



KUO CHUAN PRESBYTERIAN SECONDARY SCHOOL
2025 Preliminary Examination
Secondary 4 Normal Academic (Non-SBB)

NAME

CLASS

INDEX NUMBER

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ENGLISH LANGUAGE (SYLLABUS A)
Paper 2 Comprehension
INSERT

1190/02
30 July 2025

1 hour 50 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains Text 1, Text 2, Text 3 and Text 4.

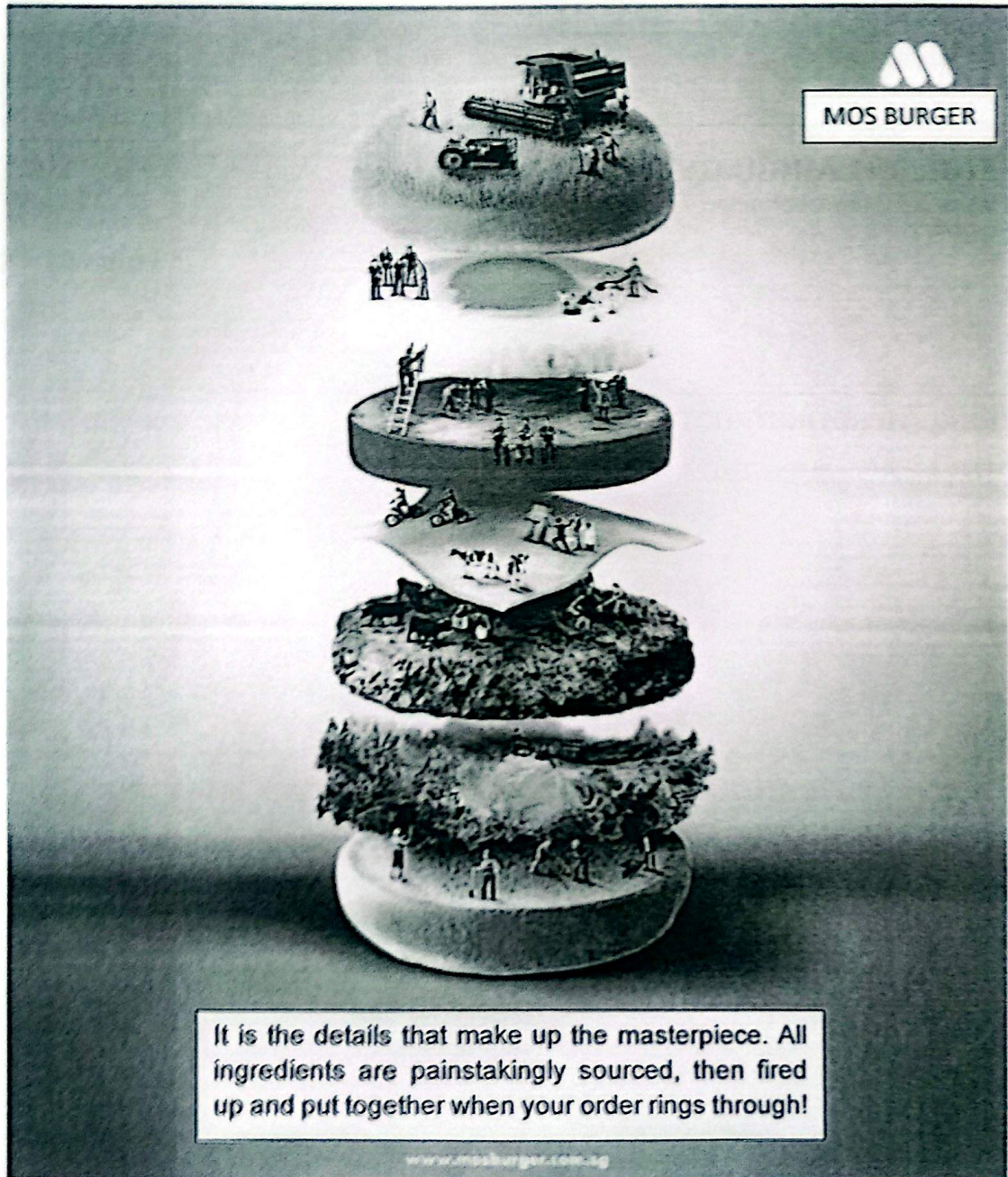
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Section A

Study the newspaper advertisement (Text 1) and the extract from an article (Text 2) and answer Questions 1-4 in the Question Paper.

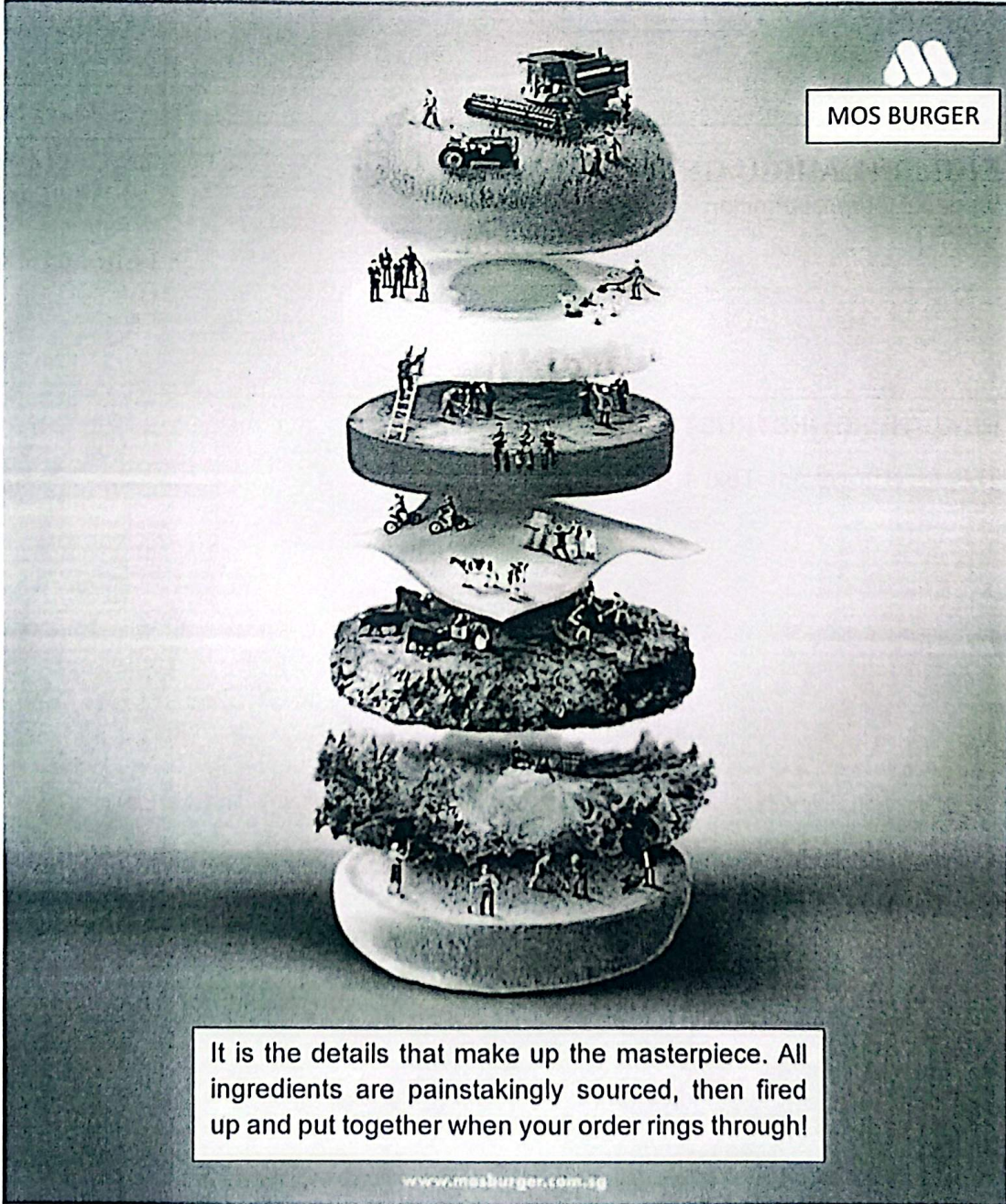
Text 1 is taken from an advertisement published in a newspaper.



Section A

Study the newspaper advertisement (Text 1) and the extract from an article (Text 2) and answer Questions 1-4 in the Question Paper.

Text 1 is taken from an advertisement published in a newspaper.



MOS BURGER

It is the details that make up the masterpiece. All ingredients are painstakingly sourced, then fired up and put together when your order rings through!

www.mosburger.com.sg

Text 2 is taken from an online article about fast food.

While some fast food chains are making efforts to offer healthier options, the overall trend towards fast food being significantly healthier is not definitively established. Fast food restaurants are responding to consumer demand for healthier choices by adding salads, wraps, grilled chicken, and offering healthier sides. They are also sourcing more antibiotic-free meat sources. However, traditional fast food staples like deep-fried foods, sugary drinks, and white bread remain popular and are still a significant part of the fast food landscape.

Section B

Text 3

The extract below is about the friendship between two teenage girls.

Read it carefully and answer Questions 5-14 in the Question Paper.

- 1 Elaine had golden hair, green eyes, and a perfect figure. When she bought clothes online, they always fit as if they had been made with her in mind. Writing about Elaine in her journal, Cass used words like grace and style. She had what the French called *je ne sais quoi*¹. Even when she was clipping her toenails, she looked like she was eating a peach. 5
- 2 Elaine hated her town. Everyone knew everyone and everybody knew everybody's business; when you walked down the street, people would slow down their cars to see who you were so they could wave at you. There were no proper shops; instead of McDonald's and Starbucks, they had Binchy Burgers and Mangan's Café, where the owners worked behind the counter and asked after your parents. You could not even buy a sausage roll without having to tell someone your life story, she would complain. 10
- 3 The smallness would not have been so bad if the townsfolk had a little more sophistication. But their only interest, besides farming and the well-being of the microchip factory, was sports. Football, hurling, volleyball, tennis, the Cup, the under-21s – that was all anyone ever talked about. Elaine hated it. She was bad at sports, in spite of her grace. She was always the last one to go up the rope in gym class. In games, she confined herself to the sidelines, where she scowled, flicked her hair, and wafted reluctantly back and forth with the general direction of play, like a lovely frond at the bottom of a noisy, grunting ocean. 15 20
- 4 The Tidy Towns Committee, of which Cass's mother was a member, was always going on about the natural beauty of the area, but Elaine did not accept this. Nature in her eyes was almost as bad as sports. 'The way it kept *growing*? The way things, like crops or whatever, would die and then next year they *came back*? Did no one else get how creepy that was?' 25
- 5 'I am not being negative', she would say. 'I just want to live somewhere I can get good coffee and not have to see nature and everyone does not look like they were made out of mashed potato.'
- 6 She had never felt so connected to someone. As she lay in bed, messages flying back and forth between them, Cass would feel like she was flying too, far above the town, in a pure space that belonged completely to her and her best friend. 30
- 7 Most days, they went to Elaine's after school, but sometimes, for a change of scene, Elaine would want to come to Cass's instead. She liked to hang out in the kitchen talking to Imelda – that was what she called Cass's mother, so casually and naturally that, after a while, Cass started doing it too. 'You are working those 35

¹ *je ne sais quoi*: a quality that cannot be identified easily.

jeggings, Imelda', she would say. 'Oh, you think so?' Cass's mother would reply, and she would lean over with impossible willow-like grace to examine the back of her own thighs. 'I was not sure about the stripes.' 'The stripes are what make it', Elaine would say conclusively, and Imelda would look happy.

- 8 Cass's mother was a famous beauty. She too had blonde hair and green eyes. 40
'It is so weird that she is your mom', Elaine said. 'Doesn't it make more sense that I should be her daughter?'

Adapted from *The Bee Sting* by Paul Murray

Section C

Text 4

The text below is about the use of colour psychology in marketing.

Read it carefully and answer Questions 15-20 in the Question Paper.

- 1 For most marketers, the ultimate goal is to persuade consumers to make a purchase. Experienced marketers know that influential words and enticing images alone will not enable them to achieve their goal. Instead, they have to support their initiatives with psychological tools to connect with customers, convey brand messages and drive conversions. 5
- 2 The psychology of colour suggests general guidelines for the ways that various hues and shades influence consumer behaviour. However, a number of factors may also influence the way that individuals perceive and react to colour, and marketers should be aware of how they may impact the way consumers respond to colour. 10
- 3 Studies have shown that gender tends to have a measurable impact on the psychology of colour. For instance, both men and women may prefer blue over all other colours, but men have the strongest preference for this hue. Along the same lines, both men and women tend to prefer cool colours like blue and green, but women demonstrate a much stronger preference for this colour family. Many of these nuances may be based in science, as women perceive more colours and have a greater awareness of differences among colours than men do. These differences in perception and preference should inform marketers' use of colour psychology. 15
- 4 Marketers may also be eager to apply theories of colour psychology to campaigns that span multiple countries or even the entire globe. However, consumers in different nations are likely to experience and react to colour differently. While North American consumers may typically view yellow as optimistic and purple as soothing, shoppers in different regions may have entirely different perceptions of these hues. 20
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- 5 While many marketing experts have attempted to distill colours down to a few basic properties or perceptions, psychology can help businesses develop a deeper understanding of the implications of colour choice. For instance, it is important to know that green does not always translate to growth and red does not always mean excitement. However, even if one particular colour cannot always convey a specific message, several studies have revealed that colour is essential to branding. 30
- 6 A study published in the journal, Marketing Theory, even demonstrates how important the psychology of colour is to branding, revealing that many 35

consumers assess how appropriate a colour is to a brand when making a decision. When consumers perceive a colour to be incongruous with a brand, they may not respond to it as positively as they would to a colour that they believed to be more appropriate to the brand's message. In fact, appropriateness might be the most important factor for consumers when evaluating a brand's use of colour. So, marketers should be well aware of their desired brand perception, and whether the colours they use align with it. 40

Adapted from <https://appliedpsychologydegree.usc.edu/blog/color-psychology-used-in-marketing-an-overview>