



Subject	English Paper 2: Comprehension and Language	Examiner	Miss L. Ward
Date	13 November 2017	Total marks	40
Session	1	Duration	1h30mins
Grade	5	Moderator	Mrs A Singh
<b>MEMORANDUM</b>			

**Section A: Comprehension (25 marks)**

1. Describe three characteristics of ruby chocolate, according to the article. (3)

- It is pink in colour. ✓
- It has a fruity, berry like flavour / it tastes like berries. ✓
- It has a smooth, creamy texture. ✓

2. After reading paragraph 1, who do you think a 'chocoholic' refers to? (1)

**A person who loves chocolate / A person who is addicted to chocolate. ✓**

3. What mood is created in the first paragraph? (1)

**A mood of excitement, enthusiasm, eagerness. ✓  
(Any one as an option)**

4. How long did it take Barry Callebaut and his team to create ruby chocolate? (1)

**It took thirteen years to develop ruby chocolate. ✓**

5. State whether the following sentence is true or false. If false, correct the statement. (2)

**Ruby chocolate is just white chocolate mixed with red food colouring and berry juice.**

**False. ✓ The flavour and colour are not made using artificial food colouring or added flavourings. / The colour and flavour come naturally from the ruby beans themselves. ✓**

**Or**

**Ruby chocolate is pink chocolate, not created using artificial food colouring or added berry flavouring. ✓**

6. Why do you think Barry Callebaut is keeping the recipe for ruby chocolate a secret? (2)

**After thirteen years of work, he does not want anyone else to copy his recipe. ✓ He wants to be the only person to make and sell ruby chocolate so that he can make more money. ✓**

7. Where and when did chocolate originate? (2)

**Chocolate originated in Central America ✓ four thousand years ago. ✓**

8. Compare the chocolate that the ancient Mayan and Aztec enjoyed, to the milk chocolate we buy today? (2)

**It was bitter instead of sweet. ✓ It was liquid instead of solid / it was a drink and not a food. ✓**

9. Quote a sentence from paragraph 3, which shows that the ancient Central American civilizations believed that chocolate was very valuable and special. (2)

**“They called it ‘The Drink of the Gods’ ✓ and it was reserved for only the greatest warriors, rulers and priests.” ✓ (- ½ for no quotation marks used.)**

10. In the 1500s, who was responsible for bringing the main ingredient to produce chocolate? (1)

**Spanish explorers brought chocolate to Europe. ✓**

11. Which company first created white chocolate? (1)

**Nestlé created white chocolate. ✓**

12. Which type of chocolate was created in the 1800s? Underline the correct answer.

(1)

A – Dark chocolate

**B – Milk chocolate ✓**

C – White chocolate

D – Ruby chocolate

13. What evidence is there in paragraph 3 to suggest that chocolate is a popular food? (1)

**Seven and a half million tons of chocolate is consumed worldwide every year. ✓**

14. Explain why Barry Callebaut believes that ruby chocolate will become popular especially among young people. (2)

**Fashionable young people like to take pictures of their food and post it on social media. ✓ This chocolate looks unusual / has a nice colour and will therefore look good in photographs. ✓ Young people like chocolate and will want to try out something new. ✓ (Any 2)**

15. Do you think that ruby chocolate will be a success? Explain your answer. (2)

**Mark universally. For example: Yes. All other flavours of chocolate have been popular in the past and this one is eye-catching too. / many people like chocolate mixed with fruit and so the berry flavour sounds appealing. / It will appeal to foodies because the colour looks good and it is something new, exciting and trendy. / the flavour and colour are natural, which makes the chocolate sound more organic or healthy which might appeal to foodies. ✓ ✓**

**No. ✓ People might not like the unusual flavour because people often prefer things to taste the way they expect them to taste. ✓**

16. How long will consumers have to wait before being able to taste the new ruby chocolate? (1)

**Consumers may have to wait over a year to taste the new chocolate. ✓**

### **TOTAL: 25 MARKS**

#### **Section B: Language (15 marks)**

1. Find a **synonym** in advertisement for the word:  
immediate – **instant** ✓ (1)
2. Find an **antonym** in the advertisement for the word:  
bitter – **sweet** ✓ (1)
3. Read the sentence below and write down one example of each Part of Speech that is listed.

**It leaves your tongue tingling pleasantly, then it curls deliciously around your taste buds, tantalising your imagination, and ripples happily down your spine.**

- a) Collective noun **bouquet of flowers** ✓ (1)
- b) Verb **leaves / tingling / curls / tantalising / ripples** ✓ (1)  
(any 1)
- c) Adverb **pleasantly / deliciously / happily** ✓ (1)
- d) Conjunction **and** ✓ (1)
- e) Preposition **around / down and** ✓ (any 1) (1)
4. Write one example of a simile. Make sure to write the complete simile. (1)
- **Fanta, like a burst of sunshine through a cool wisp of wind.** ✓
  - **It tickles like a delicious secret.** ✓
  - **How lush it feels at every sip, like an instant whiff of a fresh bouquet of flowers.** ✓ (any 1)
5. Correct the spelling error in the sentence below. Just write down the correction.
- Cause we would like you to try Fanta's new taste.**
- Because** ✓ (1)
6. Explain how the advertiser has used the AIDA principle to persuade people to buy the product. (4)
- The bright colour attracts attention.** ✓
- The emotive language / exciting descriptions / creative similes create interest.** ✓
- The advertiser creates desire by urging the customer to taste the product by popping a piece of the paper in their mouth.** ✓
- After tasting the new Fanta from the paper, customers will actually take action and go and buy the product to get the real taste.** ✓
7. Refer to the quote in bold below. Identify the correct type of sentence. Underline the correct answer.

**“Great!”**

A – a command

B – a statement

C – a question

**D** – an exclamation ✓

(1)

8. Circle the **subject** in the sentence below.

**The paper** ✓ tastes like Fanta Orange.

(1)

**TOTAL: 15 MARKS**

**GRAND TOTAL: 40 MARKS**