

ENGLISH LANGUAGE (SYLLABUS B) PAPER 3
Question-Answer Book

INSTRUCTIONS

- Write your Candidate Number, Centre Number and Seat Number in the boxes provided.
- Answer **ALL** questions.
- Write your answers clearly and neatly in the spaces provided in this Question-Answer Book. You should use a pencil for Part A and a pen for completing the tasks in Part B.
- For multiple-choice questions, choose only **ONE** answer for each question. Two or more answers will score **NO MARKS**.
- All listening materials will be played **ONCE** only.
- When the radio broadcast ends, you will be given one hour to complete Part B. You are advised to allocate your time approximately as follows:

Task 1	30 minutes
Task 2	30 minutes
- The Data File will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data File.

Supplementary answer sheets will be supplied on request. Write your Candidate Number on each sheet and fasten them with string **INSIDE** this Question-Answer Book.

- The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.

Candidate Number									
Centre Number									
Seat Number									

	Marker's Use Only	Examiner's Use Only
	Marker No.	Examiner No.

A1				
A2				
A3				
A4				
Part A Total				

Checker's Use Only	Part A Total		
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B1A				
B1B				
B2A				
B2B				
Part B Total				

Checker's Use Only	Part B Total		
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Checker No.	
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PART A (10% of the subject mark)

Section 1 (6 marks)

In this section, you will hear a question followed by a conversation. Look at the information provided and the four possible answers. Choose the best answer and write the appropriate letter – A, B, C or D – in the box provided.

1. Choosing a place to stay at

- A. five-star hotel
- B. hut with kitchen and bathroom attached
- C. three-star hotel
- D. campsite

1.

2. Choosing a holiday

- A. sailing and climbing
- B. hiking and cycling
- C. hiking and climbing
- D. cycling and sailing

2.

3. Choosing what to take on holiday for the child

- A. Game Boy and storybook
- B. storybook and colouring book
- C. Game Boy and colouring book
- D. Game Boy and jigsaw puzzle

3.

4. Choosing a language to learn while on holiday

- A. French
- B. Japanese
- C. Italian
- D. Spanish

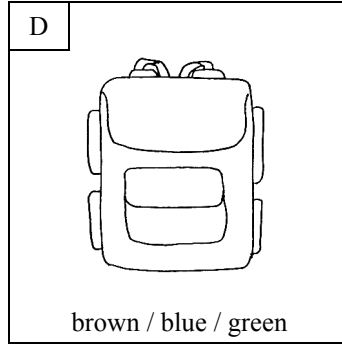
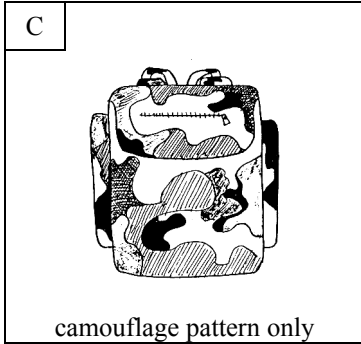
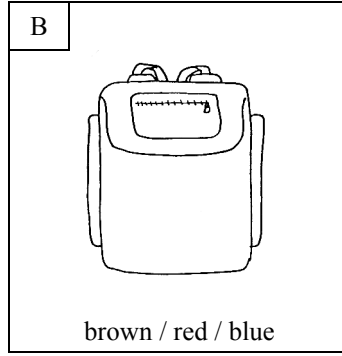
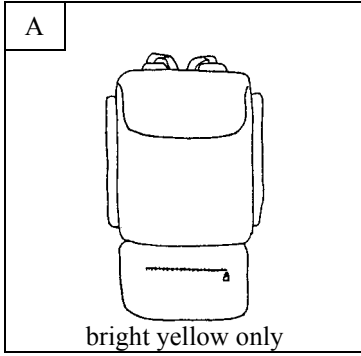
4.

5. Choosing a tour

	Tour A	Tour B	Tour C	Tour D
No. of nights	12	14	14	14
No. of cities visited	8	7	Flexible	Flexible
Transport	Plane	35-seat coach with reclining seats	12-seat minibus	35-seat coach
Hotels	3-star	3-star	Guesthouses	5-star
No. of nights in each place	1 or 2	2	Flexible	Flexible

5.

6. Choosing a backpack



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Section 1

End of Section 1

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Section 1

Section 2 (10 marks)

Marker's Use Only

Read the instructions for each question carefully, look at the information given and then write your answers in the spaces provided as you listen to the conversations.

1. Sue is from Australia and she is giving advice to her colleague about what to take on his holiday. Write down the things she mentions in the spaces provided.

<i>Things to take</i>	
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2. Timothy and his wife are discussing which books and magazines to take on holiday with them. Match the titles with the reasons they give for wanting to take the books or magazines. Put the letter of the title in the appropriate box. An example has been done for you. You can use each letter ONCE only.

- a. The Bible
- b. A Sleeping Life
by R. Rendell
- c. The Remorseful Day
by C. Dexter
- d. The Oxford Book of English Verse
- e. The Collected Poems of T. S. Eliot
- f. A Short Walk in the Hindu Kush
by E. Newby
- g. Slowly Down the Ganges
by E. Newby
- h. King Lear
by W. Shakespeare
- i. Collected Works of William Shakespeare
- j. New Scientist
- k. Time

	The speaker wants something easy and entertaining to read on the plane.
	One of the speakers wants to use it to develop his/her memory.
<i>a</i>	It's got some good stories in it and one of the speakers wants to become more familiar with it.
	It's a wonderful story and it won't take up much room.
	Neither of the speakers has read this yet.
	This magazine looks more interesting than the other one.

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Section 2

End of Section 2



Section 2

Section 4 (22 marks)

In Section 3, you heard a couple talking about hiring a camper-van in Australia. They decided to phone TravelAustralia and book a van. You work for TravelAustralia and have to fill in the form below. You have 30 seconds to study the form.

TravelAustralia Ltd.	
Name	Licence issued in
Contact address	Tel. no.
	Fax no.
Date of birth	
No. of children under four	
<i>(Tick the boxes as appropriate.)</i>	
Vehicle type <input type="checkbox"/> Four-wheel drive <input type="checkbox"/> Standard tourer <input type="checkbox"/> Tourer deluxe <input type="checkbox"/> Grand tourer	Collection of vehicle <input type="checkbox"/> Sydney Date _____ <input type="checkbox"/> Melbourne Time _____ <input type="checkbox"/> Brisbane
	Return of vehicle <input type="checkbox"/> Sydney Date _____ <input type="checkbox"/> Melbourne Time _____ <input type="checkbox"/> Brisbane
Name(s) of other driver(s)	Licence(s) issued in
Insurance <input type="checkbox"/> Scheme A <input type="checkbox"/> Scheme B <input type="checkbox"/> Scheme C	
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PART B (22% of the subject mark)

Situation

You are Alfred Wong, a sales representative with a company called Flower Dew Health Products. You are responsible for shampoo sales in the Kowloon area. You joined the company three months ago and have just received your probationary evaluation report from your supervisor, Mrs Morris, who is the Sales Manager. You now want to apply for a place on a training seminar to help you with the problems she highlighted in your evaluation report.

You have two tasks to do:

1. Complete the Application for Funding for Training.
2. Complete the application form for a place on the training seminar.

You will hear a conversation you have with Mrs Morris, in which you discuss the seminar, how to apply for funding, how it would help you with your weaknesses and how to apply for a place on it. DETACH page 6 from the Data File and take notes on the Note Sheet as you listen.

Before you listen, it is important that you look at your Question-Answer Book, the Note Sheet (p. 6 of the Data File), the Evaluation Form (p. 2 of the Data File), the Programme of Hi-Sales Training Seminars (p. 3 of the Data File), Helpful Hints for New Sales Representatives and Tommy Chan's Sales Report (p. 5 of the Data File).

You will find all the information you need in the Question-Answer Book, the Data File and the conversation. Read everything carefully, including the instructions.

You will have SEVEN minutes to study the Question-Answer Book and the Data File in order to familiarise yourself with the situation and the tasks before the conversation begins.

PART B

Use the space below to explain why you need training; why you have chosen this training course; which topics/sessions you think are most relevant to your needs and how they can help you; and what other job-related benefits this training may provide.

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**Marker's
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Task 2 (48 marks)

Marker's
Use Only

Fill in the application form below. Use the information from your notes and the Data File. The answer to Part B should be in connected prose.

Hi-Sales Training Seminars	
Weekend training seminars organised by Global Consultants at the Regency Hotel, Gold Coast, Hong Kong	
PART A	
Full name	Company name and address
Contact tel. no. Work Other	
<i>(Please tick as appropriate.)</i> <input type="checkbox"/> Programme A <input type="checkbox"/> Programme B <input type="checkbox"/> Hotel <input type="checkbox"/> Lunches	
Preferred dates _____	
Present job title and duties with starting date	
Relevant previous work experience with dates	

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2A

PART B

Marker's
Use Only

As our programmes often have too many applicants, we would like you to do the following task so that we can judge how suitable our programme would be for you.

Imagine you have 1,000 items of a new product from your company. Use the space below to write a full description of how you would sell these items. You should provide the following information:

- Description of product (Include details about ingredients, packaging and price.)
- Target market (Who? Which area? Why?)
- Selling the product (Include details such as what sort of retail outlet you would use, how you would transport the product, what things you would need to promote it and how you would get buyers interested.)

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END OF PARER

**2002-CE
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SYL B
PAPER 3
DATA
FILE

HONG KONG EXAMINATIONS AUTHORITY
HONG KONG CERTIFICATE OF EDUCATION EXAMINATION 2002

**ENGLISH LANGUAGE (SYLLABUS B) PAPER 3
DATA FILE**

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7. Note Sheet	6



Alfred Wong's Resume

Resume

Personal data

Name Wong Chi Lok, Alfred
Age 21
Address Rm 1305, Fairview Court, Tsuen Wan, Hong Kong
Mobile tel. no. 91823067
Office tel. no. 23892107 ext. 34

Work experience

February 2002 – present Flower Dew Health Products, 14/F, 150-155 Canton Road, Yau Ma Tei
Sales Representative
January 2000 – January 2002 Wing On Department Store, Sheung Wan
Salesman in Menswear Department
Duties: serving customers, answering customer enquiries, dealing with complaints
September 1998 – December 1999 Good Carrier Transport Co., 327 King's Road, North Point
Office Assistant
Duties: filing, typing, computer data entry

Education

1993 – 1998 Tsuen Wan Secondary School

Qualifications and certificates

1998 HKCEE
 – English Language (Syllabus B) grade C (5)
 – Physics grade D (8)
 – Chemistry grade E (10)
 – Biology grade E (9)
 – Mathematics grade D (7)
 – Chinese Language grade D (7)

British School of English
– Upper Intermediate Certificate in Business English (2001)
– Upper Intermediate Certificate in General English (2000)

Hobbies and interests

Cycling, walking, reading science fiction, playing the guitar

Referees

Mrs Joan Morris, Sales Manager, Flower Dew Health Products
Mr Alan Tsang, Manager of Menswear Dept., Wing On Department Store, Sheung Wan

Staff Evaluation Form

Flower Dew Health Products

EVALUATION REPORT ON NEW STAFF AFTER COMPLETING 3 MONTHS' SERVICE

Review period 1st February – 30th April, 2002

Name Wong Chi Lok, Alfred

Position Sales Representative

Job responsibilities

- to serve existing customers and maintain customer satisfaction
- to find new customers and retail outlets
- to write monthly reports on the above for the Sales Manager

Evaluation

Give a grade of 1-5 for each category below, with 1 being poor and 5 being excellent.

Interaction with people	4
Writing of reports	3
Meeting of targets	3
Time management	3
Motivation	3

Initiative	3
Language skills	4
Appearance	4
Punctuality	2

Overall grade

Circle one of the categories below:

Excellent Highly satisfactory Satisfactory Poor

Supervising manager Joan Morris

Position Sales Manager **Date** 2nd May, 2002

Programme of Hi-Sales Training Seminars

Hi-Sales Training Seminars 2002 Weekend training seminars organised by Global Consultants at the Regency Hotel, Gold Coast, Hong Kong

Global Consultants is a well-established group providing expert advice and training in the field of sales. All of our trainers are experienced in business and provide consultancy services and training to companies all over South-East Asia.

Our seminars are aimed at both junior and senior members of sales teams and are offered at different times to take account of other commitments that sales staff might have.

*If you find one of the following programmes relevant to your needs, don't delay – fill in the application form and send it to: **Global Consultants, GPO Box 5888, Central, Hong Kong.***

Accommodation, with breakfast and lunch, can be arranged at the Regency Hotel.

Programme dates: 7th and 8th June; 5th and 6th July; 2nd and 3rd August

<i>Day and time</i>	<i>Programme A</i>	<i>Programme B</i>
Friday 12.00-1.30 pm	Registration and lunch	
<u>Session 1</u> 1.30-3.30 pm	<i>How to approach new customers</i>	<i>Sales team leaders/sales managers – how to motivate your team</i>
3.30-4.00 pm	Tea break	
<u>Session 2</u> 4.00-5.30 pm	<i>An analysis of why a toy product failed to sell well</i>	<i>Dealing with a team member who has poor interpersonal skills</i>
Saturday	* <i>Planning your day – getting everything done</i>	
<u>Session 3</u> 9.00-11.00 am		
11.00-11.15 am	Coffee break	
<u>Session 4</u> 11.15-12.30 pm	<i>Better monthly sales reports</i>	<i>Analysing sales figures and using them to make sales predictions</i>
12.30-1.30 pm	Lunch	
<u>Session 5</u> 1.30-3.30 pm	* <i>What is customer satisfaction?</i>	
3.30-4.00 pm	Tea break	
<u>Session 6</u> 4.00-5.30 pm	<i>Using PowerPoint to make presentations</i>	<i>Underachievement in a sales team</i>

* *Joint sessions for both programmes*

The above programmes have been designed to cater for individuals at different stages of their careers. To do this, the sessions have been divided into Programme A (for more junior staff) and Programme B (for more experienced staff).

The cost breakdown of the weekend seminar is given below:

Programme A/B	HK\$ 1,500
Lunch (Fri & Sat)	HK\$ 380
Hotel accommodation (Fri)	HK\$ 750 (shared room)

Total **HK\$ 2,630**

While participants are not obliged to take advantage of the hotel accommodation or the lunches, we strongly advise them to do so, as we feel that participants greatly benefit from the informal meetings and discussions that take place outside the sessions.

Flower Dew Health Products

Take advantage of Flower Dew's new line of environmentally-friendly natural products designed for discriminating people who want their cosmetic products to be made out of natural oils and scents. These will care for your skin and hair in a way you would not have believed possible. Buy Flower Dew and stay young!

<p>Flower Dew Natural Skin Cream Contents: green tea extracts, carotene, vitamin E Packaging: opaque glass jar Price: \$75</p>	<p>Flower Dew Rose Water Contents: natural spring water, essence of roses Scent: rose Packaging: pink glass bottle Price: \$100</p>
<p>Flower Dew Moisturising Cream Contents: aloe vera; oils of almond, apricot, sunflower and eucalyptus Packaging: opaque glass jar Price: \$80</p>	<p>Flower Dew Natural Soap Contents: citrus oils; essences of lemon and lime Scent: lemon and lime Packaging: recycled brown paper with a picture of a flower Price: \$40</p>

Flower Dew Health Products

Helpful Hints for New Sales Representatives – M.O.S.

1. M for market

Before you can sell anything, you must think about the market: about who is going to buy the product. This will influence the place from which you choose to sell your product. Our products are generally aimed at people who have reasonable incomes but cannot afford to buy very expensive, well-known brand name products. Most of our products are sold through supermarkets situated near or in housing estates, though not in very poor areas. Our normal strategy is to approach the largest supermarket in the area first, and if they refuse, to approach the next largest and so on.

2. O for organisation

You have to organise things so that you can get the product to the market. You have to think about transporting it and replacing stock that has been sold. If you are dealing with small quantities, it will probably be possible for you to book a company van to deliver the product.

3. S for selling

You must inform the public about the product and then persuade them to buy it. Obviously we advertise in newspapers and magazines, but it is possible to do other things such as post leaflets in the neighbourhood, include a free offer, or give a physical demonstration of the product. It may even be possible to use a combination of the above, though different approaches suit different products; for example a physical demonstration may work with something like hand cream, while a free gift like a toothbrush may work better with something like toothpaste. Your job, when a new product is coming on the market, is to consult with the sales outlets to see what kind of strategy would be successful in the shops.

Flower Dew Health Products

To: Sales Manager
From: Tommy Chan, Sales Representative
Date: 5th September, 2001

Report on trial of new Dewfresh Shaving Cream

Description of the product

Dewfresh Shaving Cream is an apple-scented shaving cream packed in a tube. The tube has a picture of an apple tree in blossom. The price is \$20 per tube.

Target market

It is targeted at both men and women with a moderate disposable income; the former for the removal of facial hair and the latter for the removal of leg and underarm hair.

Sales strategy

This product is aimed at the export market, though one objective of this trial was to see if there might be a home market for it as well. It was decided to trial it in Discovery Bay on Lantau Island, which has a mixed population of reasonably well-off foreigners and local people.

An agreement was reached with the local supermarket situated near the ferry pier to stock the cream. Initially, the cream was offered with a razor, which was supposed to look as if it could be used by both men and women. However, shoppers seemed confused about who the product was designed for and sales were slow.

Recommendation

As body hair is generally not a problem amongst the local population in Hong Kong, I think this product should be targeted at the female sector of the export market.

Note Sheet

Detach this page from the Data File and take notes on it as you listen to the conversation. You will need to refer to different parts of the Data File and the Question-Answer Book as you listen and take notes.

Notes for meeting with Mrs Morris

1. Application for funding

Why I need training - my weaknesses?

Why choose this course?

Useful topics and how they can help me with my weaknesses

Other job-related benefits

Expenses I can claim

2. Application for seminar

What kind of product should I use for my proposal?

What should I say about the target market?

How should I suggest selling it?

- Where?
- Transport?
- How to get buyers interested?
- Things I would need?

THIS IS THE LAST PAGE OF THE DATA FILE.