NAMIBIA SENIOR SECONDARY CERTIFICATE

FIRST LANGUAGE ENGLISH HIGHER LEVEL 8302/1

PAPER 1 Reading and Directed Writing — 2 hours 30 minutes

Marks 60 — **2019**

Additional Materials: Answer Book

INSTRUCTIONS AND INFORMATION TO CANDIDATES

- Write your answers in the Answer Book provided.
- Write your Centre Number, Candidate Number and Name in the spaces on the Answer Book.
- Write in dark blue or black pen.
- Do not use correction fluid.

- Answer **all** questions.

- Pay special attention to spelling, punctuation and sentence structure.
- The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **7** printed pages and **1** blank page.

Republic of Namibia

MINISTRY OF EDUCATION, ARTS AND CULTURE

PART 1

Read the following two passages and then answer Questions **1** and **2**.

Passage A

The Great Transition by Steven Lang

The rapid rise in technology is bringing about a process called ephemeralisation: the ability to do more and more with less and less. What this means in the short term is a decrease or displacement in the workforce due to technological unemployment – but seeing the bigger picture, it means working fewer hours, having jobs that have a more direct impact on humanity, and a quality of life that was once the content of fiction.

The United Nations has reported that robots will replace two-thirds of jobs in the developing world in the near future. The move from human labour to mechanised automation has already begun.

Robotic Restaurants

In 1902 a new craze hit the bustling streets of New York City: the automat. Precooked food – from pastries to pastas to coffee and tea – was locked in glass cabinets which, for a nickel*, customers could open and help themselves. It was practical, efficient and easy.

Fast-forward to 1991 and the last of the automats closes. Its decline is due to the increase in fast-food companies that offer flexibility in orders and payments. The high rise of inflation around the 1970s had made payment with coins impractical. The last remaining automats at the time are kept around strictly for nostalgia.

Fast-forward even further to the new millennium, and a new contemporary form of the automat is beginning to take hold: the robot restaurant. In 2009, Kenji Nagoya opens his automated ramen* noodle restaurant in Japan, with robots that make all the meals in plain view of customers – turning out an average 80 bowls of soup on a busy day. "The benefits of using robots instead of chefs include the accuracy of timing in boiling noodles, and precise movements in adding toppings, and consistency in the taste," explains Nagoya. FuA-men (which stands for "Fully Automated raMen") does still need humans to prepare soup stock and take payments, but one can imagine that this, too, will disappear when the cost of human labour outweighs the cost of automation.

In 2012, Genki, also in Japan, enables customers to place all their sushi orders on a tablet while sitting at their table, surrounded by whisper-quiet conveyor belts. Within minutes of placing their order, their food arrives on the belt – no interaction with any person. When finished, patrons simply place their dishes in a slot, which are then automatically sent into the dishwashers. This type of restaurant soon becomes known as a kaiten ("rotation") sushi bar, and eventually makes its way to the US and the rest of the world.

Today there is Eatsa: a California-based restaurant opened in 2015 which is the modern-day equivalent to the automat. Customers place their order for a customised quinoa* bowl (similar to the Korean rice bowl) on an iPad, the cooks in the back prepare it, and within a few minutes the dish is waiting for you behind a transparent LCD-screen box with your name displayed on it. No nickel or human interaction required. The bowls are all vegetarian, with quinoa that's cheaper and more environmentally sustainable than meat.

Other robotic restaurants around the world that are replacing their human servers

Hajime Robot Restaurant in Bangkok, Thailand: After ordering food using a touchscreen system, dancing Samurai robots serve your food and later pick up your dirty dishes.

Haohai Robot Restaurant in Harbin, China: Twenty robots welcome, cook (noodles and dumplings), serve and sing for guests while moving along a floor track. They can show more than 10 different facial expressions.

Dalu Robot Restaurant in Jinan City, China: Robot receptionists and dancers greet customers, while a dozen others serve food and drinks on trays in a conveyor belt-style setup.

Royal Caribbean (international): Guests aboard this cruise line's latest ships are served drinks by two robots (basically robotic arms) at the Bionic Bar. They can mix, stir, shake and strain all types of drinks.

KFC, National Exhibition and Convention Centre, Shanghai, China: Dumi, a voice-activated robot, takes orders and is able to handle changes and substitutions (although it still has trouble distinguishing between certain dialects and accents).

Pizza.com in Multan, Pakistan: A robotic waitress (developed by the owner's son) greets diners and navigates to the tables to take orders, returns to the counter and then serves the food.

Robot Kitchen in Hong Kong, China: One robot takes meal orders and sends these by infrared to the cooks in the kitchen, while a second robot serves and then collects plates on a tray. A third articulated electronic arm in the kitchen flips burgers and prepares omelettes.

Pizza Hut, Select stores in Japan: In a new pilot programme, diners can interact with a humanoid robot named Pepper, simply by greeting him and either tapping an icon within the digital wallet or scanning a QR code on a tablet.

(Abridged and adapted, Fast Company South Africa, May 2017, pp 64 – 66)

*nickel - (North American informal) a five-cent coin; coin (in general use)
*ramen - (in oriental cuisine) fast-cooking noodles
*quinoa - seeds of a plant cultivated in the Andes used as food

Passage B

The Kings of Customer Experience

Union Square Hospitality Group restaurateur Danny Meyer inspires a new generation of companies to overhaul how they think about interacting with the public. Meyer has turned his unusual philosophy into a booming business of numerous restaurants. Here follows an interview with Danny Meyer.*

How do you decide where and how to implement technology in your business? You have said that you will have employees at the Union Square Café wear Apple Watches.

Danny Meyer (DM): First of all, the goal should not be to remove humans from the equation, but to empower human beings who actually have a beating heart and who are caring people to achieve a greater degree of hospitality. The moment you tell me that technology should be used to remove people, I can't stress enough that, that's just not something I want to be part of. Two kinds of employees will be outfitted with Apple Watches: managers and sommeliers*. There is a gentle ping that could go from the manager to the front desk to say Table 62 is ready. Or when a waiter places an order for a bottle of wine, the sommelier, who is wearing a watch, gets a ping and can bring you that bottle and save eight minutes. Our system can say Table 42 has just paid their bill, and they can ping the coat checker and have your coats ready for you at the front door so you can be off. The bottom line of all this is: can we give you back the gift of time?

Union Square Hospitality Group has been using a guest-engagement software tool called Venga. How are you finding it helping your businesses?

DM: It's fishing all the different lakes to collect as much relevant information as exists on social channels so that on a day-to-day basis we gauge what people are saying about our restaurants. It allows us to eavesdrop on conversations that are happening in public, and crystallises the feedback. It can give us actionable opportunities, or we might see a pattern. It could be that something needs to be addressed. In the olden days, I would not learn about that until two weeks later when I received a snail-mail complaint, by which time this person has probably told 30 or 40 people how awful their experience was. Now we can address it in real time.

How do you hire people who understand technology, but at the same time have qualities that make them extremely customer-friendly? You have a set of values for the Union Square Hospitality Group, don't you?

DM: We have identified a set of skills that are almost always present in someone who has what we call a high HQ – a Hospitality Quotient. These people are kind and optimistic, intellectually curious, have an amazing work ethic and a high degree of empathy, as well as being self-aware. They are motivated more than anything by the desire to make someone else feel better. We don't know how to teach any of those things. What we teach is how to identify them and hire for them.

I hate to say it, but we are all selling a commodity. I'm really proud of our food, and I know our chefs would be furious if they heard me say that any of what we sell is a commodity, but let's face it: whatever we cook, I bet you could find another handful of examples in this city that are at least as good. What you are going to come back for – or not – is how we made you feel. We know that. Once we hire these people, we also then have to tell

them how we expect them to behave. Our four family values are: excellence, hospitality, entrepreneurial spirit and integrity.

One more question. Augmented reality, in other words glasses you can see through that provide digital information, do you see a time when servers …?

DM: No.

Why not?

DM: The first four gifts of hospitality we all got within seconds of being born were eye contact, a smile, a hug and some pretty good food. With any transaction, people want to know that you see them. The surest line between your heart and the next person's heart is eye contact. I just don't want stuff getting in the way of that.

(Abridged and adapted, Fast Company South Africa, May 2017, pp 45 – 47)

*restaurateur – a person who owns and manages a restaurant
*sommelier – a waiter who serves wine

1 Summarise how technology and human interaction are used to cater for customer experience in the restaurants as described in both Passage **A** and Passage **B**.

You should write about **1-1½** pages, allowing for the size of your handwriting. **[20]**

2 As you intend to become a restaurant owner-manager you have already completed numerous overseas and local hospitality courses. You also have been fortunate to receive direct exposure to robotic restaurants and Danny Meyer's New York Union Square Café during an international hospitality programme.

Back in your home country, you are in the process of applying for the post of a manager at a state-of-the-art restaurant. As part of your application you have been asked to submit a detailed proposal explaining your plans on how you will run the restaurant. The quality of your written proposal will determine whether you will be invited to an interview. You are excited and thrilled at being given this opportunity.

Write your **informative and detailed proposal** of how you envisage to run the restaurant.

Base your ideas on what you have read in both Passage **A** and Passage **B**.

You should write about **1½ - 2** pages, allowing for the size of your handwriting. **[20]**

PART 2

3 You have listened to a talk by scientist Brian Murphy about antibiotics losing their effectiveness and the urgent necessity to scour the world's waters to find chemical substances that could form the basis of new medicines.

Murphy also spoke about his citizen science project, which involves divers collecting tiny samples of sponge for him in the Great Lakes.

As a scuba diver you want to take part in Murphy's project. You furthermore wish to share the information with your fellow scuba divers and urge them to join you in the upcoming holidays.

Write the **informative and motivational speech** you give to the members of your scuba-diving club.

Use the notes in the box below to provide substantial reasons for your motivation.

You should write about **1½ - 2** pages, allowing for the size of your handwriting.

Antibiotics losing their effectiveness: superbugs on the rise around the world - strains of E coli resistant to many antibiotics - alarming trend of bacteria gaining the upper hand in their battle against the antibiotics we use to kill them - Vancomycin introduced against drug-resistant strains of 'superbugs' in 1972; after seven years bacteria began evolving resistance to the drug.

World's waters could be full of new drugs, waiting to be discovered – Murphy emphasises sifting through all potent chemicals to find the ones that could fight disease – tapping the natural world for pharmaceuticals is nothing new

Roughly half of all antibiotics used worldwide are given to food-industry animals to prevent infection and speed up growth rates - in a survey of 139 academic studies, 72% showed a link between antibiotic use in farm animals and drug resistance in humans

Murphy: looking for molecules in original places is an important part of drug development – "Bacteria can constitute up to 30 or 40% of sponge biomass." – nothing known about freshwater sponges across the USA's Great Lakes – hence his citizen science project asking divers to collect tiny samples of sponge for him – ultimately Murphy wants to map the distribution of sponges and bacteria across the lakes – in his laboratory he tests his tuberculosis-busting molecules (from a blob of mud from Lake Michigan) for the second round to see if they could lead to new medicines.

Overuse of antibiotics: in the US between 1997 and 2010, 60% of cases were treated with antibiotics, even though only 10% were caused by bacterial infection - by 2050, 10 million people could die per year (or roughly one every three seconds) if no action is taken to combat antibiotic resistance – more than the death toll from cancer and diabetes combined

(Adapted Very Interesting, Issue 34, pp 60 – 65)

[20]

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