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**Technical
and Professional
Communications 12**

January 2003

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.

(4)

Question 2:

2.

(4)

Question 3:

3.

(2)

Question 4:

Marker 1

4.

(5)

Marker 2

5.

(5)

Question 5:

Marker 1

	Content	Design
6.	<input type="text"/>	<input type="text"/>
	(5)	(5)

Marker 2

	Content	Design
7.	<input type="text"/>	<input type="text"/>
	(5)	(5)

**TECHNICAL
AND PROFESSIONAL
COMMUNICATIONS 12**

January 2003

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 information to answer questions 1 and 2.

Hage, J. and Power, H. *Post-Industrial Lives: Roles and Relationships in the 21st Century*. Newbury Park, California: Sage Publications, 1992.

Keith, A. "History of Education in North America," *Education Today* Aug. 2002: 24–28.

1. What type of error has been made in the first entry?
 - A. improper punctuation
 - B. incorrect use of italics
 - C. incomplete publication data
 - D. incorrect listing of the authors

2. The second entry references
 - A. a periodical.
 - B. an anthology.
 - C. an Internet site.
 - D. an encyclopedia.

3. Which of the following is a required element in a memorandum?
 - A. the subject
 - B. the salutation
 - C. the attention line
 - D. the signature block

OVER

Use the following graph to answer questions 4 and 5.

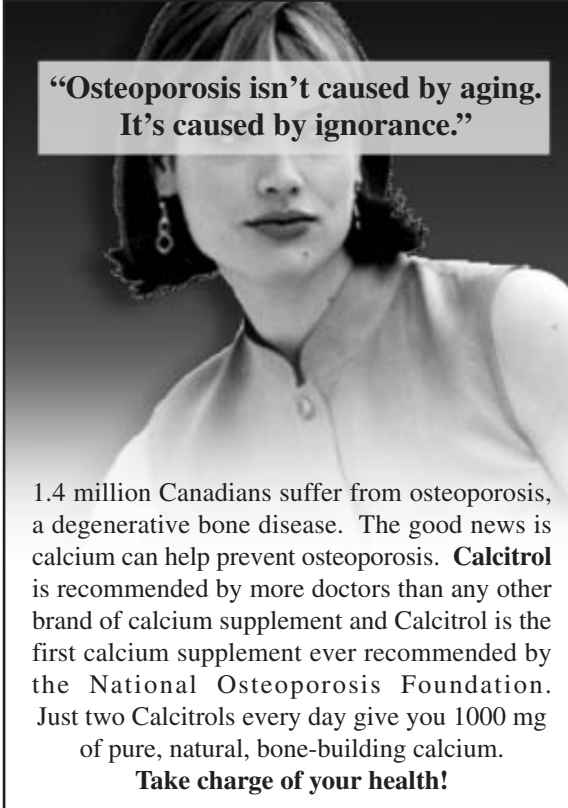
Wheat Crops: The Last 20 Years

Million Acres



4. The wheat harvest in 1993 was approximately
- A. 51 000 000 acres.
 - B. 60 000 000 acres.
 - C. 64 000 000 acres.
 - D. 74 000 000 acres.
5. From the information in the graph, it can be determined that
- A. planting and harvesting wheat was not profitable in the 1980s.
 - B. wheat planting and harvesting have stabilized in the last ten years.
 - C. farmers are becoming less interested in planting and harvesting wheat.
 - D. wheat harvests tend to be about 5–10% lower than the amount planted.

Use the following advertisement to answer questions 6 and 7.



“Osteoporosis isn’t caused by aging.
It’s caused by ignorance.”

1.4 million Canadians suffer from osteoporosis, a degenerative bone disease. The good news is calcium can help prevent osteoporosis. **Calcitrol** is recommended by more doctors than any other brand of calcium supplement and Calcitrol is the first calcium supplement ever recommended by the National Osteoporosis Foundation. Just two Calcitrols every day give you 1000 mg of pure, natural, bone-building calcium.

Take charge of your health!

6. According to the advertisement,
- A. Calcitrol will prevent osteoporosis.
 - B. calcium aids in preventing osteoporosis.
 - C. Calcitrol is recommended by the majority of doctors.
 - D. calcium supplements are required to prevent osteoporosis.
7. The product’s appeal is based on
- A. visual imagery.
 - B. use of bold text.
 - C. manipulation of emotions.
 - D. claims of professional endorsement.

OVER

8. Which of the following is the **most** unethical behaviour for a company employee?
- A. taking office supplies for use at home
 - B. failing to work to full potential on a team project
 - C. leaving work 5 minutes early for a medical appointment
 - D. using the workplace computer at lunch to e-mail a friend
9. Which of the following is **not true** about computer operating systems?
- A. They are available for different platforms.
 - B. They are microchips installed in the motherboard.
 - C. They keep track of files and directories in a computer.
 - D. They control peripheral devices such as disk drives and CD writers.
10. A recordable CD will store approximately
- A. 7 megabytes.
 - B. 700 megabytes.
 - C. 7 gigabytes.
 - D. 700 gigabytes.

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.

More Veggies, Please

(adapted)

1 Dr. Michael Roizen, dean of The State University of New York’s College of Medicine in Syracuse, N.Y., has seen plenty of lousy eaters. But the worst was a man of 37 who had eaten almost every meal for the previous nine years at a Wendy’s, Burger King, or some other fast-food restaurant. Shakes and greasy burgers were standard fare for this man—while his vegetable repertoire revolved around iceberg lettuce, French fries, and ketchup.

2 Not many of us eat that poorly, but neither do we fully weigh the consequences of our dietary choices. In part, that’s because there seem to be no reliable guidelines anymore, just a jumble of conflicting reports. First we were supposed to avoid butter, then it turned out that stick margarine was even worse. Soy is supposed to be great—if you don’t worry about last year’s study saying it atrophies the brain. Is caffeine good or bad for us? And what about chocolate? It has had a bad rap for years, but now scientists say it has high levels of health-promoting antioxidants. No wonder confusion reigns. But if you step back from the controversies over individual foods, a clear picture emerges of the way we should be eating. With remarkable consistency, studies show that the healthier regimens are based on fruits, vegetables, whole grains, fish, nuts, low-fat dairy, and small amounts of lean meat. “What’s crystal clear is that people who exercise regularly and eat low-fat, high-produce diets have multiple health benefits,” says Dr. Michael Thun, vice-president of the American Cancer Society. “These include reduced risks of heart attack and stroke, diabetes, obesity, and various cancers. It’s that simple.”

3 Fruits and vegetables contain thousands of beneficial compounds that have never been bottled. Whole grains provide fiber and minerals

that are stripped out of refined flour. Fish provides high-quality protein, and nuts and olive oil supply “good” fats that the body needs.

4 Here’s a quick primer on disease-fighting foods:

Heart Disease

5 Fruits and vegetables have an astonishing range of heart-friendly substances in them. These go well beyond the traditional vitamins, minerals, and fiber. Chemicals called flavonoids in purple grape juice improve the elasticity of blood vessels and thin the blood. The organosulfur compounds in onions appear to increase levels of “good” cholesterol. So does olive oil.

6 Just about all fruits and vegetables can help—including such staples as bananas and oranges, which are rich in blood-pressure-lowering potassium. But less common foods like pomegranates could be highly beneficial, too. They increase blood levels of an enzyme called paraoxonase that appears to break up arterial plaque. According to lipids expert Michael Aviram of the Technion-Israel Institute of Technology in Haifa, just four ounces of pomegranate juice every day could help reduce arterial lesions.

7 Of course, one of the classic ways of reducing heart-disease risk is to eliminate saturated fat (which is found in meat, full-fat dairy products, and tropical oils) and replace it with monounsaturates (in olive oil and avocados) and polyunsaturated omega-3 oils (found in fish, walnuts, flaxseed, canola oil, and omega-3-enriched eggs). Saturated fat raises levels of “bad” cholesterol. Even worse are the so-called trans fats—the hydrogenated vegetable oils that both raise bad cholesterol and lower the good.

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

OVER

Cancer

8 A few years back, Dr. John D. Potter of the Fred Hutchinson Cancer Research Center in Seattle headed up an international panel of experts examining diet and cancer prevention. In a review of 206 studies, the panel consistently found that vegetables help to reduce cancer risk. The powerhouse foods in these studies were carrots, green vegetables, tomatoes, and crucifers, such as broccoli and cabbage. Carrots contain cancer-fighting alpha carotene and beta carotene, plus a substance called terpineol that deprives tumors of chemicals they need in order to grow. Tomatoes contain lycopene, a potent antioxidant that may reduce the risk of prostate and lung cancers. Broccoli has a compound that helps the body eliminate carcinogens. “If everyone ate at least five servings of fruit and vegetables a day, that alone would reduce cancer incidence by as much as 20 percent,” says Melanie Polk, director of nutrition education at the American Institute for Cancer Research.

Osteoporosis

9 It’s common knowledge that calcium builds bones and that vitamin D helps the body absorb it. When we don’t take in enough calcium, the body robs bones of their stored-up reserves of the mineral in order to supply the muscles, heart, and nerves. Foods rich in calcium include low-fat dairy products, kale, and enriched tofu. Calcium-fortified orange juice is a particularly absorbable source.

10 In addition, new foods are emerging as possible bone protectors. Bananas, long touted for their potassium, contain magnesium, too. In recent studies, both minerals have correlated with bone strength. Even more intriguing, vitamin K now appears to play a role in maintaining bone density. Found in dark leafy greens, such as spinach and kale, this vitamin helps at least 12 proteins in the blood, bones, arteries, and brain carry out their functions. Studies are showing that older women who eat a lot of vitamin K have denser bones and fewer hip fractures.

Macular Degeneration

11 This disease is the leading cause of blindness in those over 65. It’s devastating and irreversible. But you can help prevent it by packing your diet with a compound called lutein, which is found in dark leafy greens, such as kale, spinach, and collard greens. Lutein works in two ways. As an antioxidant, it absorbs the free radicals that damage the rods and cones in the macula, the supersensitive center of the retina. As a yellow pigment, it also absorbs energetic blue light before it can injure the rods and cones. “Lutein functions as internal sunglasses,” says Billy Hammond, professor of vision science at the University of Georgia.

12 Lutein also helps reduce the incidence of cataracts, which arise from a lifetime of free-radical damage to the lens of the eye. The Nurses’ Health Study from Harvard found that those who dined regularly on two especially lutein-rich foods—spinach and kale—had up to 40 percent fewer cataract surgeries. Those who eat the most foods rich in vitamin C also reduce their risks, according to a new study from Tufts.

Dr. Michael Roizen, author of *The RealAge Diet*, highlights foods that can help make your biological age younger.

Vegetables: If you eat five or more servings a day, especially the most intensely colored vegetables, you can deduct two years from your “real” age.

Nuts: Nuts contain “good” fats, plus protein and minerals. Five ounces a week will make you 1.5 years younger.

Fish: A great source of protein and essential omega-3 fatty acids. Eat three or more portions a week, and knock 1.5 years off your effective age.

Whole-Grain Fiber: Eat it five times a week for an additional year of youth.

by Anne Underwood

11. In paragraph 2, the term “regimens” refers to
- A. research.
 - B. food types.
 - C. a way of life.
 - D. regular exercise.
12. The author promotes the eating of whole grains because
- A. they aid in digestion.
 - B. they are high in protein.
 - C. high fiber is essential for health.
 - D. processed grains lack fiber and minerals.
13. Which of the following has **not** been shown to prevent heart disease?
- A. potassium
 - B. flavonoids
 - C. magnesium
 - D. paraoxonase
14. In paragraph 8, the term “powerhouse” can best be described as
- A. slang.
 - B. jargon.
 - C. technical.
 - D. metaphorical.
15. Which of the following is true about lutein?
- A. It is found in vitamin C.
 - B. It may increase the incidence of cataracts.
 - C. It absorbs energy that can injure rods and cones.
 - D. It acts as an antioxidant by attacking free radicals.
16. According to the chart, which food group will extend a person’s lifespan the most?
- A. fish
 - B. nuts
 - C. vegetables
 - D. whole-grain fibers

17. The tone of this article is

- A. formal.
- B. informal.
- C. prescriptive.
- D. condescending.

18. The audience most likely targeted by this article is

- A. science enthusiasts.
- B. medical researchers.
- C. health-conscious adults.
- D. dieticians and nutritionists.

INSTRUCTIONS: Answer questions 1 to 3 based on the article “More Veggies, Please.” Complete sentences are not required.

1. The author states that several conflicting reports about the benefits and consequences of dietary choices have been published. Identify **two** of these choices and the conflicting information.

(4 marks)

Dietary Choice	Conflicting Information

2. The author outlines different chemicals that prevent diseases. For each disease listed below, identify **one** disease-preventing chemical **and** its natural food source. **(4 marks)**

Disease	Chemical and its food source
heart disease	
cancer	
osteoporosis	
macular degeneration	

3. Identify **two** design techniques used in the article and explain how each is used to enhance accessibility of information. **(2 marks)**

Technique: _____

Explanation: _____

Technique: _____

Explanation: _____

PART C: EDITING

Value: 7 marks

Suggested Time: 7 minutes

INSTRUCTIONS: You are Anna Roswell. You have prepared the following e-mail to send to a customer. Before sending the message, edit for clarity and consistency. For questions 19 to 25, select the **best** answer and record your choice on the Response Form provided.

To: sandrade@coopersmith.ca
From: roswell@zipoffice.com
Subject: Your New Account
Cc:
Bcc:
X-Attachments:

- 1 Thank you for opening an account with Zip Office Supplies. As one of the leaders in the marketplace, we guarantee both our products and our services. Our staff is friendly, helpful, and knowledgeable. We have some of the best selections for office equipment, stationery supplies, and we also stock computer software.
- 2 I would like to take this opportunity to briefly explain the terms and conditions for maintaining an open account with our store. _____ invoices are payable within 30 days, a 2% discount is available if your payment is remitted within 10 days.
- 3 We hope that you will find this incentive to be an excellent opportunity to increase your profit margin; feel free to take advantage of this great deal as much as you can! We do, however, require that the invoices be paid within the specified time (10 days) in order to take advantage of this 2% discount.
- 4 Periodically at various times throughout the year we may offer our customers occasional discounts on our products. In determining your cost during these periods, you would apply your special discount before calculating your 2% discount for early payment. We will send you a special invitation approximately two weeks before the scheduled discount period begins.
- 5 If you have any additional questions regarding your new account, please contact me, welcome to our Zip family of customers!

19. The last sentence of paragraph 1 contains
- A. tense shift.
 - B. incorrect spelling.
 - C. faulty parallelism.
 - D. incorrect subject-verb agreement.

20. Which of the following would best be inserted in the underlined space in paragraph 2?
- A. Although
 - B. Therefore,
 - C. In addition,
 - D. Except that
21. The language in the underlined segment in paragraph 3 is
- A. technical.
 - B. rhetorical.
 - C. figurative.
 - D. colloquial.
22. Within the context of the entire message, the last sentence of paragraph 3
- A. should be deleted.
 - B. uses inappropriate tone.
 - C. contains a shift in point of view.
 - D. should be incorporated into paragraph 4.
23. The first sentence of paragraph 4 would best be revised by
- A. using a formal tone.
 - B. eliminating word redundancy.
 - C. including the specific dates of the sale.
 - D. identifying the range of discounts offered.
24. What is the best revision for the following segment in paragraph 5?
- A. please contact me: welcome to our Zip family of customers!
 - B. please contact me; Welcome to our Zip family of customers!
 - C. please contact me. Welcome to our Zip family of customers!
 - D. please contact me; and welcome to our Zip family of customers!
25. The main purpose of the message is to
- A. inform.
 - B. instruct.
 - C. describe.
 - D. persuade.

OVER

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). Use visual representation to enhance the message.

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

4. You are Tracey Deane, a member of the Chef's Training Program at your school. This semester you will be taking a leadership role in the kitchen, which includes training other students. Your teacher has given you the following information and asked you to create a poster of food safety tips to be placed at each station in the kitchen.

From the *Food Safety Guide*

Thaw foods in the refrigerator, or under cold running water. It is unsafe to thaw at room temperature because surface bacteria can begin to multiply. You may also use a microwave. Bacteria multiply on food that is not handled properly, and may cause disease. Examine food and its packaging before you use it; avoid damaged cans or packages.

When preparing food, always clean your hands, utensils, and cooking surfaces thoroughly. Sanitize countertops, cutting boards, and utensils with a bleach solution to kill surface bacteria. Prepare foods quickly, cook them thoroughly, and serve immediately. Keep raw meats and poultry away from other foods during storage and food preparation. Remember the "two-hour" rule when serving a number of people; don't let the perishable foods linger for longer than two hours in the danger zone (between 4°C and 60°C). Very hot leftover items can be cooled up to 30 minutes before being refrigerated. Never remove a large pot of food (soup, stew, pasta sauce) from the stove and place directly into the refrigerator; divide it up into smaller containers. Leftovers should be used within four days. Never add leftover food to fresh food.

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Exercise care when tearing along perforations.**

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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 visual design elements. For emphasis in your work

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

5. Scenario:

You are Trevor Jackson, student council president at Tinnsville High School located in rural British Columbia. In each of the last three years, a post-secondary liaison company has offered grade 10 students the opportunity to participate in a field trip to various universities and colleges. The agent for your school is Wilma Matthison. You were on your school's organizing committee for this year's trip.

The trip was to include visits to three major universities and four regional colleges, over a period of six days. Students and the career counselor were to be transported via chartered bus. They were to stay in youth hostels or on campus when possible. In fact, staying on campus was so important to your committee that the trip was planned to take place in the second week of May, as the student dormitories would be empty except for relatively few summer school students.

The liaison company, *Experience Life Ltd.*, charged a flat fee of \$360 per student which was to include all room, breakfast, and travel costs, plus admission to a few educational tours: the Royal B.C. Museum, the Vancouver Aquarium, the IMAX theatre, and the Space Centre. In order to reduce costs, students from several different schools could share the bus. However, only students from the same school would be expected to share a twin-room. Naturally, all roommates would be of the same gender.

Twenty-five grade 10s from your school have just returned from the field trip, and they are not happy! After hearing a lot of grumbling in the halls, you decide to call a meeting to hear what really happened. As it turns out, most of the trip was good, but there were a few incidents. The bus was old and had a few mechanical problems, nothing that caused safety concerns, but there were delays. By the end of the six days, the group had experienced four delays: two which made them late for their post-secondary tours, one which made them late arriving at the University of British Columbia dorm (so they had to stay at a youth hostel instead), and one which caused them to miss going to the Vancouver Aquarium. The student dorms at Eastern University College were dirty. The common bathrooms were particularly grimy and grubby and caused great concern for most of the students. In the words of one participant, "They were just way too gross to use." At 2:00 p.m. a complaint was lodged with the accommodations department. By 6:00 p.m. of the same day, the washrooms were sufficiently clean. However, many of the students were uncomfortable during their two-night stay. One of the students, Melissa Wright, didn't have a roommate from your school. Your committee expected that she would have the luxury of her own room, but she was required to bunk with a student from another school. She was very uncomfortable sharing a room with a virtual stranger.

Task:

At the meeting with the students, you agree to write a persuasive memo of complaint to Wilma Matthison, the representative of *Experience Life Ltd.* The students want a letter of apology, a refund of \$60.00 for each student, and a refund of \$180.00 for Melissa. Their biggest concern, however, is that steps are taken to ensure that no students will have the same experience in the future. Date your memo May 20, 2003.

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Exercise care when tearing along perforations.**

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FINISHED WORK

A large rectangular area consisting of a grid of horizontal and vertical lines, forming a series of small, empty rectangular cells for data entry.

FINISHED WORK

A large grid area for recording data. The grid consists of 28 rows and 28 columns, defined by a series of horizontal and vertical lines.

ACKNOWLEDGEMENTS

Adapted from “More Veggies, Please” by Anne Underwood. *Health for Life – Newsweek Special Edition*. Fall/Winter 2001.