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Technical
and Professional
Communications 12

June 2004

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							
0	1	2	3	4		NR	
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Question 2							
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Question 3							
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Question 4							
Marker 1							
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Marker 2							
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Question 5							
Marker 1							
Content							
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Design							
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Marker 2							
Content							
0	1	2	3	4	5	NR	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Design							
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**TECHNICAL
AND PROFESSIONAL
COMMUNICATIONS 12**

June 2004

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

- 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.
- 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 citation to answer questions 1 and 2.

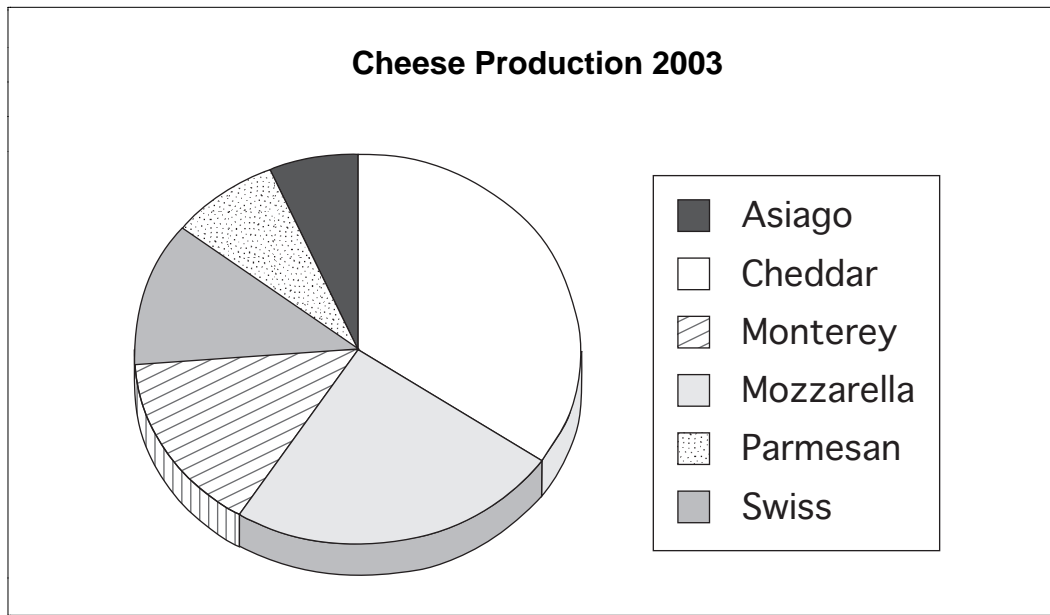
Themolka, G. "Should Children Participate in Organized Sports?" *Family Affairs*, May 2000. 4 March 2002 <<http://www.familyaffairs.com/00-05-01/sports.asp>>.

1. What is the original source of this article?
 - A. a website
 - B. a magazine
 - C. a newspaper
 - D. an encyclopedia

2. What does May 2000 refer to?
 - A. the date the article was written
 - B. the date the article was published
 - C. the date the website was last updated
 - D. the date the article was posted on the Internet

3. What does **not** appear on a memo?
 - A. the date
 - B. the subject
 - C. the salutation
 - D. the sender's name

Use the following information to answer questions 4 and 5.




4. Which two types of cheese had the lowest production?

- A. Asiago and Swiss
- B. Parmesan and Swiss
- C. Asiago and Parmesan
- D. Monterey and Parmesan

5. How could this graph **best** be improved?

- A. by altering the shading
- B. by labelling each section
- C. by adding the company name to the title
- D. by adding the percentage values to each section

Use the following advertisement to answer questions 6 and 7.

An advertisement for environmental awareness. It features a photograph of a lush green forest with tall evergreen trees and a calm lake in the foreground. The lake reflects the surrounding greenery. Two semi-transparent grey boxes are overlaid on the image: one in the upper left containing the text "Now you see them..." and one in the lower right containing the text "But for how long?". Below the image, centered text reads: "Be a responsible citizen", "Reduce Re-use Recycle", and "Because nature may not be here forever". At the bottom, the website address "www.globalcitizen.com" is listed.

Now you see them...

But for how long?

Be a responsible citizen
Reduce Re-use Recycle
Because nature may not be here forever

www.globalcitizen.com

6. Which device appears in the advertisement?
- A. repetition
 - B. personification
 - C. understatement
 - D. rhetorical question
7. What does the advertisement claim that responsible citizens should do?
- A. appreciate nature
 - B. protect provincial parks
 - C. access www.globalcitizen.com
 - D. reduce demands on the environment

8. How should an initial concern about poor performance be given to an employee?
- A. in a staff meeting
 - B. in a private meeting
 - C. through a formal evaluation
 - D. through a letter of reprimand
9. Which type of program would be **most** useful for creating charts and graphs?
- A. graphics
 - B. spreadsheet
 - C. web browser
 - D. word processing
10. Which design element should be used in a professional multi-media presentation?
- A. large blocks of text
 - B. a wide variety of fonts
 - C. extensive use of animation
 - D. a consistent background theme

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.



Certified Organic

(adapted)



1 Otto Kramm used to come home from work at night and warn his toddlers to keep their distance until he'd bathed and changed his clothes. He wasn't just trying to keep them clean. As a vegetable farmer in California's Salinas Valley, Kramm spent his days covered in pesticides, herbicides, and fungicides, and he worried about their effects on young children. "I didn't know what was on my clothes," he says, "or how it might affect the kids 15 years down the road." The more he thought about it, the less he liked the feeling. So in 1996, Kramm did something radical. He bought into a farm that was being cultivated organically. "It was scary," he says. "I couldn't fall back on the tools I'd always used to fight the pests and the weeds." But he worked out a new relationship with the soil and ended up not only cleaner but also more prosperous. Today Kramm has 6,000 acres on three farms. The nation's largest organic-produce distributor, Earthbound Farm, is buying up everything he can grow. And he's never off-limits to his kids.

2 Organic farms are still sprouts in a forest of industrial giants. They provide less than 2 percent of the nation's food supply and take up less than 1 percent of its cropland. But they're flourishing as never before. Over the past decade the market for organic food has grown by 15 to 20 percent every year—five times faster than food sales in general. Nearly 40 percent of U.S. consumers now reach occasionally for something labeled organic, and sales are expected to top \$11 billion this year. Companies as big as Heinz and General Mills are now launching or buying organic lines—and selling them in mainstream supermarkets.

3 Until now, the definition of "organic" has varied from one state to the next, leaving shoppers to assume it means something like "way more expensive but probably better for you." Not anymore. As of Oct. 21, any food sold as organic will have to meet criteria set by the United States Department of Agriculture. The National Organic Rule—the product of 10 years' deliberation by growers, scientists and consumers—reserves the terms "100 percent organic" and "organic" (at least 95 percent) for foods produced without hormones, antibiotics, herbicides, insecticides, chemical fertilizers, genetic modification or germ-killing radiation. Food makers who show that they comply will qualify for a new USDA seal declaring their products "certified organic."

Table 1

100% Organic	Products carrying this label cannot contain any non-organic ingredients.
Organic	At least 95% of the product's ingredients must be organic.
Made with Organic Ingredients	Must contain at least 70% organic ingredients. Should not contain added sulphites.
Some Organic Ingredients	Products containing less than 70% organic ingredients can list them individually.

4 Yet for the clarity they provide, the standards say nothing about what's worth putting in your shopping cart. "This is not a food-safety program," says Barbara Robinson, the USDA official overseeing the effort. "We're not saying that organic food is safer or better than other kinds of food." How, then, should we read the new label? Does "certified organic" tell us anything worth knowing about a chicken breast or a candy bar? Are organically grown grapes more

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Exercise care when tearing along perforations.

OVER

nutritious than conventional ones? And is organic agriculture an alternative to modern factory farming? These are complicated, politically charged questions, but they're questions worth asking ourselves—both as consumers and as citizens.

5 When the counterculture embraced organic food and farming in the early '70s, the motivation was more philosophical than practical. Maria Rodale, whose family runs the pro-organic Rodale Institute in Kutztown, Pa., sees the current boom as evidence that people are still “expressing their values about the environment and even spirituality and politics through the food choices they make.” Market research suggests she's about 26 percent right. When the Hartman Group of Bellevue, Wash., surveyed consumers two years ago, only one in four cited concern about the environment as a “top motivator” for buying organic food. Flavor was a bigger concern, cited by 38 percent as reason enough to pay more. Sophisticated chefs have responded in droves, many now serving only fresh, seasonal food from small local growers. “The difference is huge,” says Peter Hoffman, owner of New York's Restaurant Savoy and chairman of the Chefs' Collaborative. “When people taste asparagus or string beans grown in richly composted soil, they can't get over the depth and vibrancy of the flavor.”

6 To most consumers, though, organic means healthier. Fully 66 percent of the Hartman Group's respondents cited health as a “top motivator”—as will almost any shopper on the street.

7 All of these folks—market analysts refer to them as “true naturals,” “connoisseurs” and “health seekers”—seem happy with their purchases. But are they getting what they're seeking? It's hard to argue with the connoisseurs, and not just because they know what they like. A tomato grown on a vast commercial plot is bred less for taste than for durability, notes Bob Scowcroft of the non-profit Organic Farming Research Foundation. It has to resist disease and ship well.

8 The health seekers may have common sense on their side, but no one has found a way to tell whether people eating well-balanced organic diets are healthier than those eating well-balanced

conventional ones. No one denies that non-organic produce contains pesticide residues that would be toxic at high doses. Nor is there any question that children (because of their size) consume those residues in higher concentrations than adults. But there is still no evidence that pesticides cause ill health at the doses found in food, or that people who avoid them come out ahead. Technological optimists find it ludicrous that anyone would fret over pesticide residues when the hazards of foodborne bacteria are so much clearer. *E. coli* is “perhaps the deadliest risk in our modern food supply,” says Dennis Avery of the Hudson Institute—“and its primary hiding place is the cattle manure with which organic farmers fertilize food crops.” So wash your produce, but don't let it scare you. Organic or conventional, fruits and vegetables are the best fuel you can put in your body.

9 Dangerous bacteria are even more common in animal products, but the organic program is not a germ-control initiative. Under the new guidelines, meat and dairy labeled “organic” must come from creatures that are raised on organic grains or grasses, given access to the outdoors and spared treatment with growth hormones and antibiotics. Experts agree that by spiking animal feed with antibiotics, conventional farmers are speeding the emergence of drug-resistant bacteria. Buying organic is one way to vote against that practice. But in terms of your own health, you'll profit more from holding back on animal products than by eating organic ones. In one study, Danish research found that organic chickens were actually more likely than conventional ones to carry campylobacter, a pathogen that can cause severe diarrhea.

10 So organic food is tastier and more appealing, but not significantly better for you. If you're shopping with only yourself in mind, maybe you'll save your money. But if you pause to think about what you're buying into with every food purchase, organic goods start to look like a bargain.

11 “Today,” says Scowcroft, “we're applying three times as much chemical as we were 40 years ago to kill the same pests.” It's not just insects. Conventional farmers now use herbicides to kill weeds, fungicides to kill fungi, rodenticides to kill field mice and gophers, avicides to kill fruit-eating

birds, and molluscicides to kill snails. Strawberry growers now favor all-purpose fumigants such as methyl bromide. “You inject it into the soil and put a tarp over it,” says Monica Moose of the Pesticide Action Network of North America. “It kills everything from mammals to microbes. It’s a complete biocide.”

12 These practices may not be poisoning our food, but there is no question they’re killing off wildlife, endangering farm workers, and

degrading the soil and water that life itself depends on.

13 Can organic agriculture save the day? Well-run organic farms often match conventional ones for productivity, and even beat them when water is scarce. Creating a sustainable food supply may well require advanced technology as well as ecological awareness. But an organic ethic could be the very key to our survival.

Geoffrey Cowley

11. What writing style is used in paragraph 1?

- A. narrative
- B. persuasive
- C. expository
- D. descriptive

~~12. What term best describes the statement, “Organic farms are still sprouts in a forest of industrial giants”?~~

- ~~A. simile~~
- ~~B. analogy~~
- ~~C. metaphor~~
- ~~D. hyperbole~~

13. According to the article, foods that are approved as 100 percent organic can be grown using

- A. manure.
- B. hormones.
- C. herbicides.
- D. antibiotics.

14. According to the survey by the Hartman Group, what was the “top motivator” for buying organic food?

- A. health
- B. flavour
- C. spirituality
- D. environment

15. Which group would cite enhanced flavour as the key benefit to organic produce?
- A. parents
 - B. connoisseurs
 - C. health seekers
 - D. organic growers
16. What claim about conventional diets is made in the article?
- A. They place children's health at risk.
 - B. They are more likely to carry *E. coli* bacteria.
 - C. They contain pesticides that are harmful to health.
 - D. They offer no proven advantage or disadvantage for health.
17. Which health risk is associated with organic food?
- A. toxic residues
 - B. campylobacter
 - C. contaminated water
 - D. drug-resistant bacteria
18. Which statement best describes the author's views expressed in paragraphs 11 to 13?
- A. Organic agriculture may be vital to life.
 - B. Organic agriculture presents health risks.
 - C. Conventional agriculture is ecologically sound.
 - D. Conventional agriculture supports a sustainable food supply.

INSTRUCTIONS: Answer questions 1 to 3 based on the article “Certified Organic.” Complete sentences are not required.

1. The author suggests disadvantages with conventional farming. Identify two disadvantages and provide supporting evidence from the article. **(4 marks)**

Disadvantage	Supporting Evidence

2. From the article, quote two statements that suggest bias in favour of organic farming and two statements that are neutral towards organic farming. **(4 marks)**

Biased

A. _____

B. _____

Neutral

A. _____

B. _____

3. Describe two ways that Table 1 helps to reinforce the information presented in the article. **(2 marks)**

A. _____

B. _____

PART C: EDITING

Value: 7 marks

Suggested Time: 7 minutes

INSTRUCTIONS: You are Al Paltrow, organizer of this year's Provincial Karate Tournament. You have prepared the following e-mail to send to potential registrants. 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: bc_karate_clubs@capital.bc.ca
From: apaltrow@hotmail.com
Subject: Registration for Provincials
Cc:
Bcc:
X-Attachments: C:\Windows\My Documents\Karate\regform.doc

- 1 Well, it's that time again, folks...time for your karate students to shine at the Provincial Chito Ryu Karate Tournament! _____, before they can shine, first they must register.
- 2 As most of you know, the tournament was scheduled to be held in Kelowna this year. Due to circumstances beyond the organizers' control, the site has been changed from the college campus to Southside High's gymnasium. The dates are the same – May 29th and 30th – but the start time has been shifted to an hour earlier – 8:00 a.m. instead of 9:00 a.m.
- 3 Did you know that karate is the fastest-growing sport for children aged 8 to 12? Karate has been shown to improve hand-eye co-ordination and physical dexterity.
- 4 As you know, organizing a tournament of this magnitude means that the sooner we receive the registrations the smoother the tournament will run. Therefore, all registrations must be received no later than May 1st. Registrations received after that date, which is less than a month away, will not be accepted.
- 5 In case any of you have misplaced the registration form sent through snail mail, I'm attaching a copy of it. Print one form per athlete. Send all completed forms; and entry fees to the address printed on the registration form.
- 6 I look forward to seeing all of you at the tournament.

19. Which word should be inserted into the underlined part of the last sentence in paragraph 1?

- A. However
- B. Therefore
- C. Apparently
- D. Additionally

20. Which element of sentence structure is used in the first sentence of paragraph 2?
- A. passive voice
 - B. run-on sentence
 - C. parallel structure
 - D. sentence fragment
21. With respect to the entire e-mail, which paragraph is unnecessary?
- A. paragraph 1
 - B. paragraph 3
 - C. paragraph 4
 - D. paragraph 5
22. Which error occurs in paragraph 4?
- A. shift in tense
 - B. inconsistent tone
 - C. lack of transition
 - D. excessive wordiness
23. Which section of the underlined sentence in paragraph 5 contains an error?
- A. Send all completed forms;
 - B. and entry fees
 - C. to the address
 - D. printed on the registration form.
24. Which tone does the author primarily use in this e-mail?
- A. informal
 - B. judgmental
 - C. professional
 - D. inspirational
25. What is the main purpose of this e-mail?
- A. to send a copy of the registration form
 - B. to inform the clubs of the change in venue
 - C. to inform the clubs of the benefits of karate
 - D. to encourage clubs to submit registrations promptly

Organization and Planning
(this will not be marked)

	1st	2nd
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*
- (circle) words to indicate **bold**
- | |
|---------------------|
| describe
graphic |
|---------------------|

 use a box to indicate the look and placement of a graphic

4. You have a part-time job at your school library. You notice that students have been experiencing problems with the photocopier. As a result, paper is being wasted and expensive service calls are being made to repair the machine. You present a list of observations to the teacher librarian, who asks you to design a sign based on your list. It will be posted next to the photocopier as a set of guidelines to be followed. If the problems persist, the librarian is considering limiting student access to the photocopier and charging students for photocopies.

YOUR OBSERVATIONS:

Stapled paper is being put into the automatic feeder rather than directly onto the glass. It is causing paper jams and scratching the glass. When copying books, students are pushing down hard on the top of the copier so they can get the pages to lie flat. This action is causing the hinges to break. Students are putting paper on the glass the wrong way and then are upset that only part of the paper is copying. Originals are being left on the glass in the machine. When the next person places an original into the automatic feeder, the machine jams. Students aren't pushing the reset button to clear the machine before they begin, so when they go to make a copy, they sometimes end up making more copies than they want. When students run into trouble, they try fixing the machine themselves instead of reporting it to the librarian, sometimes making the problem worse.

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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 Lisa Richards, a senior student at Mapleview Secondary, and a member of the TPC 12 and Marketing 12 classes. Your teacher for both courses, Ms. Bennett, is interested in taking students on an annual trip to Europe over Spring Break. As the trip will be expensive, the classes have joined forces and would like to open a school store to help raise funds. (Ms. Bennett also expects that it will provide you with valuable practical skills which are related to her courses!) The classes have appointed you to write a detailed proposal to Mr. Singh, the principal, asking for his approval. You would like his response by September 30th in order for the students to start planning for the grand opening in October.

The store would be open daily for 30 minutes before school, at lunch, and after school. Students from the two classes would sign up for shifts as part of their credit for the course. With 60 students enrolled in the courses and coverage needed for 3 shifts each day, each student would be responsible for approximately one shift per month. There is space available in the drama wing of the school. The store would initially sell a combination of food, clothing, and emergency school supplies. The students are very excited and committed to this project.

Last year's TPC class surveyed the 1 200 students in the school. The results indicated that a school store would be very popular, especially since the school is not within walking distance of any convenience stores. Based on the survey, conservative estimates indicate that you could expect to sell 100 bags of popcorn, 300 fruit bars, and 300 bags of chips each week. In addition, you believe you can sell 10 T-shirts and 5 sweatshirts with the Mapleview logo each week. You can expect to make a \$5 profit on each T-shirt or sweatshirt.

The TPC 12 class will be responsible for organizing the schedules and shifts and all accounting details. The Marketing 12 class will promote the store and monitor the levels and popularity of the stock; they will also order the school clothing.

Profit on each bag of popcorn is \$0.50, and the profit on chips and fruit bars is \$0.25 each. The store will also sell pens and pencils at a profit of \$0.50 each. You anticipate that you will sell 100 pens/pencils each week.

A local wholesale bulk supply company, A–Z Distributors Ltd., has agreed to supply the convenience food and stationery at a very competitive rate. Supplies will be delivered to the school twice a week so that the stock remains constant, and the school will be invoiced monthly.

Task:

Write a persuasive proposal to Mr. Singh on behalf of the TPC 12 and Marketing 12 classes. Describe your research, organizational plan, and expected revenue. Date your correspondence September 10, 2004.

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ACKNOWLEDGEMENTS

Adapted from “Certified Organic” by Geoffrey Cowley. *Newsweek*.
September 30, 2002. 50–55.