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Education Bureau
Territory-wide System Assessment 2015
Secondary 3 English Language
Reading
Question Booklet

Instructions:

1. There are 16 pages in this Question Booklet.
2. Time allowed is 35 minutes.
3. Do not write anything in this Question Booklet.
4. **Answer all questions in the Answer Booklet provided.**

Part 1

To celebrate Technology Week and to get you to think about the effect of technology on your life, your English teacher has prepared two pages from a magazine for you to read.

Read the two pages from the magazine and answer the questions.

Technology Today

Technology and Advertising in the 21st Century



We communicate differently in the 21st century.



“Want to see how BlueBlue Jeans make your legs look longer? Look at me!”

Candy Cards, the famous reality TV star, promoted BlueBlue Jeans© with this tweeter!

When your grandparents and parents were young, there was no Tweety© or Friendsbook©.

They were lucky if they had a television or a telephone. Information came in the form of newspapers or letters.



In the past, people had

pen-pals. Now people are ‘friending’ us on our Friendsbook page. We can also email or text someone. If we really like something, we can also tweeter about it using a site like Tweety. Communication is much faster now!



Some celebrities use their star power to advertise products. If you like a star and follow them on Friendsbook or Tweety, they will probably promote products to you. Stars don’t do it for free. Companies know that a star tweetering to their fans about their products reaches more people than any advertisement on television or in a newspaper.

The exposure can be huge! Stars can make lots of money by tweetering. It only takes sentences like...



When you tweeter, you are restricted to a set amount of words. Your tweeter has to be short and to the point - no longer than 140 characters. Each character can make a star big bucks! Imagine earning HK\$551 for each character you write! Unbelievable!

Why are so many people tweetering, using Friendsbook and following stars who promote products? People are tuning out advertisements on television. They also ignore them in newspapers. To sell their products, companies are using other means that can get their products onto the market and out to the masses!

Technology Today

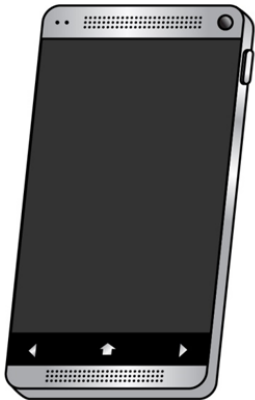
Successful Launch or Not?

The latest smartphone went on sale yesterday. The new Fold-A-Phone© is said to be the first phone that you can bend and put into your pocket without damaging it.

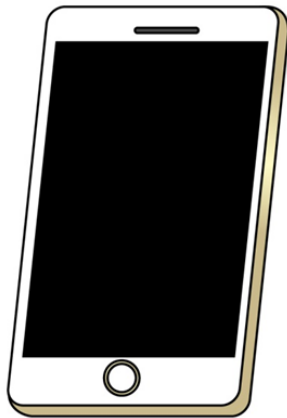


Fold-A-Phone©

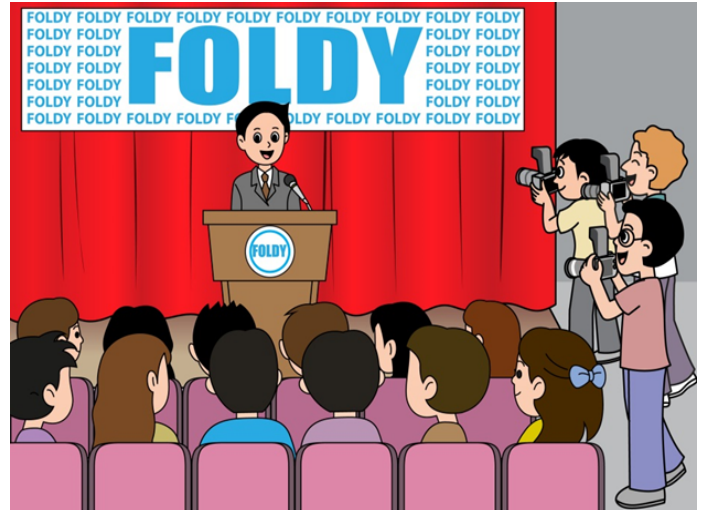
It retails for HK\$8,000, which is **at the top end of phone prices**. The price makes it even more expensive than the NoRing© phone, but the Apphone© is still the most expensive on the market at the moment, costing anywhere from HK\$8,000 – HK\$12,000.



NoRing©



Apphone©



Foldy Press Conference

Photo: The TechTaker

Perhaps the price is why the turnout and the sales figures were lower than expected. Mr. Sam Cheung, managing director of Foldy, released the sales figures at a press conference last night. Foldy is the same company that brought us the Foldy© computer last year.

Mr. Cheung looked a bit disappointed when he reported that of the half a million phones available, only one quarter had been sold. Not good news for any technology company! Perhaps Foldy needs to look at its pricing model!

Choose the best answer and blacken the circle in the Answer Booklet.

Technology and Advertising in the 21st Century

1. In the past, your parents and grandparents communicated by using _____.
 - A. Tweety
 - B. letters
 - C. Friendsbook
 - D. email

2. 'Pen-pals' are people who communicate with someone using _____.
 - A. email
 - B. texts
 - C. telephone
 - D. letters

3. Celebrities are using Friendsbook and Tweety to _____.
 - A. make more friends
 - B. work for free
 - C. promote clothes and other items
 - D. write to pen-pals

4. Companies are using these new methods of communication because _____.
 - A. advertisements on television are too expensive
 - B. stars who tweeter work for free
 - C. they can reach more customers
 - D. 'friending' is easy to do

5. The good thing about tweetering for celebrities is that _____.
 - A. the word number is limited
 - B. it is difficult so not everyone tweeters
 - C. your parents will not understand it
 - D. stars cannot make a lot of money

6. Newspapers and television are no longer successful means of advertising because _____.
 - A. they are too expensive for companies
 - B. people do not pay attention to the advertisements
 - C. stars ask for too much money
 - D. people prefer to email or text

Successful Launch or Not?

7. The new Fold-A-Phone is _____.
- A. bendable
 - B. easy to damage if put in a pocket
 - C. not on sale yet
 - D. inexpensive
8. The price of the phone is 'at the top end of phone prices'. This means the Fold-A-Phone is _____.
- A. one of the most expensive phones available
 - B. only available at the press conference
 - C. not yet available in Hong Kong
 - D. the cheapest phone available from Foldy
9. The most expensive phone available is the _____.
- A. NoRing
 - B. Apphone
 - C. Fold-A-Phone
 - D. Foldy
10. Mr. Sam Cheung released sales figures which show _____.
- A. how many Fold-A-Phones were sold
 - B. the prices of phones in relation to the Apphone
 - C. the cost of the NoRing phone
 - D. how much the phone costs compared to other phones
11. Foldy only sold 125,000 of the 500,000 phones available. This shows that _____.
- A. the phone is probably too expensive for consumers
 - B. people love the Fold-A-Phone
 - C. the company will have to increase the price
 - D. the company will change the model of the Fold-A-Phone
12. Foldy is a company that _____.
- A. sells different brands of smartphones
 - B. runs press conferences for other companies
 - C. has a new pricing model
 - D. makes computers and smartphones

Part 2

You have to write a story about doing homework. Your English teacher has given you a poem to help you get started.

Read the poem and answer the questions.

I Tried To Do My Homework

1 I tried to do my homework
but a show was on TV.

A song was on the radio.

4 A friend was texting me.



My email chimed, and so, of course,

I had to look at that.

It linked me to a video

8 of someone's silly cat.



I watched a dozen videos,

and then I played a game.

I almost didn't hear her

12 when my mother called my name.



I looked up at the clock

and it was time to go to bed.

I didn't get my homework done;

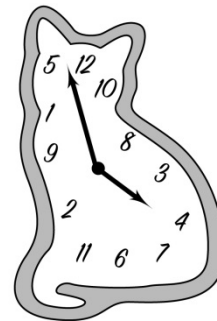
16 just other stuff instead.

I hope my teacher listens

to the cause of my inaction.

It's really not my fault the world

20 is just one big distraction.



Choose the best answer and blacken the circle in the Answer Booklet.

Stanza One

1. In the first stanza, 'TV' rhymes with _____.
- A. me
 - B. friend
 - C. song
 - D. radio

Stanza Two

2. According to stanza two, the email 'chimed'. If something chimes, it _____.
- A. makes a noise
 - B. gets deleted
 - C. sounds like a cat
 - D. plays a video
3. In stanza two, the rhyming pair is _____.
- A. course and that
 - B. course and video
 - C. look and video
 - D. that and cat

Stanzas Two and Three

4. The student received a link to a video about a cat, but this link _____.
- A. didn't work
 - B. led to more videos and a game
 - C. made him sing songs
 - D. made him write an email to his friend

Stanza Three

5. In stanza three, the student said he almost didn't hear his mother when she called his name. This was because he was _____.
- A. busy playing with the cat
 - B. playing a video game
 - C. texting a friend
 - D. concentrating on doing homework

Stanza Four

6. The student's mother called him because it was _____.
- A. time to sleep
 - B. time to show her the cat video
 - C. time to start his homework
 - D. time to eat dinner
7. In stanza four, line 16, the student refers to 'stuff'. The 'stuff' that he did was _____.
- A. texting friends, emailing and singing
 - B. texting friends, watching videos and playing a game
 - C. playing with the cat, watching a video and talking to his mother
 - D. talking to his mother, talking to his teacher and going to bed

Stanza Five

8. In the last stanza, the student blames not getting his homework done on _____.
- A. everything else but himself
 - B. being lazy and playing with the cat
 - C. helping his mother check her email
 - D. making a cat video

Part 3

You want to get a summer job to earn some money. Your careers teacher gave you a pamphlet to read.

Read the pamphlet and answer the questions.

Job Hunting Information For Students

Job Types

Students may be looking for part-time jobs over the summer. Some jobs may be full-time!

Look for a job you are interested in.

BOX 1

Job seekers must know about the company they have applied to.

- What does the company do?
- Where does it have its offices?
- Is it just in Hong Kong or also in other parts of the world?

BOX 2

- Be prepared to answer questions about yourself and your job experience.
- Ask questions!
- Ask about the job or about the company or both!

Preparing For A Job Interview

Things to Take

- **Your resumé**
A resumé lists important information like contact and personal details.

It also lists all of your school results, special skills and work experience.

Do's and Don'ts in an Interview

- Speak loudly - don't whisper.
- Don't sit and **fidget nervously**.
- Relax and smile. 😊
- Listen to the interviewer and think carefully before you speak.
- Make eye contact with the interviewer!
- DON'T ask about the salary. Let the interviewer tell you.

After The Interview



If you did not get the job, you can email the company:

- Ask politely why you weren't successful.
- Ask what skills you need to improve.
- Ask what qualifications you need to have to be considered for the job.

DO NOT GIVE UP! Your job interview skills will improve with practice!

GOOD LUCK!

If you got the job,



CONGRATULATIONS!



DRESS FOR SUCCESS



**A JOB INTERVIEW
IS AN AUDITION.**
Make sure you're dressed
for the part with these tips.



DO'S



DON'TS

DO'S



DON'TS

MENSWEAR

Choose a two-piece matching suit. It should be either dark blue or grey.



Don't wear character ties – ties that have strange designs or characters on them.



Don't wear shorts.

Don't wear trendy, fashionable clothes.

Don't wear makeup.

Wear a long-sleeved shirt that is white, or has a conservative pattern, or one that complements/matches your suit.



Socks should be in a dark colour.
Wear business shoes or dress shoes.



WOMENSWEAR

Wear a two-piece suit, or skirt and blouse, or a dress and jacket.



Don't wear a see-through shirt or blouse.

Don't wear a very short skirt.

Don't wear extremely high heels.

Don't wear too much jewellery, or large chunky jewellery.

Don't take a very big bag.

Wear hosiery – also known as tights.

These should be neutral or should complement your suit. Be careful not to get a hole in the tights when you put them on.

Wear comfortable shoes with a medium heel.



Information For Men & Women!

Hair and appearance **MUST** be neat and tidy!

Iron your clothes the night before.

Polish your shoes.

Choose the best answer and blacken the circle in the Answer Booklet.

Job Hunting Information For Students

1. Students will be looking for _____.
 - A. job seekers
 - B. companies
 - C. jobs
 - D. offices

2. A heading for Box Number 1 could be _____.
 - A. Company News
 - B. Company Information
 - C. Company Contact Details
 - D. Company Offices

3. 'Job seekers' are people who are _____.
 - A. looking for an office
 - B. asking questions about a company
 - C. looking for work
 - D. searching for a company

4. A heading for Box Number 2 could be _____.
 - A. In The Interview
 - B. Before The Interview
 - C. After The Interview
 - D. Over The Phone

5. A resumé will ***NOT*** contain your _____.
 - A. school results
 - B. work experience
 - C. favourite teachers
 - D. contact details

6. The resumé is taken to the interview to _____.
 - A. show the interviewer
 - B. give to the school
 - C. help the job seeker ask questions
 - D. show the skills of the interviewer

7. In an interview a person should **NOT** ‘fidget nervously’. This means a person should _____.
- A. shout at the interviewer
 - B. stand next to the interviewer
 - C. smile nervously at the interviewer
 - D. sit quietly without moving too much
8. After an unsuccessful interview, an applicant can _____.
- A. call the company and complain to the interviewer
 - B. visit the company headquarters
 - C. ask the interviewer about the salary
 - D. write an email asking why he/she did not get the job

Dress For Success

9. A job interview is an ‘audition’. You can also audition for _____.
- A. a play
 - B. a film
 - C. a musical
 - D. all of the above
10. Men should wear a _____.
- A. suit and tie
 - B. tie and shorts
 - C. character tie and suit
 - D. suit and no socks
11. Womenswear includes _____.
- | | |
|---------|----------------|
| 1. suit | 2. skirt |
| 3. tie | 4. dress shoes |
- A. 1 and 3
 - B. 2 and 3
 - C. 1 and 2
 - D. 3 and 4
12. Women should wear ‘hosiery’. ‘Hosiery’ is worn on the _____.
- A. arms
 - B. legs
 - C. hands
 - D. head

13. If hosiery complements your suit, it will be _____.
- A. bright
 - B. patterned
 - C. matching
 - D. comfortable
14. Women should **NOT** wear _____.
- A. a blouse
 - B. see-through clothes
 - C. long skirts
 - D. comfortable shoes
15. Before an interview, clothes should be ironed because _____.
- A. crumpled and wrinkled clothing doesn't look good
 - B. wrinkled clothing is fashionable
 - C. the interviewer will ask you about ironing
 - D. you cannot iron your clothes during an interview
16. A job applicant's shoes should _____.
- A. be polished
 - B. be dirty
 - C. have very high heels
 - D. all of the above

END OF PAPER

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Answers written on this page will not be marked.

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Answers written on this page will not be marked.

Sources of materials used in this paper will be acknowledged in the Territory-wide System Assessment Report on the Basic Competencies of Students in Chinese Language, English Language and Mathematics published by the Hong Kong Examinations and Assessment Authority at a later stage.

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