



## **Education and Sport Development**

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Departement van Onderwys en Sportontwikkeling  
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**NORTH WEST PROVINCE**

**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.**

<b>SECTION A</b>		
<b>QUESTION 1: COMPREHENSION</b>		
1. 1.	True ✓	(1)
1. 2.	Everybody will then imitate the recipe and sell chicken without a licence;✓ KFC is a franchise that is guarded by law.✓	(2)
1. 3.	Metaphor ✓– KFC is compared to other facilities not one of them can prepare chicken like they can✓	(2)
1. 4.	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)
1. 5.	The KFC restaurant is in a company controlled by a holding company (YUM)✓✓	(2)
1. 6.	“as measured by sales”✓✓	(2)
1. 7.	“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)
1. 8.	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)
1. 9.	Founded – institution or organisation✓ Founder – owner or operator or establisher of a company✓	(2)
1. 10.	franchise – authorization/permission/permit/licence granted by government, ✓“Sanders identified the potential of the restaurant ✓ franchising concept.....”✓	(2)
1. 11.	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)
1. 12.	B✓ factual and conversational	(1)
<b>Text B:</b>		
1. 13.	to keep the sheds floor as dry as possible✓ and so that the chickens does not get all kinds of diseases✓	(2)
1. 14.	It can influence animal lovers not to buy chicken products and that can boycott sales.	(2)
1. 15.	The KFC logo or badge is an old Colonel picture ✓/whilst its slogan or motto is finger looking good.✓	(2)
<b>TEXT A &amp; B</b>		
1. 16.	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)
		<b>Total : 30</b>

<b>SECTION B</b>			
<b>QUESTION 2: SUMMARY</b>			
<b>Use the following main points that the learner should include as a guideline. Any 7 points in paragraph – form are to be credited</b>			
<b>NO.</b>	<b>QUOTATIONS</b>	<b>NO.</b>	<b>POINTS</b>
1	“In 1952, he made a deal with his restaurateur friend, Pete Harman, to sell his chicken dish as “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

<b>Section C Language structures and conventions</b>		
<b>Question 3</b>		
<b>Text D: ADVERTISING</b>		
3. 1.	It has the power of persuasion ✓✓	(2)
3. 2.	That’s a Snack Burger,2 Zinger Wings, Chips and R5 free airtime. (any two)✓✓	(2)
3. 3.	Its finger licking good✓	(1)
3. 4.	Open-ended. Credit answers which show understanding and insight.✓	(1)

3. 5.	To emphasise √√	(2)
3. 6.	Own, well substantiated answer. √√	(2)
		<b>Total : 10</b>
<b>Question 4</b>		
<b>Text E: CARTOONS</b>		
4 1.	“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)
4 2.	Awesome √√	(2)
4 3.	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)
4 4.	Yes, humour. The humour in the confusion of the bucket makes this message of the cartoonist effective.Own, well substantiated answer.√√	(2)
		<b>Total : 10</b>
<b>Question 5</b>		
<b>TEXT F :</b>		
5 1.	“ the recipes that he <b>had</b> ..... ”	(1)
5 2.	<b>United States</b> Route 25	(1)
5 3.	A list of food is following (fried chicken, stakes and country ham)	(1)
5 4.	obtain/secure	(1)
5 5.	possession	(1)
5 6.	filing – filling	(2)
5 7.	product	(1)
5 8.	“across the street”, naming it Sanders Court and Café	(1)
5 9.	nobody know the real recipe and to emphasise that it is an “original recipe”	(1)
		<b>Total : 10</b>
		<b>Grand Total : 70</b>