



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2014

ENGLISH HOME LANGUAGE P1

MARKS: 70

TIME: 2 hours



This question paper consists of 12 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections, namely:

SECTION A: COMPREHENSION	(30 marks)
SECTION B: SUMMARY	(10 marks)
SECTION C: LANGUAGE IN CONTEXT	(30 marks)

2. Answer ALL the questions.
3. Start EACH section on a NEW page.
4. Rule off after each section.
5. Number the answers correctly, according to the numbering system used in this question paper.
6. Leave a line after each answer.
7. Pay special attention to spelling and sentence construction.
8. Use the following time frames as a guideline:
- | |
|-----------------------|
| SECTION A: 50 minutes |
| SECTION B: 30 minutes |
| SECTION C: 40 minutes |
9. Write neatly and legibly.

SECTION A: COMPREHENSION**QUESTION 1: READING FOR MEANING AND UNDERSTANDING**

Read and refer to TEXTS A and B below and answer the set questions.

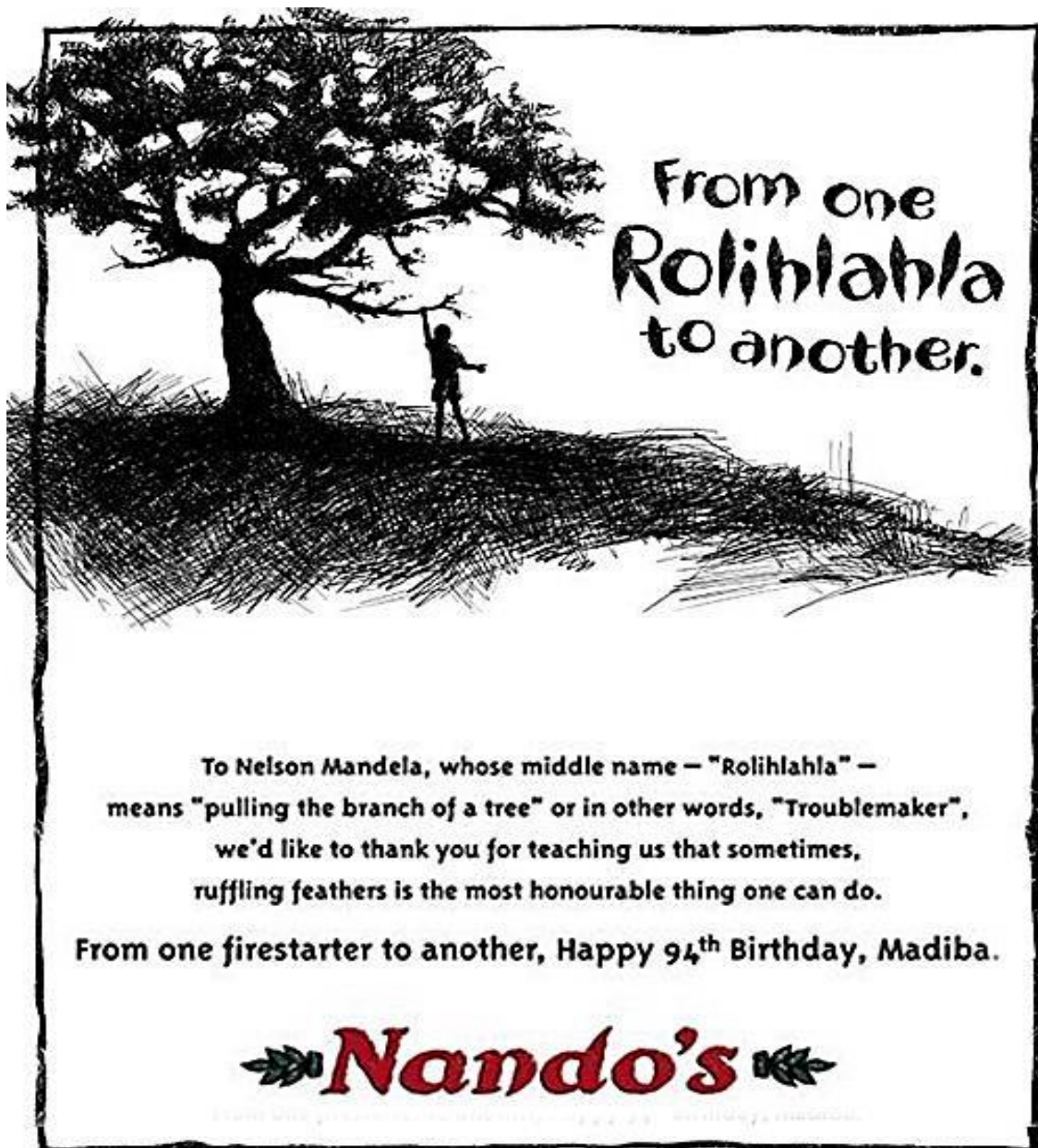
TEXT A

1. Nando's, the popular and well-known brand in South Africa, has become one of the country's greatest international success stories. In 1987, an entrepreneur named Robert Brozin and his friend Fernando Duarte, went to a Portuguese takeaway restaurant named Chickenland in Rosettenville, southern Johannesburg. Brozin was so impressed with the restaurant's flame grilled chicken that he proposed the pair of them buy the restaurant, which they duly did. They renamed the restaurant Nando's, abbreviating Duarte's first name. Within two years, Nando's had three outlets in Johannesburg and one in Portugal. Their growth and popularity continued, and today there are over 1,000 restaurants in 30 countries around the world, making Nando's South Africa's most successful restaurant group export.
2. Their first two British branches opened in 1992, in Ealing and Earl's Court, west London, serving mainly takeaway food. The business struggled at first, and was on the verge of collapse when the chairman, Richard Enthoven, handed it over to his son Robert, who shifted the emphasis from takeaways to what is known as a mixed service model. Under the mixed service model, the way customers are encouraged to act is different and there's an element of responsibility, in that you have to go to the counter to order and you help yourself to your own cutlery, soft drinks and sauces, before servers bring the meal to your table. All this moving about helps to create a fluid, busy atmosphere, and an environment that customers enjoy spending time in.
3. Enthoven also came up with the idea of individualising the design and decor of each outlet, thereby avoiding the uniformly bland feeling of a restaurant chain. Nando's commissions its own artworks and runs a Worldwide Art Project, where artists from local communities are invited to interpret Nando's in their chosen, local art form. The artist is then profiled along with their art, and the restaurant wall is transformed into a gallery showcasing their work. Nando's has the largest collection of South African art in the UK, with over 3,000 works displayed in their restaurants.

4. Individualised store design and the mixed service model proved to be a highly successful formula. They occupy a particular place within the food service industry known as 'fast casual dining'. A survey by the market research company NPD shows that restaurants in the 'fast casual sector' have an average 'revisit intent' of 69 per cent. Nando's has a 'revisit intent' of 80 per cent. They serve everyone from happy families to workers at lunchtime, and from groups of teenagers to dating couples. It's a safe place for teenagers to go on their own, and in an astute marketing move, Nando's is relaxed about its teen-appeal and even encourages it by offering free refills of soft drinks.
5. Nando's sees its customers as its best brand advocates. They have carefully cultivated some clever branding elements, and astutely reveal the famous names who have passed through the restaurant's doors, including David Beckham and J-Z, on a blog on its Facebook page, which has 13 million followers. In 2010, Advertising Age magazine named Nando's as one of the world's top 30 hottest marketing brands. So is the Nando's secret that it is more than just your usual takeaway place? Nando's professed unique selling point is that it is all about the family feel. It prides itself on its spicy chicken and it does seem that the Nando's peri-peri sauce remains its basic selling point, but it's the friendly atmosphere, both for workers and clientele, that keeps its fans loyal. Customers know what they're getting, which is quick, friendly service, clean surfaces, big tables you can spread out over, unique art on the wall, and a different architectural style in each restaurant.
6. But there is more to the brand. In a shrewd move, they have added something unique to their marketing campaigns: a dash of comedy, entertainment and the ability to make people laugh. Nando's are well-known for their adverts and have made use of witty, astute, and occasionally controversial marketing campaigns to promote themselves. They have built their brand to extend beyond food, and they use humour and political satire to create popular adverts, which range from being hugely controversial to simply providing a good laugh. A Nando's advert can go viral within minutes but it can sometimes land them in trouble too, as their satirical adverts comment on social, cultural and political issues in an off-beat manner.
7. The combination of popularity, good food and loyal customers promoting their brand on various social media platforms, is certainly working well for Nando's, and they look set to grow into an even bigger success story, with many more entertaining advertising campaigns along the way too.

[Source: www.mweb.co.za/Entrepreneur]

TEXT B



QUESTIONS: TEXT A

- 1.1 Refer to paragraph 1.
 - 1.1.1 Refer to the first sentence and clearly explain the difference between the words, “well-known” and “popular” in the context. (2)
 - 1.1.2 How did Nando’s derive its name? (1)
 - 1.1.3 Refer to the final sentence. How can a restaurant group be “exported”? (1)
- 1.2 Refer to paragraph 2.

Why do you think, the “mixed service model” has been so successful with customers? (2)

- 1.3 Refer to paragraph 3.
What do you think of the introduction of the Worldwide Art Project, especially in the context of a fast-food chain? (2)
- 1.4 Refer to paragraph 4 only.
1.4.1 Clearly explain the concept of “revisit intent”. (2)
1.4.2 What is Nando’s attitude to its teenage customers? (2)
- 1.5 Refer to paragraph 5.
1.5.1 How can you tell that Nando’s is up-to-date with regard to the use of technology? (2)
1.5.2 IN YOUR OWN WORDS, explain how Nando’s has become “one of the world’s hottest marketing brands”. (3)
- 1.6 Refer to paragraph 6.
1.6.1 Find a word in this paragraph which is a synonym for “shrewd” and write it down. (1)
1.6.2 How and why does Nando’s successfully incorporate humour into its marketing campaigns? (2)
1.6.3 Clearly explain the term “go viral” as used in this paragraph. (1)
- 1.7 Refer to paragraph 7.
The article ends with a positive statement from the author. Do you feel that this optimism is well-founded? Explain. (2)

TEXT B

- 1.8 What is the connotation of “firestarter” in the words, “from one firestarter to another”? (2)
- 1.9 Name TWO ways in which this advertisement can be interpreted as opportunistic. (2)

TEXT A AND TEXT B

- 1.10 Nando’s sells food, primarily chicken. Do you think it is a wise tactic to make so little mention of its product? (3)

TOTAL SECTION A: 30

SECTION B: SUMMARY**QUESTION 2: SUMMARISING IN YOUR OWN WORDS**

The article below is based on a survey carried out by Travelstart, a travel booking website. You are required to write **A FLUENT PARAGRAPH ONLY** (containing seven different points) in which you summarise the main findings of this survey.

- You must use your OWN words, as far as possible.
- Do not volunteer your own information.
- You must write in FULL sentences.
- You need not supply a heading.
- State the correct number of words used, at the end of your summary.
- You may not use more than 100 words.

TEXT C: SA TRAVELLERS DO IT THE CHEAP WAY

Most South Africans are willing to sacrifice comfort to explore new frontiers, according to a new survey. In a poll of more than 3 000 businesses, tourists and travellers, booking website Travelstart.co.za discovered that nearly a third of South Africans spend only \$21 (R219) a day while travelling, with 62 percent willing to sacrifice eating out at restaurants and 42 percent willing to give up partying at bars and nightclubs.

After these, the indulgences tourists most commonly jettison are junk food (40 percent), alcohol (39 percent) and cigarettes (33 percent). They have also become fastidious and unceasing in the quest for a frugal flight: 42 percent will get more than three quotations from travel sites before booking a plane.

Scattered throughout the survey responses lay bits of advice for aspiring low-budgeters. "Make your own snacks to take with you everywhere," one respondent wrote. Others advised sticking to a pre-established budget, combining breakfast and lunch and staying in hotels further away from bustling metropolitan areas.

"Some of the habits were surprising," said Nick Paul, Travelstart's social media manager. He cited travellers' willingness to skimp on restaurant fare as a particularly unexpected finding, saying his company thought most tourists viewed dining out as a basic part of their travel experiences.

He said the survey's results could alter the way his company and the tourism industry would cater to tourists and travellers in the long run. But despite astronomical charges for international data roaming, most travellers refused to be disconnected from social media and the internet, with only 27 percent saying they would forsake their smart phones and laptops for the health of their bank accounts.

Russell Jarvis, Travelstart's content manager, cited the powerful role social media could play in "bragging rights" while abroad. With a few hashtags and an Instagrammed photo of an exotic locale, he said, a traveller's social status "is immediately elevated".

[By Susie Neilson, *The Mercury*]

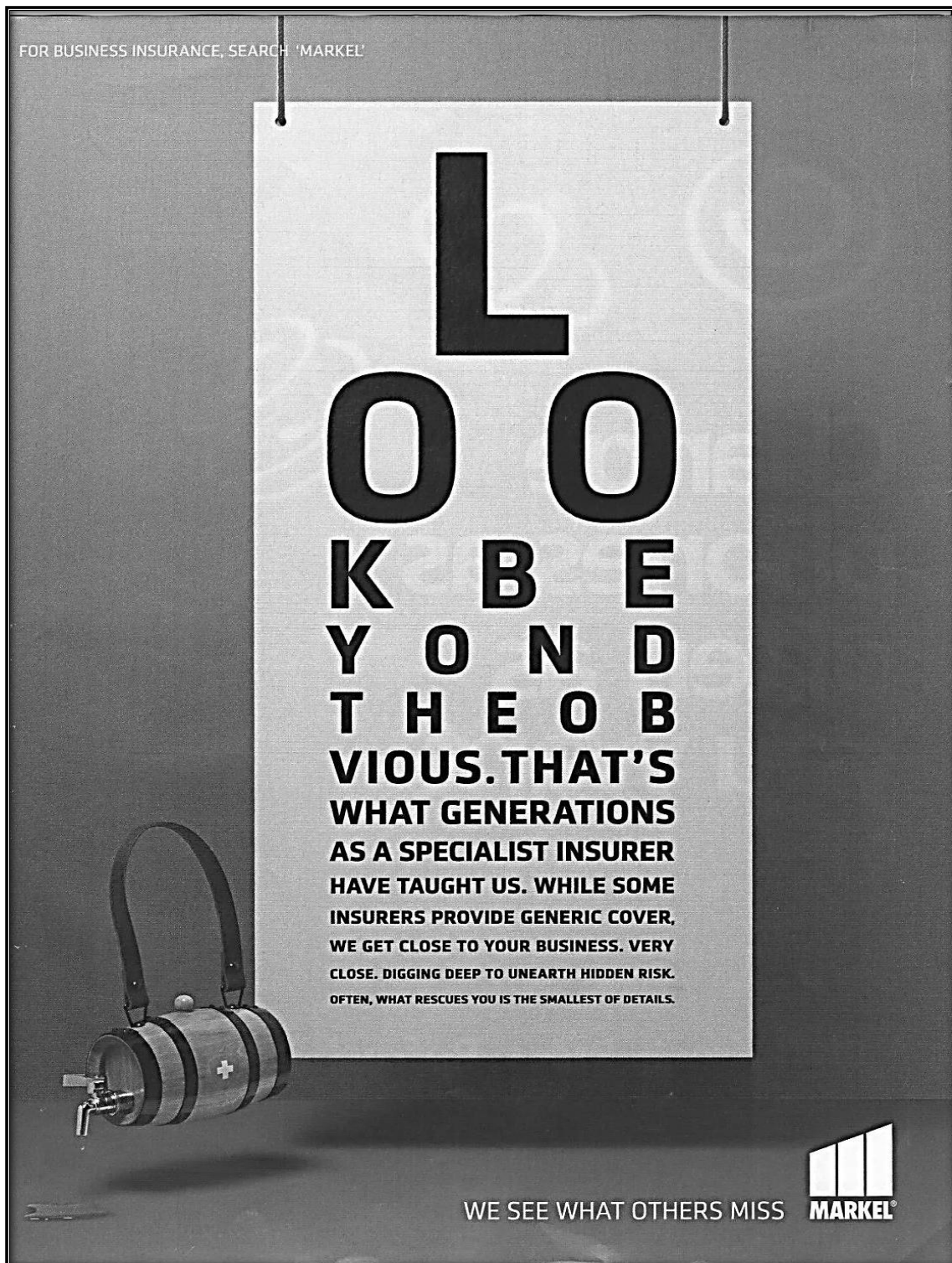
TOTAL SECTION B: 10

SECTION C: LANGUAGE IN CONTEXT**QUESTION 3: ANALYSING ADVERTISING**


Study the following advertisements (TEXTS D and E) and then answer the set questions.

TEXT D

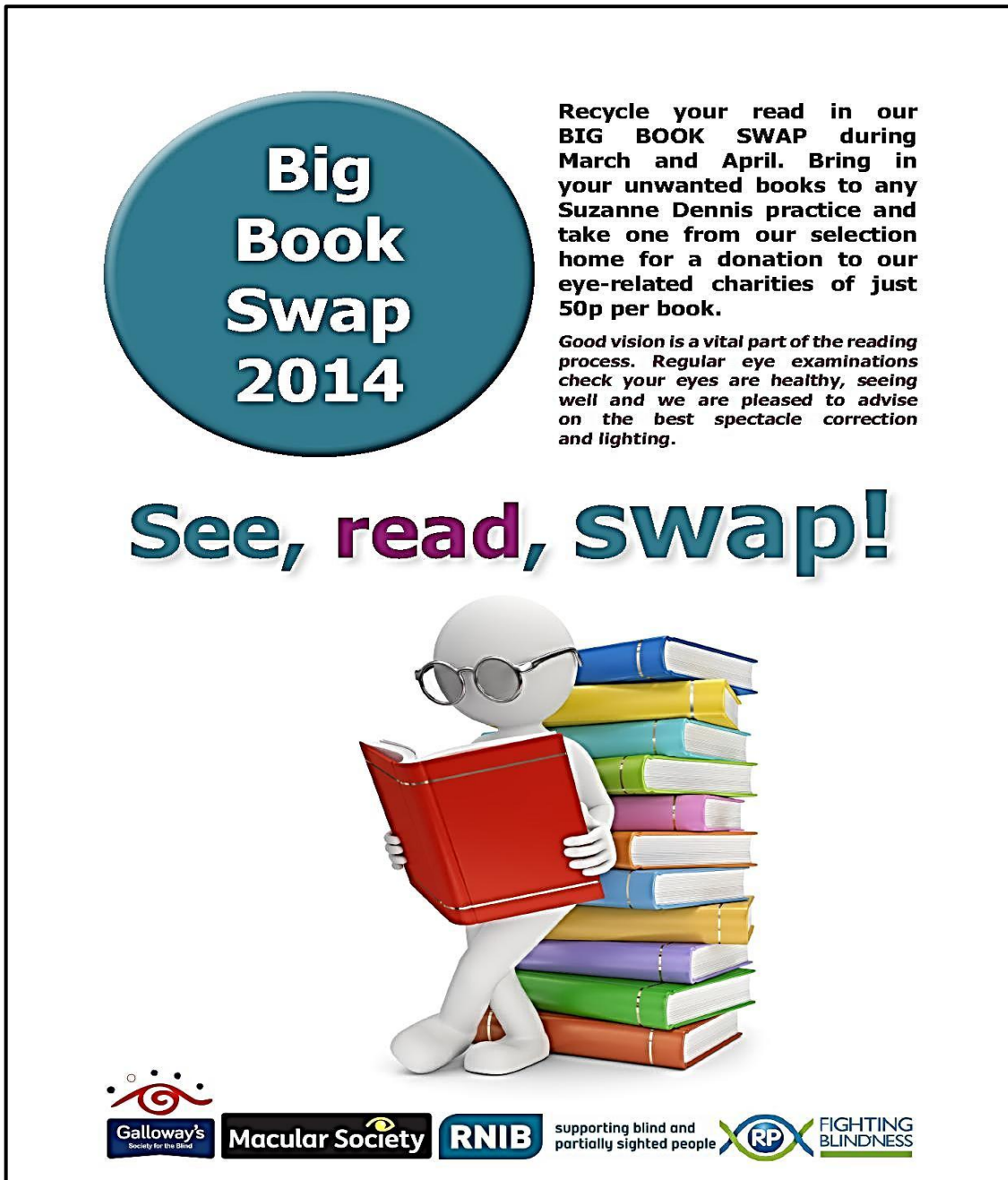
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WE SEE WHAT OTHERS MISS  **MARKEL®**

TEXT E



Big Book Swap 2014

Recycle your read in our **BIG BOOK SWAP** during March and April. Bring in your unwanted books to any Suzanne Dennis practice and take one from our selection home for a donation to our eye-related charities of just 50p per book.

Good vision is a vital part of the reading process. Regular eye examinations check your eyes are healthy, seeing well and we are pleased to advise on the best spectacle correction and lighting.

See, read, swap!

Galloway's Society For the Blind, Macular Society, RNIB supporting blind and partially sighted people, RP FIGHTING BLINDNESS

Refer to TEXT D:

- 3.1 How is the layout of this advertisement similar to an eye test chart? (2)
- 3.2 The final line reads, "Often what rescues you is the smallest of details." Write out the product's slogan and show how this line clearly links with this line. (2)
- 3.3 Is the illustration of a (wine) barrel with a First Aid Cross on its side appropriate or not? Substantiate your opinion. (2)

Refer to TEXT E:

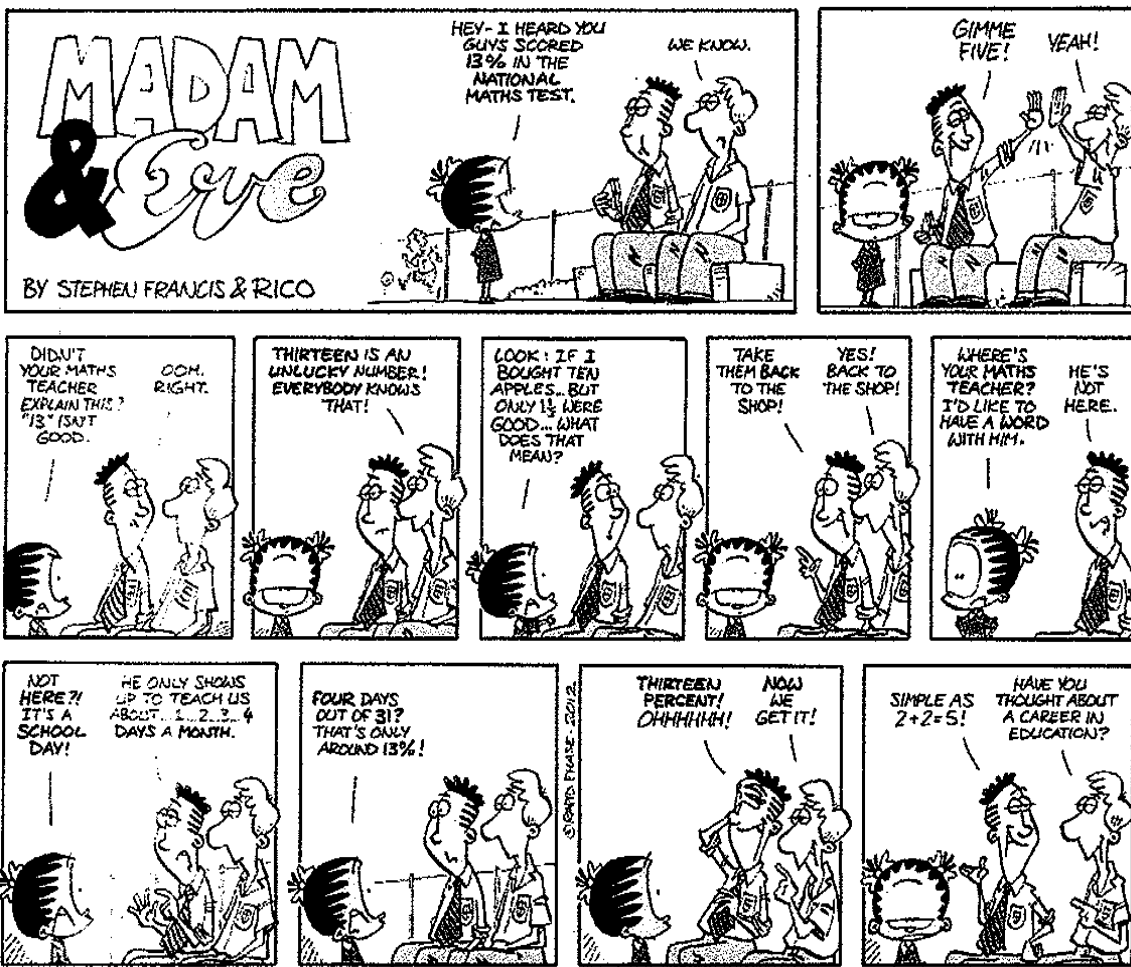
3.4 Based on details in the wording and the graphic, state clearly to whom you think this advertisement would appeal. (3)

3.5 What is the point of the four logos which appear at the end of this advertisement? (1) [10]

QUESTION 4: UNDERSTANDING OTHER ASPECTS OF THE MEDIA

Study TEXT F and then answer the set questions.

TEXT F: CARTOON



Celebrating 20 years of Madam & Eve cartoons with our new special book collection: "TWENTY" - available in a good bookstore near you!

QUESTIONS: TEXT F

- 4.1 In frames 2, 4, 6 and 11, young Thandi is depicted looking directly at the reader with the same expression on her face. Define AND account for this expression. (3)
 - 4.2 How does the cartoonist show the reader when the two Maths students are in agreement with each other? Mention TWO ways. (2)
 - 4.3 The humour in this cartoon is mostly based on the difference between literal and figurative interpretations. Show how this is true by referring to frames 5 and 6. (3)
 - 4.4 Name any TWO issues which are being satirised in this cartoon. (2)
- [10]**

QUESTION 5: USING LANGUAGE CORRECTLY

Refer to TEXT G below and answer the questions which follow it. The questions are numbered according to the paragraphs on which they are based, e.g. 5.1 is based on paragraph 1.

1. We invaded their jungle world, sporting walking sticks and wearing hiking boots. They didn't seem perturbed.
2. Then we cut down their greenery – their bread and butter – for better access. They took little notice. They stopped and stared for ages. It didn't appear to bother them.
3. We took scores of photographs at close range. No problem.
4. The mountain gorillas of the Bwindi Impenetrable Forest in Uganda are inscrutable. They are jewels of the jungle that envelopes parts of the country as well as neighbouring Rwanda and the Democratic Republic of the Congo. The environment suites them perfectly.
5. Sadly, the central African jungles are threatened – as are the world's last remaining mountain gorillas that inhabit them – by man's encroachment in all its invasive forms. To rescue the gorillas, the jungles must be saved and the tsunami of poachers plugged.
6. The 500 km-plus drive from Kampala to Bwindi took a long, hard, bone-crunching 11 hours. There were hectic roadworks and a surfeit of speed humps to disrupt the trip etc. Jungle Safaris Africa took us there in a robust 4x4, which eased the pain substantially.
7. Up hills and into valleys, the journey perched us about 1 800m above sea level, looking down on sheer drops into mist-filled jungle-type vegetation. It was exciting, attention-grabbing stuff – but the best of times lay ahead.

[Gorillas in our Midst (adapted) by Greg Dardagan]

- 5.1 Provide a suitable synonym for “sporting”. (1)
- 5.2 Name the part of speech to which “their” belongs. (1)
- 5.3 Why is “No problem” NOT a finite sentence? (2)
- 5.4 5.4.1 Provide a homophone for “gorilla”. (1)
- 5.4.2 There is a spelling error. Correct it. (1)
- 5.5 What is conveyed by the use of the collective noun in, “the tsunami of poachers”? (1)
- 5.6 5.6.1 Write out **etc.** in full. (1)
- 5.6.2 Etc. is an example of an ...
- A abbreviation.
- B acronym.
- C initialism.
- D anagram. (1)
- 5.7 What is the function of the hyphens in this sentence? (1)
- [10]

TOTAL SECTION C: 30
GRAND TOTAL: 70

