, using the numeric keypad, when you dial a long distance fax number. When ready to begin, press the start button.

When the fax job is finished, always remember to remove your document and press the reset button. When you are faxing, never pick up the telephone that the machine is connected to, as this will interrupt the transmission and you will have to begin again. It is also important to make sure there is always enough paper in the machine to receive incoming faxes.

**You may detach this page for convenient reference.
Exercise care when tearing along perforations.**

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FINISHED WORK

A large rectangular area containing horizontal ruling lines, intended for writing or drawing.

Organization and Planning
(this will not be marked)

PART E: CASE STUDY

Value: 35 marks (Content: 20 marks; Visual Design: 15 marks) Suggested Time: 60 minutes

INSTRUCTIONS: Read the scenario below and write a standard business memorandum. For ease of navigation, it is expected that you will include supporting visuals. For emphasis in your work

- underline words to indicate *italics*,
- **circle** words to indicate **bold**.

5. Scenario:

You are Shannon White, student leader of the Senior Concert Band at Cedarwood Secondary. The band has been invited to perform for three days at the prestigious Festival of the Arts Extravaganza in New York in April 2001. You and the 19 other band members are very excited about this opportunity. Mr. Art Wilson, the music teacher, is willing to take the senior band to New York if members raise a minimum of \$3 000 towards the cost of the trip. The parents of the band members have agreed to pay any costs above and beyond the \$3 000 earned through fundraising.

The band has generated a number of ideas about how to raise the required \$3 000. As student leader of the band, it is your responsibility to decide how best to proceed and then to write a detailed proposal to your music teacher explaining how the group intends to raise the funds by February 15, 2001.

One of the suggestions proposed by the band members is holding a Saturday Christmas Craft Fair in the school gym from 10 a.m. to 4 p.m. Vendors would pay \$25.00 to set up a booth to sell their crafts. A reasonable assumption is that 20 booths could be sold to prospective vendors. The band members would be responsible for decorating the gym, setting up tables, providing coffee and cookies, and cleaning up after the fair. It is believed that the decorations, coffee and cookies would cost approximately \$200 if purchased wholesale from a local store owner who wishes to help support the trip to New York. Another suggestion involves the sale of Christmas wrapping paper. The wrapping paper would sell for \$10.00 a roll, of which \$3.00 would be profit. The band members are confident that they can each sell 25 rolls to friends and family. Another idea involves the sale of frozen gourmet appetizers. Each valu-pack of 75 frozen appetizers would sell for \$20.00, of which \$4.00 would be profit. Everyone believes they could each sell between 15 and 20 valu-packs.

Another idea is to hold a car wash from 9:00 a.m. to 5:00 p.m. at a local gas station. Students would be expected to bring their own soap and buckets, and the station would provide the water and hoses. In the past, car washes paid for by donation have raised approximately \$300. The final suggestion involves a bottle drive. The students would advertise the drive and spend a full day collecting bottles from residences within the community. The band could reasonably expect to make \$400 from this activity.

Task:

Write to Mr. Wilson, outlining your plan to raise the money by February 15, 2001. Your plan must propose fundraising activities, estimate the amount of money that can be raised, and justify a proposed timeline. Date your correspondence October 16, 2000.

**You may detach this page for convenient reference.
Exercise care when tearing along perforations.**

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FINISHED WORK

A large grid of blank graph paper for finished work. The grid consists of 20 horizontal rows and 30 vertical columns, forming a total of 600 small squares. The grid is intended for recording or illustrating completed work.

FINISHED WORK

The page is filled with approximately 25 horizontal lines, providing a space for the student to write their finished work. The lines are evenly spaced and extend across the width of the page.

FINISHED WORK

A large grid of 20 rows and 25 columns of small squares, used for recording finished work.

FINISHED WORK

A large area of the page is reserved for the student's finished work, indicated by a grid of horizontal lines.

	1st	2nd	Subtotal
Content			
Visual Design			

END OF EXAMINATION

ACKNOWLEDGEMENTS

Adapted from “The Internet via Cable” by Milo Medin and Jay Rolls.

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