

KCPE PREDICTION STANDARD 8 2023 ENGLISH

Read the passage below. It has blank spaces numbered 1 to 15. For each blank space, choose the answer from the choices given.

George Orwell did not expect to be a successful writer. 1, he spent 2 of his life anticipating failure. In 3 essay about his school days, he wrote that until he was about thirty he always planned his life with the expectation that any major undertaking was bound to fail. He wanted success and worked hard to 4 it but was never 5 able to give 6 the notion that his efforts 7 always come up short. At the age of 46, shortly before he died he confided in his notebook that a deep sense of inadequacy had haunted him 8 his career. He stated that there had been literally not one day in which he did not feel that he was 9 lazy. Even in the first months after the tremendous success of Animal Farm, he was quick to belittle his achievement, declaring that his next book was bound to be a 10. Of course no author is ever completely 11 with 12 work, but Orwell's doubts were so persistent 13 he often appeared more comfortable admitting defeat than acknowledging success. In 1940, after the publication of his eighth book, he 14 to an admiring letter from another writer by going out of his way to show the man that he was not 15 of his praise

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|-----|-------------|--------------|-------------|-----------------|
| 1. | A. infact | B. Infact | C. In fact | D. in fact |
| 2. | A. all | B. much | C. more | D. little |
| 3. | A. some | B. a | C. the | D. an |
| 4. | A. achieve | B. fulfil | C. reach | D. get |
| 5. | A. really | B. maybe | C. quite | D. successfully |
| 6. | A. up | B. in | C. over | D. down |
| 7. | A. were | B. would | C. will | D. should |
| 8. | A. around | B. in | C. all over | D. throughout |
| 9. | A. becoming | B. acting | C. been | D. being |
| 10. | A. failure | B. loss | C. success | D. lose |
| 11. | A. cheered | B. satisfied | C. assured | D. amused |
| 12. | A. there | B. their | C. they | D. our |
| 13. | A. when | B. that | C. for | D. and |
| 14. | A. answered | B. wrote | C. denied | D. responded |
| 15. | A. worthy | B. expecting | C. capable | D. acceptable |

For questions 16-18 choose the word which means the opposite of the highlighted word

16. The verdict showed that the judge was **prejudiced**.
- A. doubtful
B. lenient
C. impartial
D. fair
17. The gifts that he gave his aunt were **worthless**.
- A. new
B. valuable
C. expensive
D. common
18. Charles is too **vain** to admit he was responsible for that picture.
- A. kind
B. generous
C. modest
D. simple

For questions 19-21 choose the wrongly spelt words

19. A. recommend
B. athletics
C. speech
D. vegetables

20. A. twelvth
B. accommodation
C. relieve
D. occasion
21. A. governor
B. geometry
C. proffessor
D. maintenance

For the underlined words in the questions below, choose the words that would best replace them

22. He tried to **prove the rightness of** his actions
- A. describe
B. excuse
C. justify
D. explain
23. Florence Nightingale was a **person who led the way for others** in the nursing profession.
- A. pioneer
B. inventor
C. beginner
D. discoverer

For questions 24 and 25, fill in the blank spaces with best alternative.

24. Jake and _____ were supposed to drive to the market last week.
- A. I
B. me
C. them
D. her
25. Amy was a hardworking baker _____ cakes were loved by all.
- A. whom
B. which
C. who'se
D. whose

Read the passage below and then answer questions 26 - 38

When it came to promoting its new video-game console, the Wii, in America, Nintendo recruited a handful of carefully chosen suburban mothers in the hope that they would spread the word among their friends that the Wii was a gaming console the whole family could enjoy together. Nintendo thus became the latest company to use "word-of-mouth" marketing. Nestlé, Sony and Philips have all launched similar campaigns in recent months to promote everything from bottled water to electric toothbrushes. As the power of traditional advertising declines, what was once an experimental marketing approach is becoming more popular.

After all, no form of advertising carries as much weight as an endorsement from a friend. "Amway and Tupperware know you can blend the social and economic to business advantage," says Walter Carl, a marketing guru at Northeastern University. The difference now, he says, is that the internet can magnify the effect of such endorsements. The difficulty for marketers is creating the right kind of buzz and learning to control it. Negative views spread just as quickly as positive ones, so if a product has flaws, people will soon find out. And Peter Kim of Forrester, a consultancy, points out that when Microsoft sent laptops loaded with its new Windows Vista software to influential bloggers in an effort to get them to write about it, the resulting online discussion ignored Vista and focused instead on the morality of accepting gifts and the ethics of word-of-mouth marketing. Bad buzz, in short.

BuzzAgent, a controversial company based in Boston that is one of the leading exponents of word-of-mouth marketing, operates a network of volunteer "agents" who receive free samples of products in the post. They talk to their friends about them and send back their thoughts. In return, they receive rewards through a points program—an arrangement they are supposed to make clear. This allows a firm to create buzz around a product and to see what kind of word-of-mouth response it generates, which can be useful for subsequent product development and marketing. Last week BuzzAgent launched its service in Britain. Dave Balter, BuzzAgent's founder, thinks word-of-mouth marketing will become a multi-billion-dollar industry. No doubt he tells that to everyone he meets.

26. What is the experimental approach being discussed in the first paragraph?
- A. Word of mouth Marketing
 - B. Selling of video-game consoles, bottled water and electric toothbrushes
 - C. Traditional Advertising
 - D. Door to door marketing
27. What is the author's tone in the passage?
- A. Neutral
 - B. Biased
 - C. Celebratory
 - D. Critical
28. From Walter Carl's statement we can conclude that
- A. Amway and Tupperware are products where word of mouth marketing could be used.
 - B. Amway and Tupperware are consumers who appreciated word of mouth marketing.
 - C. Amway and Tupperware are companies who use word of mouth marketing.
 - D. Amway and Tupperware avoid door to door marketing
29. What is the effect of the internet on Word-of-mouth marketing?
- A. It is impeded by the internet.
 - B. It is encouraged by the internet.
 - C. Internet magnifies the moral issues of this marketing technique.
 - D. Internet has made it obsolete.
30. According to the passage, in what order did different companies use word of mouth marketing?
- A. Nintendo before Sony, Nestle and Philips.
 - B. Nintendo after Sony, Nestle and Philips.
 - C. Nintendo, Sony, Nestle and Philips: all at the same time.
 - D. Nintendo and Sony then Phillips and Nestle
31. What happened to Microsoft's marketing campaign for Vista?
- A. It succeeded
 - B. It succeeded with some hiccups
 - C. It failed
 - D. It is hard to tell whether it failed or succeeded

32. Where does BuzzAgent operate?
A. USA and India
B. USA and UK
C. USA only
D. Britain and India
33. What is the author most likely to agree to among the following?
A. There is not enough evidence to state that word-of-mouth marketing is useful.
B. There is enough evidence to state that word-of-mouth marketing is useful.
C. Evidence shows that word of mouth marketing is a failed technique.
D. Word of mouth marketing is unethical.
34. What difficulty does a marketing team face when it comes to word of mouth marketing?
A. Competition from other products
B. Flawed products
C. Getting people to help them marketing
D. Controlling the narrative of a campaign
35. Walter Carl speaks about marketing in his capacity as
A. a consumer
B. the founder of Northeastern University
C. the man who started word of mouth marketing
D. a marketing expert
36. Which of the following words would best describe BuzzAgent?
A. Superior
B. Successful
C. Popular
D. Infamous
37. Choose the choice that best reflects Dave Balter's beliefs.
A. Word of mouth marketing could potentially be a wildly successful industry
B. Word of mouth marketing only generates bad buzz
C. People should talk about word of mouth marketing to everyone they know
D. Endorsement from a friend carries little weight
38. What would be the best title for the passage you just read?
A. The internet as a marketing tool
B. How Microsoft failed
C. Promoting new products
D. The rise and progression of word of mouth marketing

Read the passage below then answer questions 39 to 50

Many years ago in a great land, lived a young boy and his sister. Their parents had died of an unknown disease. People despised the two children and never gave them food. They saw that they were also going to face the same fate as their parents. A famine came when the rains failed. People became more selfish and the two young children hardly had enough to eat.

One day, the boy went to look for something to eat. He came to a farm which had a few surviving sweet potato vines. He started digging, but there were no sweet potato vines. He started crying for he knew his sister who was younger and hungrier than him expected something to eat. He continued doing so but later carried his empty basket home.

On his way he met an old man. The man looked strange. He wore a long beard and had bangles on his arms and legs. He was as short as a child and his body was covered with scales. He was a dwarf. When he saw the crying boy he called him, "My son, why are you crying?" "I am **famished**," he answered. "I have eaten nothing for four days and now I've nothing even for my sister. She is hungrier than I. That garden I visited with hope has **yielded** nothing."

The listener felt pity. He took one bangle from his arm and gave it to the boy. "Take this bangle. When you and your sister need something to eat, shake it thrice and say, let there be food and there will be food immediately, and you and your sister will have enough to eat. When you've fed, shake the bangle again saying, 'Bangle of the dwarf we have enough. The rest of the food will vanish. Never tell anyone about the power of the bangle,'" he concluded and disappeared.

The boy hurried home with the bangle and told his sister the story. They did as advised and there was food wherever they needed it. Famine and hunger were history to the orphans.

One day, the boy went to visit a friend. When the sister needed food to eat she took the bangle and shook it as her brother had also done. She asked for bread. She ate to her fill and kept some for her brother. Soon the basket was full and overflowing. She started collecting the loaves and stored them. The room was full of bread and the girl became worried but she had forgotten the magic words to stop the bread. Soon the bread overflowed even to the outside and even beyond the compound. People were amazed. They say their gods had visited them. When the girl revealed what had happened, they did not know what to do with the excess bread. The magic was beyond their experiences.

The girl went to look for the brother. When the brother came, bread had spilled all over the road and was still pouring. The brother laughed loudly and took the bangle. Going to an isolated spot he said, 'Bangle, we have enough. And the excess vanished.

The people collected all they needed and the bangle disposed off the excess bread. Now the danger was the secret was revealed.

39. According to the first sentence it is true to say that
- the two siblings knew the cause of their parents' death.
 - there were two siblings who lived in a great land.
 - the two children who lived long ago were twins.
 - the villagers must have known what killed the parents to the children.
40. Why do you think the villagers refused to help the children?
- They feared contracting the disease that killed their parents.
 - They were also suffering and so, could not help them.
 - They felt that they would die as their parents did.
 - The children were cursed and secluded from the rest.
41. What made it even more difficult for the children to have food?
- The mean and selfish neighbours.
 - They were unable to look for food at their age.
 - The long period of time without water.
 - The long period without food.
42. Why did the boy cry while at the farm?
- His sister's situation together with his disappointment aggrieved him.
 - He was so hungry and did not get anything to eat.
 - He remembered his parents who were no more.
 - The man he had seen must have scared him out of his wits.
43. What made the old man look more strange?
- The bangles that he wore on his arms and legs.
 - The long beard that he had.
 - The scales that covered his body.
 - His brief height.
44. The word 'famished' has been used in the passage to mean
- weak and tired.
 - intensely hungry.
 - hungry and tired.
 - hapless and hopeless.
45. Below are instructions given to the boy except
- vanish after they had enough food.
 - after eating to their fill, tell the bangle they had had enough.
 - never to reveal to anyone the power of the bangle.
 - shaking the bangle thrice when in need of food.
46. The meeting of the dwarf by the boy can be described as all the following except
- an answered prayer.
 - sheer coincidence.
 - an act of God.
 - by chance.
47. Why were the villagers amazed?
- They had never seen such lots of bread before.
 - God had remembered them after a long time of suffering.
 - The despised children had become useful.
 - They had never seen such a thing before.
48. Why did the girl's brother laugh loudly?
- He was happy that the villagers had something to eat.
 - He must have wondered how she could not remember such simple words.
 - He could not believe that they had fed the selfish villagers.
 - He was overwhelmed by the villagers' gratitude.
49. At the end, we learn that
- the forbidden secret had been revealed to the villagers.
 - all the bread vanished immediately the boy said the magic words.
 - the villagers changed their view over the children.
 - the two children faced the same fate as their parents.
50. The best title for this passage would be
- The selfish and mean villagers.
 - The strange dwarf.
 - The young boy and his sister.
 - Drought and famine.