

UNIVERSITY OF SWAZILAND

DEPARTMENT OF ACADEMIC COMMUNICATION SKILLS

SECOND SEMESTER MAIN EXAMINATION, MAY 2014

TITLE OF PAPER: ACADEMIC COMMUNICATION SKILLS: ENGLISH FOR
SPECIFIC PURPOSES (ESP)

COURSE CODE: ACS 103

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Write the name of your Faculty and Programme on the cover of your answer book.
2. Answer TWO Questions: one from Question 1 and one from Question 2
3. This paper consists of 5 pages, cover page included.

THIS EXAMINATION PAPER IS NOT TO BE OPENED UNTIL PERMISSION IS GIVEN BY THE INVIGILATOR.

QUESTION 1: ESSAY WRITING

60 marks

Choose one of the following topics and write an essay of about 400 words.

- a. Though texting is a valuable way of communicating, some students spend too much time on social media instead of interacting with others face to face. Explain why you agree or disagree with this observation.
- b. Censorship is sometimes justified. Discuss.
- c. Nelson Mandela was viewed by many as a world icon. What is your opinion?
- d. Distance education delivered via the internet or television has more advantages than classroom-based education. What is your view?
- e. Public health is a major issue nowadays. Some people say the government should make laws to restrict fast foods and to change nutrition habits of people for healthier ones. Others argue that this is a totally personal issue and everyone should take care of it on their own. Do you agree?

QUESTION 2: PROFESSIONAL WRITING: - Letter / Memorandum

40 marks

Choose one of the following topics and write a letter or a memorandum of not more than 200 words.

Letter:

- a. You are staying in rented accommodation. You recently held a party to celebrate a significant event in your life. Several neighbours have complained about the noise to your landlord. Write a letter to your landlord apologizing for the disturbance.
- b. The public has complained about police brutality. Write a news report on an incidence that the News Editor assigned you to cover.
- c. Read the following letter then write an appropriate response.

To the Manager of Shoprite:

I am writing to express my concerns about a recent incident I experienced at your store. I would like to bring to your attention the fact that I received extremely poor customer service during my last shopping trip at Shoprite, which took place on January 28, 2013 at approximately 3:30 p.m.

While shopping, I asked an associate for assistance getting a large box of office paper from a top shelf, as it was too high for me to reach without help. The associate, whose name tag read "Earl," scoffed and rolled his eyes upon my request. He stated that he would be back with a ladder to retrieve the box.

Ten minutes later, I was still waiting for Earl to come back and get the box. Becoming impatient, I went to find another associate to assist me. I asked a worker, whose name tag read "Julia," to help me, and she refused, saying it was not "her job" to help

customers get things. I asked her who could help me, and she said "no one" and told me to take my business elsewhere.

After being at the store for nearly half an hour at this point, I left without my desired product. I have shopped at Shoprite many times and have never experienced an incident like this one. It was extremely disheartening that I could not receive the assistance I was politely requesting and ultimately could not make my purchase.

I hope to hear back from you about this incident soon. Please contact me at your earliest convenience on (+268) 7765 9944, or email me at mfakudze@yahoo.com.

Thank you for taking the time to read my letter.

Sincerely,

Zethu Fakudze

Memorandum

d. Employees have complained about the calibre of graduates produced by the University of Swaziland. Write a memorandum to the Head of Department in which you explain how your programme could be improved to make students marketable after graduation.

e. One evening while you were going to the library you were attacked on campus. Write a memorandum to the SRC president suggesting ways in which security around campus could be improved. Copy the memo to the Dean of Student Affairs.