



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

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SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINERS	Dr T. Mushaandja
MODERATOR	Prof. N. Mlambo

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers.

THIS EXAMINATION PAPER CONSISTS OF 14 PAGES (Including this cover page)

Read the following article and answer the questions that follow. The article has been adjusted for assessment purposes.

AN EMPIRICAL ANALYSIS OF CHINESE CONSTRUCTION FIRMS' ENTRY INTO AFRICA

Chuan Chen, Pi-Chu Chiu, Ryan J & Orr Andrea Goldstein

ABSTRACT

A Based on original empirical data collected through an interview and questionnaire survey, this paper analyses the intentions, strategies, and risk management perspectives of Chinese construction firms (CCFs) active in Africa. **It** summarises the qualitative evidence from the survey and the main trends that emerge from analysing the data as a whole. The study offers a unique look into the mindset and philosophy of the biggest players in the Chinese construction industry, at a time when they are expanding aggressively beyond their traditional home market into Africa and beyond.

INTRODUCTION

B In 2004, CCFs made twenty billion US dollars in Africa. The rising commercial, financial, and political profile of the People's Republic of China in Africa has been noted by many observers and influential reports. **For instance**, Le Monde, the influential French newspaper, asked whether Africa will be Chinese in a decade and observed that, while this question would have sounded far-fetched ("fantaisiste") just a few years ago, it is now taken seriously in Western chancelleries. The Council on Foreign Relations 2006 report on a new strategic US approach towards Africa devotes 15 pages out of 130 to assess the impact of China's increasing role in the continent.

C The drivers of this phenomenon are multifaceted. There is no doubt that "China's increasing need for energy sources and raw materials to fuel its rapidly growing economy" (CCS 2006) is principal among these. Nonetheless, others are also important, if not equally important. In particular, "Chinese leaders and strategists believe China's historical experience and development model resonate powerfully with African counterparts, thereby

creating a comparative advantage vis-à-vis the West” (Gill et al., 2006, p. v). They also believe that Africa is on the verge of a developmental take-off.

D This latter feature is particularly important for Chinese construction firms (henceforth, CCFs). Faced with the growing interest of foreign contractors to participate in the tremendous opportunities created by the rapid increase in China’s construction demand and the (partial) liberalisation of the construction market after China’s WTO entry, CCFs are actively involved in the international construction arena. According to the China International Contractors Association (CHINCA, 2005), China has become the world’s sixth-largest engineering and construction export country, with a 2005 turnover of US\$21.76 billion. In 2005, Chinese contractors signed 49 contracts worth over US\$100 million each (CHINCA, 2005). In January-August 2006, China did US\$17.1 billion of overseas contracting business, up 45.5% year-on-year. According to the Chinese Ministry of Commerce, there was a 106% rise in the value of newly signed contracts, taking the total up to US\$32.7 billion. The nation’s turnover in overseas contracting business is expected to increase by 15% year-on-year during the 11th Five-Year Plan period (2006-10) and reach US\$50 billion. In 2006, for the first time ever, there were two CCFs among the Engineering News-Record Top 10 Global Contractors list and five more among the top 50 (ENR, 2006).

E Because of the foreign aid program towards Africa ever since China’s establishment, the African construction market has been a traditional territory for Chinese contractors, most famously for the construction of the Tazara railways linking Zambia’s copper mines to ports on the Indian Ocean, as well as government buildings and stadia, often financed by China itself. Over the past few years the number of contracts awarded to Chinese firms, the financial amounts and technical complexities, and the range of countries and sectors all have seemingly exploded. Moreover, while the scale of Chinese official development assistance (ODA) to Africa has also increased, Chinese firms have proven capable of winning open tenders. Currently, the African market has become one of the fastest-growing regional markets following Asia. From 2000 through 2005, top CCFs enjoyed an average growth rate of 25.49%. When considering ENR Top 225 International Contractors’ penetration in Africa, still European contractors had the largest market share (49.33% in 2005), and French firms alone occupied 23.96%, higher than CCFs by 2.6%. The entire African market is booming with

an average growth rate of 14.84% from 2000 through 2005. In the same period, among major players, American, British, Italian, Japanese, Chinese and Korean contractors had an average growth rate higher than that of the entire market.

RESEARCH GOALS AND METHODS

F This study aims at a better understanding of the actions, decisions, and situations of Chinese contractors in Africa. For the interviews, nine main institutions that are involved in the official Chinese policy of supporting, financing, and building African infrastructure were identified. 10 individuals of high position from these nine organisations were included in the face-to-face interviews. Following the face-to-face interviews, a wide-ranging survey was conducted of a representative sample of CCFs in Africa. The CCFs universe is already well documented from two sources. **One** includes the ENR list of the world's top 225 international contractors and the top Chinese contractors by 2005 revenue (ENR 2006). In addition, Tsinghua University has developed a dedicated CCF database. The two lists combined are believed to cover approximately 90-100% of the full universe of large-scale CCFs. From this **amalgamated** list, a list of 35 contractors was developed, which includes the CCFs most active in Africa in recent years. Survey instruments were then faxed to the sampled contractors. All 35 CCFs responded to the questionnaire survey. 23 out of the 35 CCFs were listed in the ENR 2006 Top International Contractors with a total revenue of US\$ 67.7 million. Noticeably, only 6 out of 35 firms are headquartered in western and central regions of China with the remaining ones in Beijing or eastern coastal municipalities and provinces.

FINDINGS

G It was found that CCFs typically opt for establishing representative offices or branches as their preferred mode of entry into African markets. Localised sole venture companies have increasingly been used by CCFs in Africa. It is striking to see that the project joint venture is not as popular as it is in many other markets of the world. **Moreover**, the study found that material supply is a big issue for CCFs in Africa. Many of them felt that neither the amount nor the quality of materials in Africa can meet the requirements of CCFs operating there. CCFs generally buy construction equipment from Chinese manufacturers. Of all the accusations that are levelled at CCFs' operations in developing countries in general, and in Africa in

particular, is that **they** use very little local labour. This lack of spill-overs is argued to be particularly severe for trained managers and supervisors. Survey results are **equivocal** on this, as the high degree of variance among companies' reports on the use of local labour is difficult to interpret. On average, CCFs employ an equal number of Chinese and local workers. When it comes to technology, the study found that in Africa, different construction standards and codes are used, and usually, CCFs do not have much control over them but follow clients' decisions or the local practices. When possible, CCFs also try to recommend Chinese standards and codes to the client/engineer, which always meet or exceed typical practices in China. The researchers feel that the relationship between CCFs and Africa is beneficial.

SUMMARY AND CONCLUSION

H To summarise, cost competitiveness derived from access to cheap capital, low-cost labour, and cheap building materials, as well as political support from Beijing channelled through frequent high-level missions and effective on-the-ground communication, are the main factors for the current success enjoyed by CCFs across Africa. CCFs **were** founded to compete mostly **with** other CCFs, and they fear that this **competition** may be exacerbated in the future if effective coordination mechanisms are not implemented. Indigenous construction companies do not represent a strong source of competition and are thought to lack financial and technical capacity. In fact, low skill and technology endowment limit the CCFs' interest in establishing collaborative ventures with local companies. **While** political support from the Chinese government has **undoubtedly** played a critical role in softening the entry of Chinese companies, it was found that the Chinese face the challenges **similar** to other construction players: economic and political instability, poor quality of local inputs (including both labour and construction materials), and weak infrastructure. Cultural **misapprehensions** also seem to be common, as stereotypes inform the respective images of Africans and Chinese.

I This research paper is a first small step in a broader effort to decode the African markets (e.g., market demands, procurement methods, and major players), evaluate Chinese contractors' performance (e.g., market share, geographic coverage, and profitability) and review their entry strategies. Much further research is needed to explore specific answers to

critical debates such as the role of government-to-government ties, the resolution of labour disputes, and the attitude towards social and environmental safeguards.

Source: <https://www.sciencedirect.com/science/article/pii/S187704281630951X/pdf>

Part One: Comprehension Questions

[20]

1. What does CCFs stand for? (1)
2. Quote a sentence in paragraph B that proves that the CCFs are successful in Africa? (1)
3. Which sentence in paragraph B proves that Western countries are concerned about the Chinese influence on the African continent. (2)
4. Name **two** challenges that construction players face in Africa. (2)
5. Why do most of the CCFs buy their materials from Chinese manufacturers? (2)
6. What is the authors' opinion about CCFs in Africa? (1)
7. Which word in paragraph G supports your answer to question 6? (1)
8. To what do the following words in **bold print** refer? (3)
 - a) it (Paragraph A)
 - b) one (Paragraph F)
 - c) they (Paragraph G)
9. Define the following terms as used in the text. (3)
 - a) amalgamated [Paragraph C]
 - b) equivocal [Paragraph F]
 - c) misapprehensions [Paragraph H]
10. What is the function of each of the following cohesive devices as used in the text? Provide single responses only. (4)
 - a) moreover [Paragraph G]
 - b) while [Paragraph H]
 - c) for instance [Paragraph B]
 - d) similar [Paragraph H]

Part Two: Language Questions

[10]

Questions in this section are based on the reading text above. No marks will be awarded for incorrect spelling.

1. Indicate whether the highlighted morphemes are inflectional or derivational. (3)
 - a) players [Paragraph A]
 - b) includes [Paragraph F]
 - c) indigenous [Paragraph H]
2. Add a derivational affix to each of the following words from paragraph A to change their part of speech as indicated. (3)
 - a) original (adj)- (n)
 - b) unique (adj)- (n)
 - c) philosophy (n)- (adj)
3. Provide the parts of speech of each of the following words as used in the second sentence in Paragraph H. (4)
 - a) undoubtedly
 - b) were
 - c) with
 - d) competition

Part Three: Research Questions

[20]

Questions in this section are based on the reading text above.

1. Identify the following components of a research title:
 - a) a three-word phrase specifying the action being done (2)
 - b) the topic (2)
2. Quote a word from Paragraph A that shows that this study is based on evidence acquired through observation or experiments. (2)
3. Name two research instruments that were used in this study. (2)
4. For each research instrument, indicate the number of participants and their names. (2)

5. Give a brief discussion on how the sample of the second research instrument in the study was obtained. (3)
6. What is the research approach that was employed by this study? (1)
7. How was the questionnaire survey distributed to participants? (2)
8. Did the authors of this study suggest future directions for research? Motivate your answer. (4)

SECTION B: ACADEMIC WRITING

[50]

Part One: Report Writing

(15)

Read this extract from a recent newspaper report as well as the instructions that follow.

NAMIBIAN SUN 7 April 2017 LOCAL NEWS

LIBRARIES FACE MAJOR CHALLENGES

Shona Ngava

(Adapted)

Only half the country's population has access to libraries and information and communication technology services.

This was announced by Elia Manga, the deputy director at the Directorate of National Library and Archives Services (NLAS) during a key performance indicators presentation this week. Manga said that 1.1 million Namibians have access to library services, although the number could be higher if more people made use of these facilities. According to Manga, NLAS initially targeted over 800,000 Namibians, but this was surpassed during 2016/17.

"The target was exceeded due to improved library service awareness," said Manga.

The deputy director added that NLAS wanted to reach over 6000 community members through mobile library services (a large vehicle that travels to remote communities) and eventually reached 5746, falling just short of their mark. He also said that they initially targeted training for 2000 community members in basic ICT training, and finally managed to conclude the training for 1492 community members.

"The target was not met as only 26 libraries funded by the Finnish Library Association are

conducting basic ICT training, and some of the computers were not working,” said Manga.

Manga further says that only the national library has internet services for users. According to Manga, they targeted 152,800 users in libraries and with the help of Wi-Fi in 2016/17, they exceeded that target to 184,000. “The target was exceeded as many users are using Wi-Fi services - even after hours - at the three regional libraries,” said Manga. Manga says three government libraries offer access to global electronic services. “The libraries provided access to Emerald, EbscoHost and HINARI services,” said Manga. These services provide low-cost access to research and information.

While there have been many challenges, there have also been many successes, and over 3000 children have benefited from the organised reading programmes at schools and community libraries.

Access to information in Namibia remains problematic, but has improved with the greater penetration of smartphones, allowing instant internet access from any location. Drives by MTC, for example, have made smartphones more accessible for all Namibians, providing far greater access to information than ever before.

In our developing country, it is important that all Namibians should have access to libraries as well as information and communication technology services. Given the above background information, imagine that you are the Deputy Director of NLAS.

You believe that although great progress has been made in providing library services, the access targets can be reached by improving library service awareness training, the mobile library services, the training of community members in basic ICT, free internet services, and organised reading programmes in schools.

You are drafting a recommendation report to the Minister of Education, Arts and Culture in which you discuss and offer solutions to the challenges faced in **three** of the library and information services provided.

Write the following sections of the report to complete it; use appropriate headings and numbering for each section, where applicable:

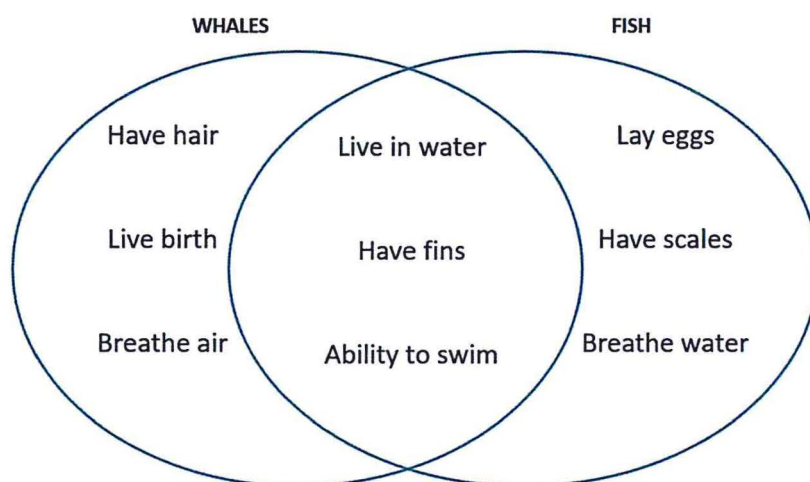
- a) The title of the report (2)
- b) The introduction section of the report, in which you provide some background information, the purpose of the report, and the report overview (4)
- c) The conclusion section of the report, with all required elements included (4)
- d) The recommendations section of the report, which should include at least two recommendations (5)

DO NOT WRITE THE DISCUSSION/INFORMATION SECTION.

Part Two: Text Organisation

(10)

Using the alternating approach to text organisation, write a **paragraph** in which you **compare and contrast** whales to fish by using the pointers in the diagram below. Use appropriate cohesive devices. Discuss at least **2** similarities and **2** differences.



RUBRIC

Clear topic sentence outlining the content of the paragraph	2
Discussion of at least 2 similarities and differences	4
Transitions/cohesive devices to highlight the compare/contrast text pattern	3
Language usage	1

NB: Subtract 2 marks if not written in a single paragraph format

Part three: Academic Writing

(10)

Question One: Editing

(5)

Identify **five (5)** errors (including the omission or misuse of punctuation) in the following paragraph and correct them. In your answer, write the incorrect word/phrase and next to it, the corrected one. **You will be penalised for rewriting the paragraph.**

Nuclear energy has became the subject of considerable debate, with its proponents claiming that its beneficial for the environment, since its production does not create carbon dioxide (CO₂), which can lead to global warming. However, its opponents argue that it can damage the enviroment by creating radioactive waste. Nuclear energy is also link to diseases in humans, plus there is an additional fear that it may be abused by terrorists. This critics further argue that other energy sources such as solar power could constitute more safe alternatives to fossil fuels without posing an environmental threat. The main arguments for employing nuclear energy is first considered, followed by a examination of the safety issues around this source of power, including the safety and security concerns connected with nuclear waist.

Adapted for assessment purposes from:

Bailey, S. (2014). *Academic writing: A handbook for international students*. New York, NY: Routledge.

Question Two: Characteristics of Academic Writing

(5)

The following five sentences (a) have been rewritten (b) to comply with academic standards. Indicate whether each of the five rewritten sentences (b) illustrates **tentativeness**, **acknowledgement**, **objectivity**, **formality** or **clarity**.

1. a) I believe that there is a discrepancy between theory and practice.
b) Research indicates that there is a discrepancy between theory and practice.
2. a) International schools are always elitist in the so-called developing countries.

- b) Arguably, international schools are often viewed as elitist in the so-called developing countries.
3. a) The study came up with a great classification model of some of the indigenous species.
- b) The study provided a concise classification model of certain indigenous species.
4. a) Religious beliefs are universally founded on myths, while scientific understanding reflects truths that are insufficient to satisfy the natural human desire for meaning.
- b) According to Kurt Vonnegut (2010), religious beliefs are universally founded on myths, while scientific understanding reflects truths that are insufficient to satisfy the natural human desire for meaning.
5. a) The English poet and playwright who is widely regarded as the greatest writer in the English language and the world's pre-eminent dramatist was William Shakespeare.
- b) William Shakespeare was an English poet and playwright, widely regarded as the greatest writer in the English language and the world's pre-eminent dramatist.

Part Four: Referencing (15)

Question One: In-text Citations (8)

Format the highlighted in-text citations in the text below correctly by inserting **punctuation marks** according to the APA style of referencing. **Rewrite** the citations.

Crystal 2003 found that the world is facing a language revolution that reflects changes in language that have always occurred throughout history, but that are now accelerating in the face of globalization and a perceived need for a global language. **Crystal 2001** argued that languages have always been utilitarian by their very nature and that instead of thinking in terms of official languages, it would be better to embrace a concept of languages that are “official for a particular purpose” **p 99**. In this respect, the African context where there is a

language for home, another language for the market, another language for school, and perhaps another language for government interaction should not be viewed as alarming, according to **Hurskainen 2002**. While **Johnson 2004** did express concern regarding what he terms a language death that is occurring across the globe, and the loss of culture (96 percent of the world's languages are spoken by just four percent of the world's population), Ling also asserted that languages have always evolved, changed, and borrowed from one another and that historically, the English language has been the borrower par excellence.

The world of multilingualism is full of purists – people who believe that there exists some form of a language which is intrinsically superior to all others and which it is their duty to protect against change, especially against the influence of other languages (and most especially against English) **Ling 2005 p 99**.

Question Two: Reference List

(7)

For each of the reference list entries below, indicate the type of source (book, journal article, online article or newspaper article). **Do not rewrite the reference sources.**

1. May, S., & Aikman, S. (2003). Indigenous education: Addressing current issues and developments. *Comparative Education*, 39(2), 139-145.
2. Ling, R. (2005). The sociolinguistics of SMS. An analysis of SMS use by a random sample of Norwegians. In R. Ling, & P. Pedersen (Eds.), *Mobile communication. Renegotiation of the social sphere* (pp. 335- 349). London, United Kingdom: Springer.
3. Schwab, K. (2015). *The fourth industrial revolution: What it means and how to respond*. Retrieved from <https://www.foreignaffairs.com/articles/2015-12-12/fourth-industrial-revolution>.
4. Schwartz, J. (1993, September 30). Obesity affects economic, social status. *The Washington Post*, pp. A1, A4.
5. The World Bank. (2012). Maximizing Mobile. In *World Bank Report*. Retrieved from <https://doi.org/10.1596/978-0-8213-8991-1>
6. Negash, N. (2011). English language in Africa: An impediment or a contributor to development? In H. Coleman (Ed.), *Dreams and realities: Developing*

countries and the English language (pp. 1-22). London, United Kingdom:
British Council.

7. Crystal, D. (2003). *English as a global language*. Cambridge, United Kingdom:
Cambridge University Press.

END OF EXAMINATION