



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF EDUCATION AND LANGUAGES

QUALIFICATION: VARIOUS COURSES	
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COURSE CODE: PLU411S	COURSE NAME: PRINCIPLES OF ENGLISH LANGUAGE USE
SESSION: JULY 2019	PAPER: THEORY AND PRACTICE
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 8 PAGES (Including this front page)

showing us how our energy usage compares with that of our neighbours. And policymakers often use situational constraints to prompt behaviour focused on the long-term. Examples range from incentives (e.g., tax rebates for eco-friendly building materials) to penalties (e.g., raising taxes on cigarettes and alcohol). Employers are increasingly using another type of situational constraint, defaults, to encourage employees to save for retirement; many are requiring people to opt out of an employer-provided retirement plan if they don't want to participate. The strategies, drawing from insights in psychological science and economics, can inform the efforts of policymakers, employers, healthcare professionals, educators, and other practitioners to address pressing issues that stem, at least in part, from failures in self-control, the authors write.

5. Identifying four types of self-control strategies that go beyond willpower sends an important message, Loewenstein writes in his commentary, given that people often believe willpower is sufficient despite its high failure rate. One of the reasons people tend to fail in their New Year's resolutions is "naivety about the limitations of the brute-force approach and ignorance of the far more effective strategies enumerated in the review," he writes. But Loewenstein notes some important caveats to keep in mind when interpreting the research, which the researchers also acknowledge in the report. Many studies have examined self-control strategies in small groups of participants over brief periods of time, which raises questions about whether **they** will remain effective if implemented at a broader scale and how long the effects will last.
6. Duckworth, Milkman, and Laibson hope that their review helps to integrate existing research on self-control from several disciplines into a comprehensive whole. "There is an urgent need for a cumulative and applied science of self-control—one that incorporates insights from theoretical traditions in both psychological science and economics," the researchers write. "We hope this review is a step in that direction."

Source: https://www.eurekalert.org/pub_releases/2019-02/afps-ess021419.php

1. According to the text, what is required for one to achieve a New Year's resolution? (2)
2. Give two key elements outlined in the new framework which was proposed by the behavioural scientist researchers? (2)
3. According to the text what was making the strategies for boosting self-control more important than ever? (2)
4. According to Duckworth, why was it easy for people to be tempted not to exercise self-control when it came to achieving their resolutions? List three points. (3)

As we began 2017, (**talking/talks**) of a fourth industrial revolution (**were/was**) becoming more and more than just whispers in corridors and meeting rooms. We are at the brink of a technological revolution and it is unfolding right (**before/near**) our eyes every day with every gadget we engage with. When compared with previous revolutions, the fourth seems to be a force that will disrupt many industries (**globally/globaly**) and according to research, it will transform systems within productions, management and (**governance/government**). Like all the revolutions that preceded it, it has the potential to raise the global economy and improve the quality of life for those with (**entrance/access**); this obviously will also have an adverse impact on the major inequalities we deal with today.

We are **yet** to find out how this fourth technological revolution will affect the future. What we do know is that we are in the **pioneering** years of a blast of technological breakthroughs. **Yikes!**

Adapted from: <https://www.nunnovation.com/2017/02/08/fourth-industrial-revolution-vs-the-third-industrial-revolution/>

1. Identify the Parts of Speech of the words in bold in the given paragraphs. (7)

(a) production (paragraph 1)

(b) information (paragraph 1)

(c) yet (paragraph 3)

(d) pioneering (paragraph 3)

(e) Yikes! (paragraph 3)

1.1 Which part of speech can “information” also function as – other than how it functions as indicated in your answer to Question 1b?

1.2 Which part of speech can “pioneering” also function as – other than how it functions as indicated in your answer to Question 1d?

2. Rewrite the following sentence the specified tense. (6)

The First Industrial Revolution used steam power to mechanise production.

2.1 simple future tense

despite the competition of other leading social networks, showed he was committed to his product and had faith it would be a sensation (Open 237).

3. Another key attribute that Zuckerberg has is creativity. The development of Facebook was an imaginative idea: having friends and family connect over long distances through images, text status updates, and a personalized forum. When Facebook first hit the Internet, it was plain in design and easy to navigate. Though the website started at this humble beginning, Zuckerberg continued to use his skill of innovation to reshape and rethink Facebook's design and layout. Rolling out every month or so, new features are developed and deployed on the website to increase its popularity, usability, and efficiency (Collins 17).
4. Zuckerberg has taken many risks to claim his way to fame. One of the main risks any business person faces is the factor of their product not selling. In Zuckerberg's case, his main concern was whether or not Internet users would latch onto Facebook, considering the competition that was present at the time in social media (Rand 46). In addition, Zuckerberg faced the danger of adopting Facebook from another source, as it could have been easily referred to as a copy of a concept that was already patented (Rand 35). Also, after the launch of Facebook in 2004, Zuckerberg had to go through the hurdle of multiple controversies regarding the development of Facebook with a few of the co-founders, specifically from his Harvard roommates Cameron Winklevoss, Tyler Winklevoss, and Divya Narendra (Rand 27).
5. It is without dispute that Mark Zuckerberg's rise to stardom emerged with the development of Facebook. As a young entrepreneur, he obtained three key attributes to instill his success: ambition, creativity, and having a high risk-tolerance. These qualities, if abided by, can ensure success in almost any business entrepreneurial circumstance.

Source: <https://academichelp.net/samples/academics/essays/descriptive/zuckerberg.html>

1. Identify and write down the thesis statement of the essay. (2)
2. Write down the three ideas in the thesis statement. (3)
3. Write down the topic sentence in paragraph 3. (2)
4. Write down the controlling idea of the topic sentence you identified in Question 3. (1)
5. Paraphrase three supporting ideas from paragraph 4. (3)