

**Department of Languages, Cultural Studies
and Applied Linguistics (LanCSAL)**

May/June 2019 Supplementary Exam



MODULE:	Applied Business Communication (ABC 1AA1)
EXAMINER:	Ms M Lee Ah Soon
MODERATOR:	Ms R Nayagar
DATE:	July 2019
MARKS:	100
TIME:	3 hours

NUMBER OF PAGES : NINE (9) PAGES

INSTRUCTIONS : QUESTIONS MUST BE ANSWERED IN EXAM BOOKS.

REQUIREMENTS : THIS IS NOT AN OPEN BOOK EXAM.

INSTRUCTIONS AND NOTES TO CANDIDATES:

1. Answer **ALL** questions.
2. For Question 5.2, provide the question number and letter only.

SECTION A: GRAMMAR, STYLE AND TONE

Read the article “SA introduces green office building” by Janine Erasmus (20 March 2013) and answer the questions that follow.

1. South Africa’s first commercial green star-rated building has been unveiled. The cutting-edge building- the E block in Upper Grayston, a small multi-purpose development in Johannesburg’s Sandton Business district – is the first small office building to receive five green stars from the Green Building Council of South Africa (GBCSA). “We want to get the message out to other developers,” says Martin Evans of Upper Grayston’s developer Bryprop, “that South Africa can produce green buildings economically.”
2. Green buildings are attractive to the property market, he says, and they offer a good return on investment. “Green buildings command a higher rental price and capital value, they have lower running costs, they let better, and they retain tenants better,” says the GBCSA’s executive chairman Bruce Kerswill. This green mindset is catching on in South Africa, he says. Five stars are not enough for Bryprop, though, and the firm is aiming for the coveted six-star rating with its newest building, Upper Grayston F, which is under construction right next to the E Block. This will make it the only six-star-rated commercial building in the country. Rental space should be available around the end of June 2013, according to Bryprop.

Green buildings mitigate climate change

3. South Africa is following a new trend noted in a report titled “Rethinking Consumption: Consumers and the Future of Sustainability,” which has found that people in developing nations have a keener sense of responsibility towards the earth than those in developed nations. “Two-thirds of consumers globally say they ‘feel a sense of responsibility to society’ (65%), including 81% in emerging markets and 50% in developed markets,” notes the report. “Buildings can be a big part of the solution to mitigating the effects of climate change,” says Kerswell.

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4. “Good planning can reduce their use of power and water by up to 70% and together with waste reduction this can have a significant impact.” Office buildings especially contribute heavily to global warming and pollution, and consume large amount of energy and water. “But buildings are the cheapest way to make savings on carbon emissions,” says Warren Gray of Solid Green Consulting. “Overseas they use around 30% of the world’s energy. In South Africa the situation is a little different because our economy has been geared towards mining and we are still constructing the buildings that other countries already have.” Savings realized in a green building will come mainly from running costs and electricity. Although the largest part of a company’s expenses goes towards salaries, says Gray, people who work in green buildings perform better, they get discharged from hospital sooner, and they give the employer more value for the salary. A 10% increase in productivity out performs a 5% saving on electricity.
5. Bryprop says that its tenants are becoming more and more interested in green features. In the new building, lessons learned from Upper Grayston E will be applied, with some extra features that the developers are confident will earn the six green stars. All timber used in the project comes from a sustainable forest and is certified by the Forest Stewardship Council. Most of the building’s water will be reclaimed from rain and filtered and purified, and municipal water will only be used when the tanks are empty. Solar panels for both power and heating will ensure that no energy is used to heat water, and in terms of space heating, says Gray, good architectural principles and passive design means that a minimal amount of heating is needed.
6. The building also has big glass windows which let in natural light and air, reducing the need for artificial lighting and climate control. A mixed-mode ventilation system will allow the building to use mechanical ventilation when necessary. People in the building will be able to monitor energy consumption in real time, via a screen in the entrance and a page on the web, which will supply a graph of energy consumption measured at one-minute intervals. The graph for Block E is already available online. The amount of concrete used in construction has been reduced through the addition of fly ash into the mixture. Fly ash is a residue generated during combustion, for example at coal-burning power stations. “This means that the building itself is constructed from recycled material,” Gray says. Carpets and paint used in the interior contain low levels of volatile

organic compounds. Cycle parking and special cycle routes around the office park are aimed at encouraging this eco-friendly alternative means of transport.

Going green and saving the planet

7. Green buildings, according to GBCSA, are energy and resource efficient and kind to the environment because of the practices used in their design, construction and operation. They have also been proven to be healthier for residents and workers, leading to higher productivity. For green buildings, these practices will usually include the optimal circulation of fresh air and use of natural light, resulting in a lower use of air conditioning and heating. Lighting will be energy-efficient and controlled through motion detectors, and there will be greater use of renewal energy sources. The builders will make use of recycled or sustainable materials, and there will be other sources of water, such as rainwater harvesting, besides the municipal supply. Locally sourced products are essential to shrink the construction footprint, and if any existing structure is demolished to make way for the new building, as much material as possible, such as windows, doors or floors, must be re-used.
8. When a company applies for green star certification for a building, there is a rigorous process that must be followed. Once the building has been registered- which is only the first step towards certification – the project team will prepare the necessary documentation to prove that the building complies with GBCSA standards. Assessors will not award points, says the GBCSA, unless they can see that all the requirements have been met exactly as detailed in the technical manual. By this stage the full assessment fee must have been paid. Once the fee and the documentation have been received, a panel will evaluate the submission and make their recommendations to the GBCSA, who will then contact the project team. At this point the team gets another chance to earn their green stars by including extra supporting documentation or making alterations to their design if necessary, and resubmitting their application.

QUESTION ONE: TEXTUAL ANALYSIS

- 1.1 What are green office buildings? (2)
- 1.2 Why has South Africa introduced green office buildings? (4)
- 1.3 Consider the following statement:
“Green buildings command a higher rental price”
- 1.3.1 Why are green buildings expensive to rent? (2)
- 1.3.2 Why is the above statement ironic? (2)
- 1.4 Explain the following sentence: “This green mindset is catching on in South Africa.” (2)
- 1.5 Provide parts of speech for the following words in context.
- 1.5.1 Sustainability (paragraph 3) (1)
- 1.5.2 Mitigating (paragraph 3) (1)
- 1.5.3 Rigorous (paragraph 8) (1)
- 1.5.4 Volatile (paragraph 6) (1)
- 1.6 Is this article an example of subjective or objective writing? Provide reasons for your choice. (3)
- 1.7 What is jargon? (2)
- 1.8 Select two examples of jargon from paragraph 6. (2)
- 1.9 Name one concern with the use of jargon in any context (2)
- 1.10 Correct the following:

I can never do nothing about referencing correctly cos it was so difficult. But my lecturer, she said it is very much important to managers when writing docs. (5)
- 1.11 Rewrite the following extract in a passive style:
“We want to get the message out to other developers,” says Martin Evans of Upper Grayston’s developer Bryprop, “that South Africa can produce green buildings economically.” (5)

[35]

SECTION B: PARAGRAPH WRITING**QUESTION TWO**

Using the article in Section A as reference, write a paragraph expressing your view regarding the main issue of the text.

Mark Allocation:

Content: (8)

- Title of paragraph
- Topic sentence
- Supporting sentences

Style: (7)

- Grammar and language usage
- Use of conjunctions and connectives
- Logical sequencing of sentences

[15]

SECTION C: SUMMARY WRITING**QUESTION THREE**

Refer to paragraph 7 of the article in Section A. In your own words, provide a point form summary of not more than 100 words. Your summary should make use of a short and simple style.

Mark allocation:

Content: (5)

Language: (5)

Style/effective use of connectives (5)

[15]

SECTION D: ACADEMIC WRITING

QUESTION FOUR

- 4.1.1 Provide three key reasons for using references. (3)
 - 4.1.2 Briefly explain the concept of plagiarism. (2)
 - 4.1.3 Provide two referencing techniques to avoid plagiarism. (2)
 - 4.1.4 What is the difference between a Reference List and a Bibliography? (2)
 - 4.1.5 When should direct quotations be used? (1)
- (10)**

QUESTION FIVE : ACADEMIC REFERENCING

- 5.1.1 Provide an **in-text citation** for the following quotation from the article in Section A:

“Good planning can reduce their use of power and water by up to 70% and together with waste reduction this can have a significant impact” (paragraph 4). (5)

- 5.1.2 Provide a citation for the following article as it would appear on a **Reference List**:

In 2013, Jonothan Cooks, Adam Mole and Maggie Gasket wrote an article entitled ***The truth will set you free***. The article was published in a journal called ***The Explorer*** (volume 5, issue 2), and appeared in pages 200 to 210. The journal was published by Juta Publishing Co. (5)

- 5.1.3 Provide a citation for the following book as it would appear on a **Reference List**:

In 2014, Michael Fielding wrote a book called ***Effective Business Communication in Organisations***. It was the 4th edition and published in Claremont by Juta. (5)

(15)

5.2 Write the question number and correct letter only. E.g. 7.1. C

5.2.1 Which of the following options (applicable at the end of the sentence) is the correct in-text referencing entry for the book written by Valdez, Peter in 2003?

- a) ... (Valdez. 2003).
- b) ... (Valdez, 2003).
- c) ... (Peter, V, 2003.).
- d) ... (Peter, 2003). (2)

5.2.2 Identify the missing information for the following book reference:

Cole, D. (2000). *Change is Pain*. New Delhi

- a) Name of publisher
- b) Place of publication
- c) Country of publication
- d) Name of publication (2)

5.2.3 Which of the following in-text references are correct?

- a) Effective communication in the workplace plays an important role (Karlsson, 2001).
- b) "Effective communication in the workplace plays an important role"(Karlsson, 2001:1).
- c) "Effective communication in the workplace plays an important role". (Karlsson: 2001,1).
- d) "Effective communication in the workplace plays an important role" (Karlsson, 2001,1).
- e) "Effective communication in the workplace plays an important role" (Karlsson,2001:1-2).
- f) "Effective communication in the workplace plays an important role" (Karlsson, 2001:1& 2).

- a) A; F; D
 - b) A; B; E
 - c) B; D; E
 - d) A; F; C
- (2)

5.2.4 Identify the missing information for the following newspaper reference:

Savonarola, R. (17 November 1940). The Berlin Wall. *Sunday Independent*.

- a) Place of publication
 - b) Name of publisher
 - c) Page number
 - d) Name of publication
- (2)

5.2.5 The following options are not correct referencing entries for an Internet source.

Which one is an exception?

- a) Augustine, P. W. (2008). *Academic Referencing for Academic Students*. Available from: <http://acedref.html>.
- b) Augustine, P. W. (2008). *Academic Referencing for Academic Students*: Available from: <http://acedref.html> (Accessed 20 May 1950)
- c) Augustine; P. W. (2008). *Academic Referencing for Academic Students*: <http://acedref.html> (Access 20 May 1950).
- d) Augustine, P. W. (2008). *Academic Referencing for Academic Students*. Available from: <http://acedref.html> (Access 20 May 1950).

(2)

(10)

[35]

TOTAL: 100