

PAPER 3
PART B

Queen's College

Mock Examination (2021-2022)

Secondary 6

ENGLISH LANGUAGE PAPER 3

Date: 15th February 2022

Time: 8:30 a.m. – 10:30 a.m.

PART B

DATA FILE

(Teacher's version)

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B

- (1) For Part B, attempt **all** the tasks (Tasks 5–7).
- (2) You are advised to use a pen for Part B.
- (3) The Data File will NOT be collected at the end of the examination. Do NOT write your answers in the Data File.

Email from Patricia Ng to Ali Wang

Track

07 Part B

Situation

You are Ali Wang. You work for Sport Unlimited, a company which organizes sporting events. You are part of a committee responsible for organizing the Bauhinia Championship, a professional basketball tournament featuring teams from across Asia.

In order to promote the Bauhinia Championship to the public, the head of the Bauhinia Championship project team, Patricia Ng, is keen to ensure that the tournament is a success.

You will listen to a Zoom meeting between a Singaporean basketball player, Brenda Lee, her coach, Jean-Luc Ricard and Patricia Ng.

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarize yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen you can make notes on Page 3 of the Data File.

You now have five minutes to familiarize yourself with the Question-Answer Book and the Data File.

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Listening note-taking sheet for the Zoom meeting

Listen to the recording of the Zoom meeting between Brenda Lee, Jean-Luc Ricard and Patricia Ng.

Possible notes

Task 9	<p><u>Concerns about tournament and special arrangements</u></p> <ul style="list-style-type: none">● hot in the arena—new arena with state-of-the-art air conditioning system● transport—each team will have private 20-seat coach● special dietary requirements—submit by 29 Oct	9.6
Task 9	<p><u>Audience</u></p> <p>last year: some were shouting obscenities</p> <p>this year: will be removed</p> <p>reserve section of stand for families with children under 15</p> <p>discounted family tickets</p>	9.3 9.3 9.2 9.4
Task 8	<p><u>Kids vs Pros Game</u></p> <p>8 Nov</p> <p>to apply: send one-min video clip showing off your skills</p> <p>permission slip from parent</p> <p><u>Sponsor</u></p> <p>choosing between Muscle Cave and Cotton Out</p> <p>Brenda willing to do two-hour advertising shoot for company that's not picked</p> <p>special fee: HK\$20,000</p> <p>give both companies 25 complimentary tickets and access to VIP area</p>	8.4 8.5 8.6, 8.7

Email from Patricia Ng to Ali Wang

DF2

To: Ali Wang Sent: 18 September 10.13 AM
From: Patricia Ng
Subject: The Bauhinia Championship—Things to do

Dear Ali,

These are the three things that I'd like you to do in preparation for the Bauhinia Championship.

Task 8

Main sponsor

We have decided to choose Muscle Cave as our main sponsor for the Bauhinia Championship. You need to write an email to Gabriel Moss at Cotton Out explaining:

- Why we didn't choose them (i.e. which requirements they don't meet)
- Ways that we can thank them for their support and what Brenda has offered to do.

You may want to start by looking at the notice we sent to the companies.

Task 9

Letter to the Editor from Ms Edberg

You may have seen the letter to the editor in the *Hong Kong Daily News* from Ms Greta Edberg complaining about various issues. Please write a letter to the editor in response to Ms Edberg's letter. Remind readers of Ms Edberg's complaints and state our responses to them. You may have to look at the transcript that Katy made of her conversation with Mr Noble.

Task 10

Email to PR department about TV advertisement

Our TV advert for the Bauhinia Championship has received criticism. Please send an email to Greg Park at the PR department making sure that he understands exactly why the ad has to be changed.

You can start by looking at the *Vive le News* article.

Thanks again for your help.

Patricia

Sponsorship opportunities notice sent to Hong Kong companies

Task 8

DF3

Sport Unlimited announce the following sponsorship opportunities for companies in Hong Kong:

Main Sponsor—Bauhinia Championship (9–14 November)

Event description:

The Bauhinia Championship is one of the largest professional basketball tournaments in Asia, and this year's edition will be bigger and better than ever, with a new arena and 14 top teams from all over the continent. Sponsoring such a prestigious event is an opportunity not to be missed!

Requirements:

We are looking for a company with a solid connection to sport and/or fitness to be the main sponsor of this year's Bauhinia Championship. Specific details of the sponsorship deal will be sent to all applicants.

Deadline to express an interest: 16 September

If your company would like to express an interest in this opportunity, complete the Google Form on the Sport Unlimited website (www.sportunlimited.com.hk).

8.3

Hong Kong company Google Forms

Task 8

DF4

Name of company: Muscle Cave

Type of business/industry: Gym

Area of Hong Kong: All over (16 locations and counting)

Contact person: Chad Bradley

Company description (50 words max.) Established as recently as 2019, when we opened our very first gym in Mong Kok, Muscle Cave is now widely recognized as Hong Kong's premier chain of fitness centres. We employ almost two hundred personal trainers and have a membership of more than 10,000 people.

Name of company: Cotton Out

Type of business/industry: Clothing

Area of Hong Kong: Headquartered in Kwun Tong

Contact person: Gabriel Stephens

Company description (50 words max.) Singapore's most popular clothing brand has finally arrived in Hong Kong, with the opening of our first three outlets in Central, Causeway Bay and Tsim Sha Tsui. Our wide range of affordable fashion includes everything from athletic apparel to formal wear.

8.3

8.2

Minutes of the Bauhinia Championship Committee meeting

Tasks 8, 9 & 10

DF5

Date and time: Thursday September 15th at 3 p.m. Hong Kong

Venue: Meeting Room 3, Sport Unlimited

Present:

Patricia Ng (PN)

Vince Li (VL)

Katy Cheung (KC)

Linda Cannelloni (LC)

1. Confirmation of minutes

2. Sponsor

VL gave a brief presentation outlining the characteristics of the two companies that have so far applied to be the main sponsor of the tournament: Muscle Cave and Cotton Out. It was agreed that the selection would have to wait until late tomorrow, when the application deadline formally expires. LC stressed that whichever company we choose, it is imperative that we maintain a good relationship with the other(s).

KC expressed her wish for the main sponsor to be a properly local company, as that would serve to promote Hong Kong to international visitors and TV viewers. The merits and demerits of this proposal were discussed for some time before a consensus was reached to accept it.

8.2

3. Addressing complaints

KC gave the committee a summary of her telephone conversation with the representative from EUFA. It was agreed that following their example would go a long way towards countering the criticism that has been levelled in the media recently against last year's Bauhinia Championship.

KC further suggested Changing Young Lives as a suitable organization. All agreed, though PN pointed out that it would be unrealistic for Sport Unlimited to be as generous as EUFA, and instead proposed a figure half that of EUFA's. The committee unanimously accepted the proposal.

9.8

9.9

4. Advert

PN mentioned the missing players noted in the recent *Hit Piece* article. In order to avoid expensive reshoots, LC suggested simply using video clips from last year's championship for the new version of the TV ad. The committee agreed.

10.6

Letter to the Editor of the *Hong Kong Daily News* from Ms Greta Edberg

Task 9

DF6

14 September

Dear Sir/Madam,

I am writing in reference to your article about the upcoming Bauhinia Championship, which appeared in your newspaper on 12 September. My husband and I attended this event with our two children last year, and we were thoroughly disappointed with the experience, for several reasons.

First, the organizer, Sport Unlimited, had advertised the Bauhinia Championship as a family-friendly event, but not long after we arrived with our 11-year-old son and 9-year-old daughter it became evident that it was anything but. There was utter chaos on the spectator stands and a lot of the audience members were quite rowdy. Some of them even shouted obscenities at the players, which is not what you want to happen around your children. This is to say nothing about the ticket prices, which were frankly extortionate for a family of four. 9.1

Less upsetting perhaps but no less unpleasant was the fact that it was much too hot inside the arena. This must have been an even bigger problem for the poor players than it was for us spectators. 9.5

Finally, in this day and age, is it not expected that organizers of large-scale public events give at least the appearance of being socially responsible? Unfortunately, we saw no sign of this at the Bauhinia Championship. If Sport Unlimited expect the Hong Kong public to keep supporting the Bauhinia Championship, they need to make a greater effort to support Hong Kong in return. 9.7

Yours faithfully,

Greta Edberg

Transcript of phone conversation between Katy Cheung and Theo Noble

Task 9

DF7

Date: Thu. September 15

Theo: European Union of Football Associations, Theo Noble speaking.

Katy: Hello Theo, this is Katy Cheung from Sport Unlimited, the organizer of the Bauhinia Championship in Hong Kong.

Theo: Oh yes, hi Katy. You wanted me to give you a few pointers about the event, isn't that right?

Katy: Yes, exactly.

Theo: By all means, go ahead! So what exactly was it that you wanted to pick my brain about?

Katy: Well, one thing we've been criticized for is that we're not ... How shall I put it? We're not doing all we can for the community.

Theo: Oh, I'm sure that criticism is entirely unwarranted! I mean, you partner with a local charity when organizing the Bauhinia Championship, surely?

9.8

Katy: Umm ... No, not currently.

Theo: You should! What we do is we donate 20% of the profit from every football cup we organize to a deserving charity of our choice. And then we promote the charity's work on the event web page and —

9.9

Katy: Ah yes, so that it's brought to people's attention?

9.10

Theo: Exactly. And we also feature them on all our social media accounts.

Katy: I see. Yes, I like that. Wow, thanks Theo—this was very helpful! We've got a committee meeting coming up later today, so I'll share your input then and hopefully we can implement all of your ideas.

Theo: I hope it works out! Best of luck with the Bauhinia Championship, Katy, and don't hesitate to call me again if you need any more advice.

9.10

Calls for Boycott of Bauhinia Championship following disastrous TV ad roll-out

Hong Kong basketball fans have launched an online campaign to boycott the upcoming Bauhinia Championship as a result of a recent TV ad that has been accused of being highly misleading. The ad in question features superstar players who will decidedly *not* be appearing at the Hong Kong tournament, which is scheduled to be held in the brand new AsiaGlobe Arena between 9 and 14 September.

This is just the latest in a seemingly never-ending string of controversies surrounding the basketball tournament.

Organizer Sport Unlimited could not be reached for comment.

Online poll result

Does the ad constitute false advertising?

Yes 93%

No 7%



Megastar Lavon James in a shot from the
the controversial ad

Comments

StanTheMan So what? I went to the BC last year so I already know what the tournament is all about. It's just an ad, people—chill out!

RoyQ @StanTheMan you don't see a problem with the fact that all the video clips of the on-court action are from the NBA?! Come on, that's just outrageous!

Dragonempress @RoyQ Too right! And a lot of celebs are feeling the same way. Check out this interview with Sharon Tong in Hit Piece.

Interview with social media influencer Sharon Tong from *Hit Piece* online magazine

Task 10

DF9

Hit Piece reporter: Sharon, you've never been afraid of speaking your mind. Anything you want to share right now?

Sharon: Wow, where do I start? OK, so I saw this ad the other day for the Bauhinia Championship. You know, the basketball tournament.

Hit Piece reporter: Yes, what about it?

Sharon: You haven't seen it?

Hit Piece reporter: No, unfortunately not.

Sharon: Nothing unfortunate about it—in fact, you should count yourself lucky! I came *this* close to throwing my remote at the TV!

Hit Piece reporter: Oh, dear! What was the problem?

Sharon: Well, you know what the Bauhinia Championship is, right?

Hit Piece reporter: Yes, a basketball tournament featuring teams from all over Asia.

Sharon: Exactly! So why was there not a single Asian player in the ad? I mean, not even one!

10.5

Hit Piece reporter: Right. Yeah, that's pretty bad.

Sharon: I mean, even Brenda Lee was nowhere in sight! There's no question that she's the most famous player at the Bauhinia Championship, so she must absolutely be featured in the ad!

10.7

Hit Piece reporter: Of course. I can see why you're so angry about it.

Sharon: Yeah, and I'm not the only one either—I've already heard from loads of other basketball fans who are upset about this. And that wasn't even the only problem with the ad. They did actually show some genuine audience shots from last year's tournament, but they were all from the VIP area. I mean, don't get me wrong. I was in the VIP area and it was nice and everything, but many of the people there aren't real basketball fans.

10.8

Hit Piece reporter: So you think they should have featured real fans instead?

Sharon: Yeah, of course! Real fans who are cheering! Surely that would make for a better ad, don't you think?

10.9

THIS IS THE LAST PAGE OF THE DATA FILE

