

Task 1 (18 marks)

Ricky is meeting Naomi Wong, an event organiser from a PR agency called Radius World, to discuss an anti-smoking day. Listen to the meeting and fill in the missing information in the spaces provided in the note sheet.

You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Note Sheet

Radius World

Client: Hong Kong Youth Centre (HKYC)
 Event name: A [ⓐ]Tobacco (1 mark) -Free Day

Details:

Date: [ⓐ]16th July, ~~2014~~ ^{(2020) optional} (1 mark)
 Venue: Area [ⓐ]A (1 mark) [ⓐ]Piazza (1 mark)
 The Hong Kong [ⓐ]Cultural Centre (1 mark)
 Time: From [ⓐ]11.30 am (1 mark) to [ⓐ]9.30 pm (1 mark)
 Participants: Young people aged [ⓐ]11-18 (1 mark) / between 11 and 18
 All [ⓐ]teenagers are welcome (1 mark)

Activities:
(1 mark)

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Singing performance | <input checked="" type="checkbox"/> Dance performance | <input checked="" type="checkbox"/> Photo contest |
| <input type="checkbox"/> Exhibition | <input checked="" type="checkbox"/> Lucky draw | <input type="checkbox"/> Comedy |

Slogan: [ⓐ]Stop Smoking, Start Living (1 mark) no comma ✓
 no cap - 0.5

Ticket price: [ⓐ]Free (of charge) (1 mark)
\$ 0 X

How to get tickets:

Online: Click on an icon in the shape of [ⓐ]a heart (1 mark) ✓
 Phone: Call [ⓐ]2961 8989 (1 mark)
 Email: Send an email to [ⓐ]ticket@hkyc.org (1 mark)

Answers written in the margins will not be marked.

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END OF TASK 1

Task 2 (10 marks)

Ricky is meeting with his HKYC colleagues, Erin and Joe, to discuss a photo contest. For Part A, listen to the meeting and fill in the missing information. In Part B, you have to indicate which company you think Ricky, Erin and Joe have chosen as the sponsor and provide reasons.

You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Task 2: Part A

Criteria	Reasons
A. All photographs must be [ⓐ] sharp (1 mark)	Cannot be out of focus or blurred
B. Must deliver a strong [ⓐ] anti-smoking (1 mark) _____ message	The [ⓐ] main purpose (1 mark) of the event
C. Each photograph must be in [ⓐ] JPEG (1 mark) <u>jpeg / jpg / JPG</u> format and at least [ⓐ] five megabytes / 5 MB (1 mark) <u>5 megabytes / 5 Mb</u>	May not be able to open some files
D. Open to amateur photographers only <u>bites.</u>	Give them opportunities [ⓐ] to showcase their photographs (1 mark) <u>-0.5</u>
E. Photographs must be unedited	It is NOT a contest to see who has the best [ⓐ] Photoshop skills (1 mark) <u>-0.5</u> or 'digital enhance enhancing skills'

Answers written in the margins will not be marked.

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Task 2: Part B

Ricky, Erin and Joe are discussing which company to choose as a sponsor for the event. Put a tick in the box next to the company you think they choose in the table below and write down the reasons for their choice based on what they say.

Company	Descriptions	Company chosen (Tick ONE box only)
US Outdoor Gear & Clothing	US's leading sports apparel: sports jerseys and sports gear	<input type="checkbox"/>
High Mountain Beer	Most popular beer in Hong Kong	<input type="checkbox"/>
Royal Fine Watches	Fine watches and collectors' pieces	<input type="checkbox"/>
MK's Organic Sandwich	The sandwich most popular with young people	<input checked="" type="checkbox"/> (1 mark)

Reasons why you think they have chosen the company:

- It is a local company.
- The company conveys a [ⓐ] positive image / healthy image (1 mark).
- Its products are appealing to ^{-0.5} teenagers (1 mark).

Answers written in the margins will not be marked.

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END OF TASK 2

Task 3 (10 marks)

Ricky, Erin and Joe are meeting to discuss some of the anti-smoking commercials, which they have recently watched. Listen to the meeting and fill in the missing information in the spaces provided.

You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

Ben Adams

*13 years old
the age of 13*



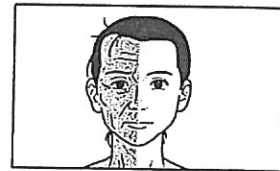
Ben Adams started smoking at [Ⓐ] thirteen/13 (1 mark).

He was diagnosed with [Ⓑ] lung cancer (1 mark) at the

age of 33. The commercial shows a photograph of Ben at his deathbed. It ends with

a message from Ben, which says [Ⓒ] 'Don't smoke (1 mark) / don't smoke ✓'.

Skin



At the beginning of the commercial, a teenage girl went into a convenience store to buy a pack of [Ⓐ] cigarettes (1 mark).

When she realised that she did not have enough money, she tore [Ⓑ] a piece of skin (1 mark)

off her face to pay for it. The commercial ends with a strong message that cigarette smoking causes [Ⓒ] wrinkles (1 mark) and premature ageing.

Lungs are like sponges



At the beginning of the commercial, a narrator says

[Ⓐ] 'Lungs are like sponges (1 mark) . In

the following frame, someone twists the [Ⓑ] sponge (1 mark) in order to remove the dark liquid in it. The dark liquid is 'tar' and the narrator tells the audience, this is [Ⓒ] the amount of tar (1 mark)

you will get in a day if you smoke a pack of cigarettes,

and it is enough to [Ⓓ] make you sick (1 mark).

Answers written in the margins will not be marked.

END OF TASK 3

have to be exact wordings

Task 4 (15 marks)

Ricky's supervisor, Karen, has asked him to write an article about cigarette smoking in Hong Kong. She has asked him to listen to a podcast. Listen to the podcast and fill in the missing information in the note sheet. Remember to pay attention to grammar and spelling.

You now have 30 seconds to study the task. At the end of the task, you will have two minutes to tidy up your answers.

Note Sheet

Topic: Cigarette Smoking in Hong Kong

Anti-smoking campaigns in Hong Kong

Success? (1 mark) @ Yes No

General smoking rate in Hong Kong today: ⑩ 10.7 (1 mark) %

General smoking rate in Hong Kong 20 years ago: ⑪ 14.9 (1 mark) %

- The smoking ban in public was enforced on ⑫ 1st January, 2007 (1 mark). Now, smoking is prohibited in many public places, including indoor ⑬ workplaces (1 mark), restaurants, public parks and beaches, public ⑭ transport (1 mark) ⑮ airport (1 mark) terminals, shopping centres, etc.
- However, smoking is still an issue despite the decrease in the general smoking rate. The smoking rate is still ⑯ high (1 mark) in industries such as ⑰ construction (1 mark), ⑱ entertainment (1 mark) and hospitality, where the smoking rate is about ⑲ 15.8 (1 mark) % or more.

How can we tackle the problem?

To target the anti-smoking policies and campaigns at ⑳ specific groups of people or (specific) industries (1 mark)

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

1997.
1 Jan 2017
1984.

1/1/2007 ✓

extra 5 X

no 5

↑
50.8

Who should take the lead to tackle the problem and how?

- The Hong Kong government

The government can further strengthen ^⑩ existing legislation (1 mark)

- The employers

Employers can play a more proactive role by offering ^⑪ different programmes in the workplace (1 mark)

_____ to promote ^⑫ smoke-free concepts (1 mark)

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

END OF TASK 4

END OF PART A

Now go on to Part B

Chinglish.

⇒ Don't hesitate to find us.

Task 5 (Total 22 marks)

Task completion = 13 marks

Language = 5
Coherent & Organization = 2
Appropriateness = 2

⇒ should you have any questions, please seek help

- 1 His background
- ① Economics major at Burleigh College, Hong Kong Data File
DF1, DF2, DF7
 - ② wanted to study in Italy because he wanted to be in a non-English speaking country DF1, DF2
 - ③ { an opera lover and rec. DF1, DF2
plays football DF2, DF7
- 2 His personality and ability
- ④ outgoing and friendly with a genuine interest in other cultures DF2, DF9
 - ⑤ { a very bright student and should flourish overseas } either one DF2, DF9
scored high on the suitability test DF2, DF9
- 3 His objectives
- ⑥ to see an opera at La Scala, the famous opera house and DF2, DF5
 - ⑦ to try genuine Italian food DF2, DF5
- 4 What he did and how he fared in Milan
- ⑧ stopped off in Rome for 3 days DF2, DF7
 - ⑨ went to La Scala and also saw operas at other concert halls including Carmen at Musicali Concert Hall DF2, DF5, DF7
 - ⑩ enjoyed the home stay, found out a lot about Italian food and became a lover of risotto DF2, DF5
 - ⑪ attended Roberto University and studied economics DF1, DF2
 - ⑫ able to manage a basic conversation in Italian DF2, DF5
 - ⑬ played football in Milan, higher standard than in Hong Kong DF2, DF7

⑬ Appropriateness = showed he loved his life in Milan.
= speech ✓ 1 mark. (with appropriate to ^{Context} text)
... X I am Debbie

X This is the end of my presentation sharing.

X That's all I'd want to say

X Thank you for your listening - attention.

change of key words X.

⇒ X genuine interest
change to eagerness X.

⇒ higher standard than Hong Kong

✓ ⇒ the standard is higher than Hong Kong.

Creating things.

⇒ enjoyed home stay because

we can save money and no need do rent a place

Appro.

Don't have to be different

to get the A mark. Be appropriate

Language = 5 marks

Coherence and organisation = 2 marks

Appropriacy = 2 marks

Task b (Total 19 marks)

Task completion = 10 marks

9.1	Address, date and greeting	Data File
9.1a	address: Study Abroad Group, 5/F Tam Chung Building, 12 Jordan Road, Kowloon	DF2, DF8
9.1b	date: (any date after 28 March 20XX)	DF2
①	greeting: Dear Paul	DF2
	Introduction	
②	thank him for applying to study overseas with SAG	DF2, DF8
③	some positives: pleasant and hardworking, enjoys his biology studies and did well on the reading and listening parts of the English test	DF2, DF4, DF9
	Reasons why you can't recommend he study overseas	
④	quiet, shy, not outgoing, not forthcoming	DF2, DF3, DF9
⑤	weak speaking and writing in English, uncomfortable communicating in English	DF2, DF9
⑥	lack of interest/curiosity in things international, never spoken to a foreigner apart from his English teacher and feels uncomfortable around foreigners	DF2, DF4
⑦	low score on suitability test	DF2, DF3
⑧	doing it for the wrong reasons, because his elder brother spent a year in Brisbane	DF2, DF9
	Ending	
⑨	more comfortable to continue his studies in Hong Kong, cannot recommend studying overseas	DF2, DF8
⑩	closing: Debbie Cheung + position + company	DF2

~~App~~ T
hard-working.

App.

Editor
Sir/Madam,

~~App~~
App

App = 0 if the whole letter is mean & ruthless.

✓ we regret to inform you that ...

Yours sincerely,

Debbie Cheung -

position of company

Your brother is much more outgoing and suitable than you.
X I am writing to reject your application.

I am writing to inform you that you'd better continue your studies in UK
you really should not follow your footsteps of your brother.

Opening = Dear Paul Sung

Closing = Assistant,
Debbie Cheung - Yours faithfully X

Language = 5 marks

Coherence and organisation = 2 marks

Appropriacy = 2 marks

Task 7 (Total 20 marks) ^{19 marks.}

Task completion = 10 marks

1. Reasons for studying overseas

- ① ~~1a edge in a global market~~ ← point cancelled.
- ② 1b improved language skills ✓
- ③ 1c learn about other cultures ✓

Data File

DF1, DF2

DF1, DF2

DF2, DF3

2. Procedures

- ④ 2a initial application form and in-depth interview } 1-2 pts 1 mark DF1, DF2
- ⑦ 2b suitability test / English test } 3-4 pts 2 marks DF2, DF8, DF9
- 2d look at academic and budgetary issues / help plan your budget } 5-6 pts 3 marks DF2, DF3
- 2e narrow down the options } 7 pts 4 marks DF1, DF2, DF6
- 2f help students get grants and scholarships } recording. PF DF2, DF9
- 2g recommend accommodation } DF1, DF2
- 2h detailed questionnaire after their stay } DF1, DF2

3. Things to do before departing

- ⑧ 3a learn as much as possible about the host country including some keywords and phrases DF2, DF5, DF6
- ⑨ 3b plan your budget DF2, DF6
- ⑩ 3c arrange accommodation and know how to get there from the airport DF2, DF6
- ⑪ 3d know what to do in an emergency DF2, DF6

App - TIME / sub-headings ✓

✓ Read on ad find out more!

T
L 5
C 2
A 2

X I think

X if you have any enquiry
please don't hesitate to contact
us.

X Dear.

X We are sorry

X Thank you for your reading.

Annexe 3

Language = 5 marks

Description	Marks
<p>Use of Data File material</p> <ul style="list-style-type: none"> Manipulation of phrases from the Data File to create grammatically correct sentences successful (through a wide variety of changes to original texts) <p>Use of own language</p> <ul style="list-style-type: none"> Accurate construction of a wide range of sentence structures Extremely accurate grammar with occasional errors Mostly correct spelling and punctuation 	5
<p>Use of Data File material</p> <ul style="list-style-type: none"> Adaptation of phrases from the Data File to create grammatically correct sentences generally successful (through word formation changes, tense changes, pronoun changes, etc.) <p>Use of own language</p> <ul style="list-style-type: none"> Accurate construction of a range of simple and complex sentence structures Mainly accurate grammar with occasional common errors. Meaning generally clear Mostly correct spelling and punctuation 	4
<p>Use of Data File material</p> <ul style="list-style-type: none"> Adaptation of phrases from the Data File to create grammatically correct sentences sometimes successful (through word formation changes, tense changes, pronoun changes, etc.) <p>Use of own language</p> <ul style="list-style-type: none"> Accurate construction of simple sentence structures with some attempts to use more complex sentences Grammatical errors in more complex structures but meaning generally clear Accuracy of spelling and punctuation sufficient to convey meaning 	3
<p>Use of Data File material</p> <ul style="list-style-type: none"> Adaptation of phrases from the Data File to create grammatically correct sentences occasionally successful. Attempts to adapt material from the original texts to meet the requirements of the task often unsuccessful <p>Use of own language</p> <ul style="list-style-type: none"> Generally accurate construction of simple sentence structures with occasional attempts to use more complex sentences. Structures used repetitive Grammatical errors which sometimes affect meaning Correct spelling of most common words, with basic punctuation mostly correct 	2
<p>Use of Data File material</p> <ul style="list-style-type: none"> Writing mainly consisting of chunks copied directly from the Data File, with occasional attempts to adapt language from the Data File <p>Use of own language</p> <ul style="list-style-type: none"> Generally accurate construction of short, simple sentences with occasional attempts at longer, more complex sentences Frequent grammatical errors which affect meaning Correct spelling of simple but not complex words, with basic punctuation mostly correct 	1
<p>Use of Data File material</p> <ul style="list-style-type: none"> Writing mainly consisting of chunks copied directly from the Data File <p>Use of own language</p> <ul style="list-style-type: none"> Short simple sentences sometimes accurate Many grammatical errors which frequently affect meaning Correct spelling of simple but not complex words, with frequent errors with basic punctuation <p>OR</p> <ul style="list-style-type: none"> Candidate's work not providing enough evidence to be able to award '1' 	0

Annexe 4

Coherence and organisation = 2 marks

Description	Marks
<ul style="list-style-type: none"> Overall coherence very good Clearly on topic throughout task Clear relations between main ideas and supporting details Coherence enhanced by use of strong cohesive ties 	2
<ul style="list-style-type: none"> Overall coherence reasonable Generally on topic throughout task Generally clear relations between main ideas and supporting details Coherence generally enhanced by use of cohesive ties 	1
<ul style="list-style-type: none"> Overall coherence weak Mostly off topic Mismatches between main ideas and supporting details Coherence not enhanced by use of cohesive ties <p><i>OR</i></p> <ul style="list-style-type: none"> Candidate's work not providing enough evidence to be able to award '1' 	0

Appropriacy = 2 marks

Description	Marks
<ul style="list-style-type: none"> Register, tone and style generally appropriate to the task requirements through manipulation of Data File material and use of own language Shows audience awareness 	2
<ul style="list-style-type: none"> Register, tone and style reasonably appropriate to the task requirements through some manipulation of Data File material and use of own language The use of tone inconsistent 	1
<ul style="list-style-type: none"> Little or no evidence of an ability to manipulate register, tone or style in order to produce writing that is appropriate to the task requirements Writing consisting of chunks copied directly from the Data File 	0

