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# NW PROVINCE MID-YEAR EXAMINATIONS

# GRADE 10

# ENGLISH HOME LANGUAGE P1

# JUNE 2017

**MEMORANDUM**

**MARKS: 70**

**TIME: 2HOURS**

**This examination paper consists of 4 pages.**

|  |  |  |  |
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| **SECTION A** | | | |
| **QUESTION 1: COMPREHENSION** | | | |
|  | True √ | | (1) |
|  | Everybody will then imitate the recipe and sell chicken without a licence;√  KFC is a franchise that is guarded by law.√ | | (2) |
|  | Metaphor √– KFC is compared to other facilities not one of them can prepare chicken like they can√ | | (2) |
|  | The image attire, beard ,moustache) of the colonel .√ No, it would not be wise to change it, because it is anonymous of the KFC take away.√ | | (2) |
|  | The KFC restaurant is in a company controlled by a holding company (YUM)√√ | | (2) |
|  | “as measured by sales”√√ | | (2) |
|  | “bowl” the word bucket refer to a strong container with an open top that is easily handled √therefore masking it an excellent way of carrying food in .√ | | (2) |
|  | Yes, it can, but it will lose value for its purposefully called ”side dishes” √ meaning accompanying foods/the purpose is to make food items more appealing for customers.√ | | (2) |
|  | Founded – institution or organisation√  Founder – owner or operator or establisher of a company√ | | (2) |
|  | franchise – authorization/permission/permit/licence granted by government, √“Sanders identified the potential of the restaurant √ franchising concept…..”√ | | (2) |
|  | The passage is factual and relatively formal√. The sentences vary from complex to compound sentences. √The intention of the passage is to inform.√ The diction is clear and understandable and makes for register that is understood by most readers. √  [Award 2 marks for any two points] | | (2) |
|  | B√ factual and conversational | | (1) |
| **Text B:** | | | |
|  | | to keep the sheds floor as dry as possible√ and so that the chickens does not get all kinds of diseases√ | (2) |
|  | | It can influence animal lovers not to buy chicken products and that can boycott sales. | (2) |
|  | | The KFC logo or badge is an old Colonel picture √whilst its slogan or motto is finger looking good.√ | (2) |
| TEXT A & B | | | |
|  | Open-ended. Credit answers which show understanding and insight, e.g. some candidates may argue that Text A is more effective because it is less scientific and imparts information in an informal and interesting way. Other candidates may prefer Text B for those same reasons. The more visual approach of Text B may also be mentioned.√√ | | (2) |
|  |  | |  |
| **Total : 30** | | | |

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| --- | --- | --- | --- |
| **SECTION B** | | | |
| **QUESTION 2: SUMMARY** | | | |
| **Use the following main points that the learner should include as a guideline.**  **Any 7 points in paragraph – form are to be credited** | | | |
| **NO.** | **QUOTATIONS** | **NO.** | **POINTS** |
| 1 | “In 1952, he made a deal with his restaurateur friend, Pete Harman, to sell his chicken dish ass “Kentucky Fried Chicken” in exchange for a 4 –cent royalty on every piece sold.” | 1 | He made a deal with Pete Harman to sell his chicken dish. |
| 2 | “He sold the location at a loss in 1956, leaving his $105 monthly Social Security check  As his only income.” | 2 | He sold the location at a loss in 1956, leaving his social security check as only income. |
| 3 | “The colonel decided to dedicate himself fully to the franchising side project he`d started four years earlier.” | 3 | He decided to dedicate himself to the franchising side project. |
| 4 | “BY 1963, Sander was fielding franchise requests without having to put in the legwork, and had more than 600 restaurants across the US and Canada selling Kentucky Fried Chicken.” | 4 | By 1963 he had more than 600 restaurants in the US and Canada |
| 5 | “He agreed to sell his rights for $ 2 million in January 1965” | 5 | In 1965 he sold his rights for $2 million |
| 6 | “Under contract , the company Kentucky Fried chicken would establish its own restaurants around the world and would not compromise the chicken recipe” | 6 | The company established under contract its own restaurants and would not compromise the recipe |
| 7 | “It seems Sanders pursuit was never really becoming reach but rather about becoming renowned for his food” | 7 | Sanders pursuit was not becoming rich but becoming renowned for his food |
| 8 | “With the Colonel it isn’t money that counts, but artistic talent” | 8 | With Sanders money is not important but rather artistic talent |

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| **Section C Language structures and conventions** | | |
| **Question 3** | | |
| **Text D: ADVERTISING** | | |
|  | It has the power of persuasion √√ | (2) |
|  | That’s a Snack Burger,2 Zinger Wings, Chips and R5 free airtime. (any two)√√ | (2) |
|  | Its finger licking good√ | (1) |
|  | Open-ended. Credit answers which show understanding and insight.√ | (1) |
|  | To emphasise √√ | (2) |
|  | Own, well substantiated answer. √√ | (2) |
|  | | |
| **Total : 10** | | |
|  | | |
| **Question 4** | | |
| **Text E: CARTOONS** | | |
|  | “Bucket list” and “bucket” refers to pun. It can mean the listing of priorities and achievements. Bucket refers to the bowl of the eight piece dinner, coleslaw and mash√√√ | (3) |
|  | Awesome √√ | (2) |
|  | In frame 4 the guy next to “Dude” is holding his hand in front of his chest and looking up which is a sign of holding his breath that what is said on the phone should happen√√√ | (3) |
|  | Yes, humour. The humour in the confusion of the bucket makes this message of the cartoonist effective.Own, well substantiated answer.√√ | (2) |
| **Total : 10** | | |
|  | | |
| **Question 5** | | |
| **TEXT F :** | | |
|  | “ the recipes that he **had**….. ” | (1) |
|  | **United States** Route 25 | (1) |
|  | A list of food is following (fried chicken, stakes and country ham) | (1) |
|  | obtain/secure | (1) |
|  | possession | (1) |
|  | filing – filling | (2) |
|  | product | (1) |
|  | “across the street”, naming it Sanders Court and Café | (1) |
|  | nobody know the real recipe and to emphasise that it is an “original recipe” | (1) |
|  | | |
| **Total : 10** | | |
| **Grand Total : 70** | | |