

- (b) (i) Pronunciation of some words is continually changing. Discuss the way in which you determine acceptable modifications.

[5 marks]

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- (ii) Define assimilation, elision and intrusion.
Give an example of each that you regard as unacceptable in spoken communication.

[8 marks]

1. The first step in the process of developing a business plan is to conduct a thorough market research. This involves identifying the target market, understanding their needs and preferences, and analyzing the competitive landscape.

2. Once the market research is complete, the next step is to define the business's mission and vision. This provides a clear direction for the business and helps to align all activities with the overall goals.

3. The third step is to develop a detailed financial plan. This includes creating a budget, forecasting revenue and expenses, and determining the funding requirements for the business.

4. The fourth step is to create a marketing and sales strategy. This involves identifying the most effective ways to reach the target market and convert leads into customers.

5. The final step is to implement the business plan and monitor progress. This requires regular communication with stakeholders and a willingness to adapt to changing market conditions.

- What strategies will you apply to achieve appropriate pronunciations of such words in your student's speech?

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QUESTION 2

- (a) You have a seven-year-old student who has a consistently nasal voice.

Describe your approach to securing a clear vocal quality and specify three activities/exercises you would apply with the student to achieve your goal.

[15 marks]

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[10 marks]

[10 marks]

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QUESTION 3

You have a small group of 9-10 year old boys attending Speech and Performance classes at the beginning of the school year.

[20 marks]

- (i) What will be the content and duration of your first class with them?

(ii) How will you gauge their strengths and weaknesses in relation to communication skills?

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(iii) Indicate your aims for the term and the methods, material, strategies you will implement to achieve those aims.

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QUESTION 4

You have a twelve-year-old student who enjoys interpreting humorous, short poems only.

[15 marks]

(a) Discuss how you would attempt to extend her response.

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(b) Indicate at least three poems that you would introduce her to.

[illegible]

(c) What are the criteria for selection of these poems?

.....

1. The first step in the process of creating a new product is to identify a need or want in the market. This can be done through market research, which involves gathering information about the target audience and their preferences. Once a need or want has been identified, the next step is to develop a concept for the product. This concept should be based on the identified need or want and should be unique and innovative. The concept should also be feasible, meaning it can be produced and marketed at a reasonable cost. Once the concept has been developed, the next step is to create a prototype of the product. This can be done using a variety of methods, including 3D printing, computer-aided design (CAD), and traditional manufacturing techniques. The prototype should be used to test the product and make any necessary adjustments. Once the prototype has been tested and approved, the next step is to create a detailed plan for the production of the product. This plan should include information about the materials, equipment, and labor required for production. It should also include a timeline for the production process and a budget for the project. Once the production plan has been created, the next step is to begin production. This involves ordering the materials and equipment, hiring the labor, and setting up the production line. Once production has begun, the next step is to market the product. This can be done through a variety of methods, including advertising, public relations, and direct sales. The goal of marketing is to create awareness of the product and generate interest among the target audience. Once the product has been marketed, the next step is to evaluate the success of the product. This can be done by tracking sales, customer feedback, and other key performance indicators. If the product is successful, the next step is to consider expanding the product line or entering new markets. If the product is not successful, the next step is to analyze the reasons for failure and make any necessary adjustments to the product or marketing strategy.