



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

HEN 102: INTRODUCTION TO ENGLISH GRAMMAR

END OF FIRST SEMESTER EXAMINATIONS

JULY 2020

LECTURER: E. Mvundura

DURATION: 48 HRS

INSTRUCTIONS

You are required to answer questions as instructed

Answer One (1) question only

Credit will be awarded for logical, systematic and neat presentations

Question 1

1a. Using examples from the English language, discuss the extent to which inflectional morphology differs from lexical morphology.

1b. Giving two examples for each pair, define the pairs of morphological terms below:

1. bound and free morphemes
2. root and affix
3. prefix and suffix
4. compounding and conversion

Question 2

a. With the aid of examples, explain how collocative meaning and connotative meaning operate in English language.

b. Giving two examples for each, define the following semantic terms below:

1. Synonymy
2. Homonymy
3. Antonym
4. Polysemy

Question 3

3a. Using examples from the English Language, discuss the various forms of connectives used as cohesive devices.

3b. Which one of the following texts is more cohesive? Support with examples.

Text A. Attracting customers to buy your products and services needs a great deal of research and planning to ensure the money you invest in gaining customers pays off. This is normally achieved through market research and involves finding more about the people you hope to sell to. Armed with this information you can then formulate an effective plan of action based on your evidence. Once you are aware of the needs of your potential customers you need to examine your product in detail, fix a suitable price which will help your product sell, ensure you choose the correct method of distribution and select an appropriate promotion to attract your audience. This is known as the marketing mix and can help your business to spend money wisely with the best results.

Text B. Attracting customers to buy your products and services needs a great deal of research and planning to ensure the money you invest in gaining customers pays off. Firstly, there is market research and involves finding more about the people you hope to sell to. Secondly, formulate an effective plan of action based on your fix a suitable price which will help your product sell, ensure you choose the correct method of distribution and select an appropriate promotion to attract your audience. So, this is

known as the marketing mix and in summary it can help your business to spend money wisely with the best results.

End of Paper