



FINAL EXAMINATION / PEPERIKSAAN AKHIR
SEMESTER 2 – SESSION 2018 / 2019
PROGRAM KERJASAMA

COURSE CODE : ULAB 1032
KOD KURSUS

COURSE NAME : INTRODUCTORY ACADEMIC ENGLISH
NAMA KURSUS

YEAR / PROGRAMME : 1 – ALL PROGRAMMES / 1 – SEMUA PROGRAM
TAHUN / PROGRAM

DURATION : 2 HOURS / 2 JAM
TEMPOH

DATE : APRIL 2019
TARIKH

INSTRUCTION/ARAHAN :

- i) Answer **ALL** questions in the spaces given.
(Jawab **SEMUA** soalan di dalam ruangan yang disediakan).
- ii) Candidates are required to follow all instructions given by the exam invigilator.
(Calon dikehendaki mematuhi semua arahan daripada penyelia peperiksaan).

(You are required to write your name and your lecturer's name on this question paper)
(Pelajar dikehendaki tuliskan nama dan nama pensyarah pada kertas soalan ini)

STUDENT'S NAME / NAMA PELAJAR	:
I.C NO. / NO. K/PENGENALAN	:
YEAR / PROGRAMME TAHUN / PROGRAM	:
NAME OF COLLEGE NAMA KOLEJ	:
LECTURER'S NAME NAMA PENSYARAH	:

This examination paper consists of **14** pages including the cover
Kertas soalan ini mengandungi **14** muka surat termasuk kulit hadapan



PUSAT PROGRAM KERJASAMA

**PETIKAN DARIPADA PERATURAN AKADEMIK
ARAHAN AM - PENYELEWENGAN AKADEMIK**

1. SALAH LAKU SEMASA PEPERIKSAAN

1.1 Pelajar tidak boleh melakukan mana-mana salah laku peperiksaan seperti berikut :-

- 1.1.1 memberi dan/atau menerima dan/atau memiliki sebarang maklumat dalam bentuk elektronik, bercetak atau apa jua bentuk lain yang tidak dibenarkan semasa berlangsungnya peperiksaan sama ada di dalam atau di luar Dewan Peperiksaan melainkan dengan kebenaran Ketua Pengawas; atau
- 1.1.2 menggunakan makluman yang diperolehi seperti di atas bagi tujuan menjawab soalan peperiksaan; atau
- 1.1.3 menipu atau cuba untuk menipu atau berkelakuan mengikut cara yang boleh ditafsirkan sebagai menipu semasa berlangsungnya peperiksaan; atau
- 1.1.4 lain-lain salah laku yang ditetapkan oleh Universiti (seperti membuat bising, mengganggu pelajar lain, mengganggu Pengawas menjalankan tugasnya).

2. HUKUMAN SALAH LAKU PEPERIKSAAN

2.1 Sekiranya pelajar didapati telah melakukan pelanggaran mana-mana peraturan peperiksaan ini, setelah diperakukan oleh Jawatankuasa Peperiksaan Fakulti dan disabitkan kesalahannya, Senat boleh mengambil tindakan dari mana-mana satu yang berikut :-

- 2.1.1 memberi markah SIFAR (0) bagi keseluruhan keputusan peperiksaan kursus yang berkenaan (termasuk kerja kursus); atau
 - 2.1.2 memberi markah SIFAR (0) bagi semua kursus yang didaftarkan pada semester tersebut.
- 2.2 Jawatankuasa Akademik Fakulti boleh mencadangkan untuk diambil tindakan tatatertib mengikut peruntukan Akta Universiti dan Kolej Universiti, 1971, Kaedah-kaedah Universiti Teknologi Malaysia (Tatatertib Pelajar-pelajar), 1999 bergantung kepada tahap kesalahan yang dilakukan oleh pelajar.
- 2.3 Pelajar yang didapati melakukan kesalahan kali kedua akan diambil tindakan seperti di perkara 2.1.2 dan dicadang untuk diambil tindakan tatatertib mengikut peruntukan Akta Universiti dan Kolej Universiti, 1971, Kaedah-kaedah Universiti Teknologi Malaysia (Tatatertib Pelajar-pelajar), 1999.

SECTION A: READING COMPREHENSION

Text I (35 marks)

Read the text carefully and answer all the questions that follow.

- I What is a generation? A generation is a group which can be identified by year of birth, age, location and significant events that create their personality. A generation can be developed by **significant** life events such as wars, new technologies, or major economic transitions. These events form the personality, values, and expectations of that generation. The first generation is known as Baby Boomer. This generation, along with Generation X (Gen X) and Y (Gen Y), do not grow up dependent on technology as our younger generations such as the Millennials and Generation Z (Gen Z) do. Millennials are individuals born between 1979 and 1995. They are called Millennials because of their closeness to the new millennium and being raised in a more digital age. However, emerging generation after Millennials known as Gen Z are those born between 1996 and 2010. The media has focused a lot on Millennials in recent years, but it is time to turn some of the attention to the Millennials' future co-workers. Gen Z have a lot in common with Millennials, but there are also many ways in which the two generations differ.
- II These Millennials and Gen Z were still kids during the economic crisis period that they may have seen their parents were affected by huge financial hits. A significant portion of their lives may have been defined by struggles related to that. Due to this experience, Millennials are more idealistic and motivated by purpose than money. Gen Z, on the other hand, more inclined towards life security and money. This is a pragmatic generation who cares about making a difference, but are ultimately motivated by ensuring secured life outside work. In terms of working styles, if you are looking to recruit members of Gen Z, you may be able to **tempt** them with promises of job security and salary increment. On the contrary, Millennials are believed to be more collaborative and teamwork oriented. They want to work in an environment where everybody works together to achieve goals. Gen Z are seen to be defined by its competitiveness. They want to work on their own and be judged on their own merits rather than those of their team. **Gen Z also understand that there is a need for constant skill development in order to stay relevant.** This generation is willing to work hard, but they expect to be rewarded for it.
- III Gen Z are competitive in nature even though they choose to be independent. Many of them prefer to have their own office space rather than an open, collaborative workspace. They also want to manage their own projects so that their skills and abilities can shine through. They do not want to depend on other people to get their work done. This independence is apparent in the higher education choices some Gen Z make. Most of them are skipping higher education than

their Millennial counterparts, and moving straight into the workforce. They would rather avoid the years of debt such as study loans. Instead, they go for a more affordable options.

- IV Technology comes naturally with Gen Z. This generation lives in a connected world, and is used to **constant** updates from dozens of apps. Switching between different tasks and paying simultaneous attention to a wide range of stimuli comes naturally to them. This can be perfect for a workplace that requires multitasking. Although they constantly look at their phones during working hours, they are not distracted from their work. This is because they are used to spending five seconds checking for updates before returning to the task at hand. This group of employees might start working on a document in the afternoon, open it on their phones on their way home and pull it up again on their laptop while watching TV. They do not draw a line between work and home, and this could change the workplace even more in the coming years.
- V Fifty-five per cent of Gen Z are more interested to start a business than Millennials. In fact, 72 per cent of Gen Z high school students said that they want to start a business. This can be tied back to many of their traits - especially the independence and desire for financial success. They are highly motivated and willing to work hard to achieve their dreams. These potential entrepreneurs can make great employees. They can take on many different challenges as they **pursue** their goal of starting their own company in the future.
- VI In addition, Gen Z like to talk face to face. Fifty-three per cent of Gen Z said they prefer in-person discussion over **instant** messaging or email. This can be attributed to two reasons. First, it is due to the negative norms among the Millennials because they depend too much on technology and resist face to face communication. Second, Gen Z are used to the technology that they have grown up with for example Skype or Snapchat which allows people to communicate with a full range of sound and motion, instead of just text. Employers should be prepared for regular in-person meetings with their Gen Z employees to discuss their projects as well as their professional development.
- VII In conclusion, Millennials have long been described as digital natives, but they actually grew up in a world that was still full of landlines and dial-up internet. **They are used to the idea that progress takes time, and are just as confused by some of the newest apps as Baby Boomers are.** Gen Z, on the other hand, have been living in a world of smartphones and free WiFi for as long as they can remember. Ninety-two per cent of them have some kind of digital footprint. They easily adapt between platforms and technologies and pick up new software quickly. Their relationship to technology may be even more meaningful than that of a Millennial in

their late 30s. Gen Z have deep understanding of technology and its potential to transform how people work and live.

Adapted from:
[http:// www.forbes.com/sites/deeppattel/2017/09/21/8-ways-generations-z-will-differ-from-millennials-in-the-workplace/#5696d5c976e5](http://www.forbes.com/sites/deeppattel/2017/09/21/8-ways-generations-z-will-differ-from-millennials-in-the-workplace/#5696d5c976e5).

A I Match the main ideas with the corresponding paragraphs. Write the paragraph number in the spaces provided.

Main Idea	Paragraph
Gen Z are self-reliant	
Gen Z prefer face to face communication	
Gen Z are technology savvy	
Differences between Gen Z and Millennials	
Gen Z are more entrepreneurial than Millennials	

(5 x 1m = 5 marks)

A II Answer the following questions based on the above text.

1. What is the central idea of the text?

(1 mark)

2. What factors determine the type of generations?

(1 mark)

3. (a) Baby Boomers and Gen Y are dependent on technology.

Yes () No ()

(1 mark)

(b) Provide evidence to support your answer.

(2 marks)

4. Why is Gen Z considered as a pragmatic generation?

(1 mark)

5. **Gen Z also understand that there is a need for constant skill development in order to stay relevant.** (Paragraph II).

What can be inferred from this statement?

(2 marks)

6. Compare the working styles of Gen Z and Millennials.

(2 marks)

7. Why do Gen Z skip higher education and move straight into workforce?

(1 mark)

8. Why is the multi-tasking workplace suitable for Gen Z?

(2 marks)

9. What makes Gen Z great employees?

i) _____

ii) _____

iii) _____

iv) _____

(4 x 1/2m = 2 marks)

10. According to the text, why do the majority of Gen Z prefer to start a business?

- i) _____
- ii) _____
- iii) _____
- iv) _____

(4 x 1/2m = 2 marks)

11. *They are used to the idea that progress takes time, and are just as confused by some of the newest apps as Baby Boomers are.* (Paragraph VII)

What do you understand from this statement?

(2 marks)

A III State whether each of the following statements is TRUE (T) or FALSE (F).

- 1. A generation can be identified by personality. []
- 2. Gen Z like to work in a collaborative workspace. []
- 3. Seventy-two per cent of high school students are interested in business. []
- 4. Employers of Gen Z must be ready to talk about work face to face with them. []
- 5. The latest apps can be confusing to the Baby Boomers generation. []
- 6. A young Gen Z has the same internet knowledge as a 30 year-old Millennial. []

(6 x 1m = 6 marks)

A IV Circle the correct option that explains the meaning of each underlined word in the following sentences.

1. A generation can be developed by significant life events such as wars, new technologies, or major economic transitions.
A. serious
B. important

2. In terms of working styles, if you are looking to recruit members of Gen Z, you may be able to tempt them with promises of job security and salary increment.
A. attract
B. persuade

3. This generation lives in a connected world, and is used to constant updates from dozens of apps.
A. regular
B. uninterrupted

4. They can take on many different challenges as they pursue their goals of starting their own company in the future.
A. seek
B. attend

5. Fifty-three per cent of Gen Z said they prefer in-person discussion over instant messaging or email.
A. urgent
B. prompt

(5 x 1m = 5 marks)

Text II (15 marks)

Read the text carefully and answer all the questions that follow.

- I Mobile phone usage has increased in recent years. Some areas of the world have enjoyed rapid deployment and high penetration of mobile phone. Seventy per cent of the world's population own at least one mobile phone. Based on a recent statistics, 85 per cent of children in the United States own a mobile phone. This is because they are attracted to use mobile phones during learning because they are interactive, user friendly and mobile. Without exception, Malaysia is one of the countries that is experiencing telecommunication evolution. Mobile phone usage in Malaysia has increased over the years and it is reported that 85 per cent of Malaysians own mobile phones.
- II Most of the mobile phones nowadays are addressed as smartphone. This is because they offer more advanced computing power and connectivity than a contemporary mobile phone. Along with the fundamental capabilities to make voice call, video call, SMS, and MMS, smartphones have been repositioned as a new information medium. In other words, smartphones now are able to have additional functions such as managing personal time schedule, accessing Internet contents, editing documents, utilising location-awareness, and many other exciting applications. Other than the functions that smartphones offer, they can also influence the growth of economy in a country by providing job opportunities in ICT sector, creating online business and establishing online services.
- III Other than these, the market opportunities for mobile phone software and mobile contents are huge and attractive. For instance, the sales for ringtone download in Europe and Japan was estimated at US\$5 billion in 2003. This was due to the demand from young consumers over there who were downloading trendy and catchy ringtones for their smartphones. Based on this, it can be said that the demands for smartphones largely depend on individual consumers. Hence, an understanding on the smartphone market and trends from the perspective of consumers are valuable. Figure 1 shows the smartphone ownership according to age in the Southeast Asian region in 2017.

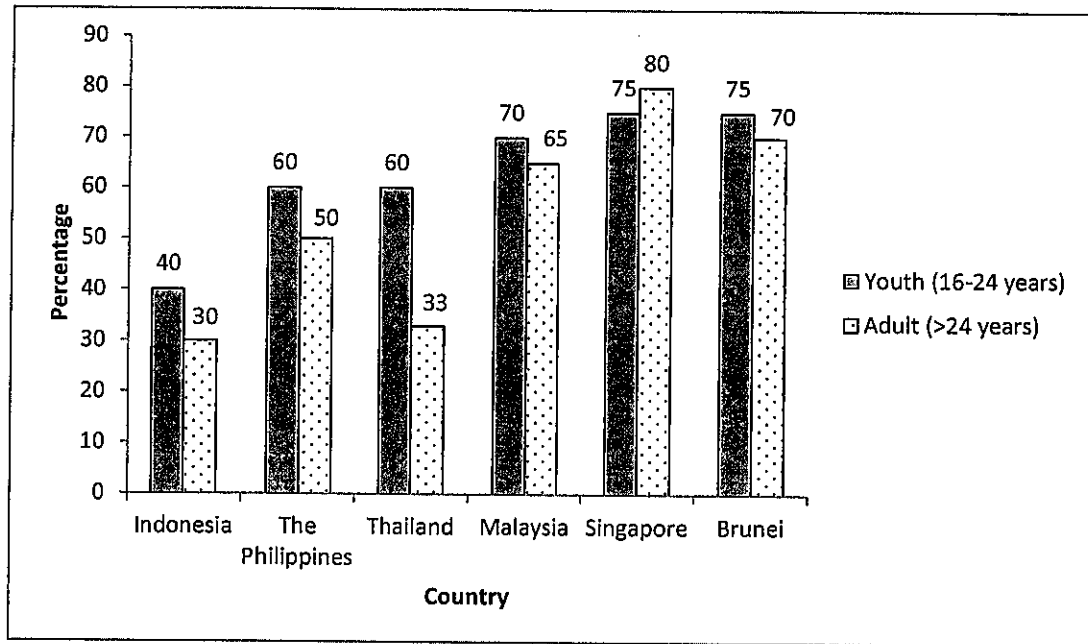


Figure 1: Smartphone Ownership According to Age in the Southeast Asian Countries in 2017

Adapted from:
<https://www.researchgate.net/publication/230771402> A study of the Trend of Smartphone and its Usage Behavior in Malaysia

1. Why do the majority of children in the United States own mobile phones?

(1 mark)

2. Why are mobile phones called smartphones?

(1 mark)

3. Functions of Smartphones.

Basic	Additional
i)	i)
ii)	ii)
iii)	iii)
iv)	iv)

(8 x 1/2m = 4 marks)

4. In what ways do smartphones influence the growth of economy?

(2 marks)

5. Why is it important to understand the smartphone market and trends from the consumers' perspective?

(1 mark)

6. Based on Figure 1, which of the following statements is **FALSE**?

- A. Brunei had the highest number of youth owning a smartphone among the Southeast Asian countries.
- B. Singapore had the highest number of adult owning a smartphone among the Southeast Asian countries.
- C. The number of youth owning a smartphone was higher than the number of adult among the Southeast Asian countries except for Singapore.
- D. Indonesia had the lowest number of youth and adult owning a smartphone among the Southeast Asian countries.

(2 marks)

7. Based on Figure 1, which of the countries have the same percentage of youth owning a smartphone?

- I. Brunei and Malaysia
 - II. Brunei and Singapore
 - III. Indonesia and Thailand
 - IV. The Philippines and Thailand
-
- A. I and III
 - B. II and III
 - C. II and IV
 - D. I and IV

(2 marks)

8. Based on Figure 1, which of the following statements is **TRUE**?
- A. Indonesia had the lowest percentage of adult owning a smartphone among the Southeast Asian countries.
 - B. The percentage of adult owning a smartphone was higher than the percentage of youth owning a smartphone in Malaysia.
 - C. The percentage of adult owning a smartphone was the same for Indonesia and Thailand.
 - D. The total percentage of both adult and youth owning a smartphone for Thailand was higher than that of the Philippines.

(2 marks)



SECTION B: WRITING (10 marks)

Situation: According to a survey by the Malaysian Communications and Multimedia Commission, smartphone ownership had increased in 2017. Smartphones were used for social media, over-the-top messaging and informal forums by Internet users. Figure 1 shows the percentage of different devices used by Internet users.

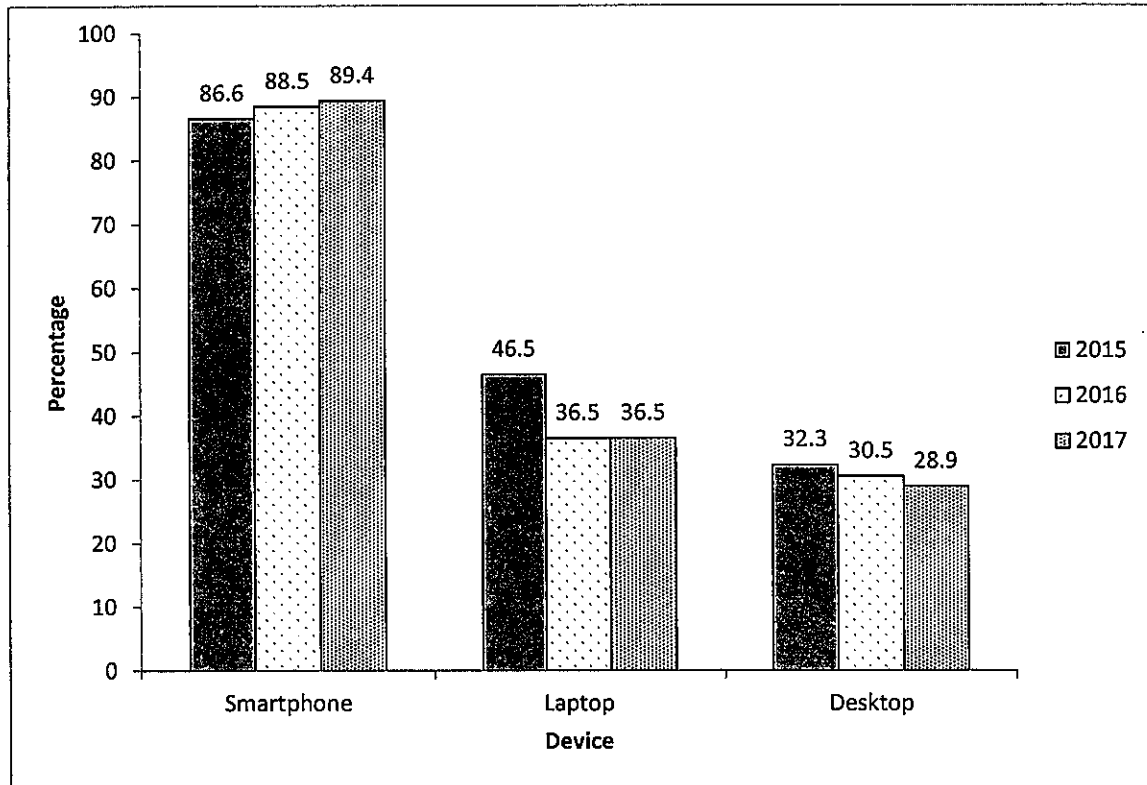


Figure 1: Types of Device Used by Internet Users in Malaysia, 2015-2017

Adapted from:
<https://www.theedgemarkets.com/article/mcmc-smartphone-most-popular-device-malaysia-internet-access>
<https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/MCMC-Internet-Users-Survey-2017.pdf>

1.0 Introduction

(2 marks)

2.0 Analysis

2.1 Analyse the trend of devices used by Internet users from 2015 to 2017.

(2 marks)

2.2 Describe the trend of Smartphone from 2015 to 2017.

(2 marks)

2.3 Compare the percentage of Laptop and Desktop used by the Internet users in 2015.

(2 marks)

3.0 Conclusion

Provide a conclusion by summarising the analysis.

(2 marks)

END OF QUESTION PAPER

Mukasurat ini sengaja dibiarkan kosong

[This page is purposely left blank]

Mukasurat ini sengaja dibiarkan kosong

[This page is purposely left blank]
