

GREENBURY SECONDARY SCHOOL

FIRST QUARTERLY TEST

DEPARTMENT OF ENGLISH

DATE : 27-03-15

GRADE : 11

MARKS : 35

TIME : 1 HOUR

No. of PAGES : 5

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NAME:.....GRADE : 11.....

INSTRUCTIONS:

1. This paper consists of TWO questions:  
Question One : Comprehension  
Question Two : Using language correctly  
Answer **BOTH** questions.
  2. Number the answers correctly.
  3. Write neatly and legibly.
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**QUESTION ONE: COMPREHENSION**

Read the following Text and answer the set questions.

**A Chocking farewell!**

- 1 Michele Ferrero, the Italian confectioner, who seduced millions with his genius for mass market chocolatey sweetmeats, remained an enigmatic recluse until the very end. He never attended a university and harboured a lifelong suspicion of the effects of higher education. Yet, when he died, Forbes ranked Ferrero and his family (worth \$23.4 billion) 30<sup>th</sup> on its list of the world's richest billionaires. **5**
- 2 Italy's President, Sergio Mattarella, praised Ferrero as a titan of his country's industry, saying he was "always ahead of his time thanks to innovative products and his tenacious work and reserved character." Ferrero who lived in the tax haven of Monte Carlo, had been ill for a number of months and died on St.

Valentine's Day. Thousands paid their respects to the 89-year-old patriarch; schools closed for the day and businesses shut for the duration of the service. 11

3 In his 58-year career as the head of what remains a family business, Ferrero master-minded the creation of plaque – inducing favourites from Tic Tacs and Kinder eggs to the eponymous Ferrero Rocher launched in 1982. These boxed chocolates proved to be the world's best-seller and was popularized by questionable claims to be a preferred offering at diplomatic gatherings. 16

4 Nutella another earlier product, born out of a post-war shortage of cocoa and an Italian abundance of hazelnuts, now accounts for anything up to a quarter of the planet's entire hazelnut crop. Michele Ferrero who had tweaked the formula for Nutella, first dreamt up by his father in the backroom of his bakery in Alba, put the resulting goo in a jar with a white lid and turned it into his company's best-known brand, selling 365 000 tons of the stuff a year. 22

5 The company was, until recently, famously reticent about its strategy or performance. Italians maintain high security at its plants where custom-made machines, including a bespoke hazelnut-toasting apparatus, churn out its products. The resulting company is the world's fourth largest confectioner with 22 000 employees in 20 locations around the world. 27

6 The business approach of Ferrero was believed to have been heavily influenced by his Catholicism. He was said to have visited Lourdes at least once a year and arranged for statues of the Virgin Mary to be erected in every Ferrero factory around the world. But the patriarch also knew tragedy in the later stages of his life. In 2011 his eldest son, Pietro, died at 47 after suffering a heart attack. There was one rule laid down by Ferrero: "Only on two occasions should the papers mention one's name – birth and death." 34

*[Adapted – Sunday Times]*

**Glossary:**

**Eponymous (line 15) – something having derived its name from a person.**

**Questions:**

- 1.1. Comment on the appropriateness of the title "A ChockKing Farewell". (3)
- 1.2. Refer to Paragraph 1, line 1.  
Discuss whether the word "seduce" aptly portrays the feelings of consumers towards the product. (3)

- 1.3. Refer to lines 3-5: "He never attended...world's richest billionaires."  
Explain how the writer shatters a common stereotype in the above mentioned lines. (3)
- 1.4. Discuss the effectiveness of the image used in paragraph 2. (3)
- 1.5. Explain, using your own words, the meaning of "tax-haven" (paragraph 2, lines 8- 9)  
within the context of the article. (2)
- 1.6. Refer to paragraph 3  
By referring to diction, show how Michele Ferrero's products became "popularized"  
(line 15). (3)
- 1.7. Refer to paragraph 4.  
Briefly comment on the writer's attitude towards Nutella, an earlier product of Michele  
Ferrero. (3)
- 1.8. Does the writer use a predominantly subjective or objective style of writing in Par. 5.  
Justify your answer. (3)
- 1.9. With reference to paragraph 6 , describe the character of Michele Ferrero. (2)

**Total: 25 marks**

**QUESTION 2 : USING LANGUAGE CORRECTLY**

Read the text below, which has some deliberate errors, and then answer the set questions .

**HIP, not hippy**

- 1 We decided, on the drive from the airport to our hotel, to play a game of "count the hippy". There had just been one on our short flight from Mumbai to Goa, among the elegant pensioners and twenty-somethings who looked as if they had just walked off the set of *Made in Chelsea*. Even he had a freshly scrubbed look about him. 5
- 2 It would be five days until we spotted a proper hippy, a man with a tan as deep as his beard was white, who sat at the side of the road manning a shack selling cool drinks. After that our only hippy encounter was on a beachside walk, passed a topless Westerner playing bongos and chanting ; a scene that might have made a few men feel spiritual but which was sadly lost on me. 10
- 3 There had been a large (number/amount) of eye-rolling when I told friends I was going to Goa, a place synonymous to society dropouts and backpackers. Wanting to spend their days getting high on glorious beaches while listening to Goan trance music.
- 3 Goa has long been a staple of the hippy trail; it has been the last place on the 15 Indian sub-continent to shake off outside rule and yet the vibe has remained steadfastly European ever since. I had heard about a chic Goa, one that involved culture and luxury instead of beach shacks and bongos, one that Hollywood A-listers such as Angelina Jolie travelled to , and all the new Russians loved thanks to its warmth and its relative proximity to Moscow. 20
- 4 My friend Holly and I were far more determined to find that Goa than we were our inner selves.


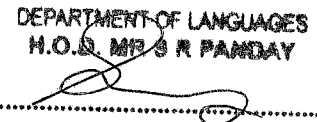
( Adapted : *Sunday Times* )

**QUESTIONS :**

- 2.1 We decided, on our drive from the airport to our hotel, to play a game of "count the hippy".
  - 2.1.1 Give the function of the pair of commas in the above-mentioned sentence. (1)
  - 2.1.2 Why is the expression "count the hippy" written in inverted commas ? (1)
- 2.2 Write down the noun form of the word "elegant" (line 3). (1)

- 2.3 “Even he had a freshly scrubbed look about him” ( lines 4-5).  
State whether the above is a simple, compound or complex sentence. (1)
- 2.4 Refer to lines 11-12 : “There had been a large (number, amount ) of eye-rolling...  
and backpackers”
- 2.4.1 Choose the correct answer from within brackets. (1)
- 2.4.2 Identify and correct the preposition error in the sentence. (1)
- 2.5 “Wanting to spend their days getting high on glorious beaches while listening  
to Goan trance music” (lines 13-14)
- Identify the type of error in the above-mentioned extract . (1)
- 2.6 “...yet the vibe has remained steadfastly European ever since” (lines 16-17)
- 2.6.1 Provide a more formal word , in context, for “vibe”. (1)
- 2.6.2 Why would it be incorrect to replace “has” with “had” ? (1)
- 2.7 Refer to lines 17 -20 : “ I had heard about .... proximity to Moscow.”  
The word that best describes the tone used in the above mentioned sentence is:  
A : pride  
B : disappointment  
C : flattery  
Choose the correct answer. (1)
- (10)

TOTAL : 25 + 10 = 35

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## SUGGESTED ANSWERS

### QUESTION TWO: USING LANGUAGE CORRECTLY

- 2.1.1 It provides extra/additional information. (1)  
Indicates parentheticals. (1)
- 2.1.2 It is a question. (1)
- 2.2. elegant, elegance (1)  
simple ✓ (1)
- 2.4.1 amount ✓ (1)  
to - with (1)
- 2.5. Incomplete sentence/hanging participle/  
Absence of subject and finite verb / it is a  
phrase/beginning with a present participle and should  
therefore be followed by a complete verb + subject.  
(Read range of responses carefully) (1)
- 2.6.1 vibration, flavour, situation (suitable responses) (1)
- 2.6.2 Things have not changed ("had" will indicate  
an end) (1)
- 2.7 B: Disappointment, dissatisfaction,  
discontentment, dissatisfaction (1)

## GRASP 11

### Suggested Answers: QUESTION ONE

- 1.1. Combination of the word chocolate and King - Ferrero was no ordinary man/knew as the King in the chocolate industry inventing some of the finest chocolate products which according to consumers were outstanding/also a great innovative thinker/and as a human.  
Farewell - well wishes and found Sentiments expressed for the man who changed the meaning of chocolate - no ordinary man - worked silently behind the scenes dedicated to chocolate making (3) (2x1 1/2)
- 1.2. Yes, as seduced which is normally a word which is associated with love relationships - here in the seduction process members of the opposite sex especially males give their loved ones gifts of chocolate eg. Ferrero. The everyday person finds it hard to refuse products by Ferrero eg. Nutella by children and even adults, Ferrero by chocolate lovers etc. (3)  
Makes females young & stay full in love with the product (2x1 1/2) which has alluring power over them.
- 1.3. The expression/stereotyping that Education leads to success is shattered when one looks at Ferrero's success which came without a higher education which he was suspicious of. He became a billionaire and one of the richest men in the world suggesting that this

was proof enough that one does not need a higher education to be successful. (3)

(Identification of strategy for 1 mark. Discussion) (2x1/2)

1.4. Metaphor - Identification of image (1 mark)  
Titan is someone that conquers - suggesting compared to a tower that we need strength to reach and standing abilities of character etc. - (2x1/2)  
innovating thinking and conquering of the chocolate industry has earned him the honour of being called "Titan" (can refer to off spring of the heavens and earth) Discussion: 2 marks

1.5. This is a country / Monte Carlo - where your money i.e. the money you make or earn is not taxed. by the government - so Monte Carlo is a tax free haven - people become rich / say tax evaded - Relaxation impacted positively on his wealthy and status. (2)  
Because extremely rich because of laws which worked in his favour. (point well discussed)

1.6. Plaque - inducing favourites - favourite with chocolate lovers.  
World's best-seller - popular in the world / became a best seller world wide  
preferred offering - a cut above the rest so it was offered at diplomatic (high profile) affairs.  
Has positive connotation. (any a well discussed) (3)

Attitude? Awareness admiration disbelieve  
1.7. He uses the word "white" which would seem negative and "white lid" which emphasises the simplicity of the packaging of Nutella which became Ferrero's best known brand famous selling 365 000 tons a year. (Attitude + comment = 3 marks) (2x1/2)

1.8. Objective style.  
Points out many facts eg. "maintains high security" "custom-made machines", "bespoke helicopter - boasting apparatus", "world's fourth largest confectioner", "22 000 employees in 20 locations around the world", "no emotions of the writer is included" - Attempts to provide a balanced view - not driven by opinion/bias/preference. (3)

1.9. He was a philanthropist - did not follow the masses / He loved his privacy - media in the background while his company earned fame and fortune / has had tragedy in his life but was able to overcome this and go on with his life / (Resilient) Religious because - (2x1/2) 3

(Reference + description x 2)