

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

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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 21<sup>st</sup> Century



We communicate differently in the 21<sup>st</sup> 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

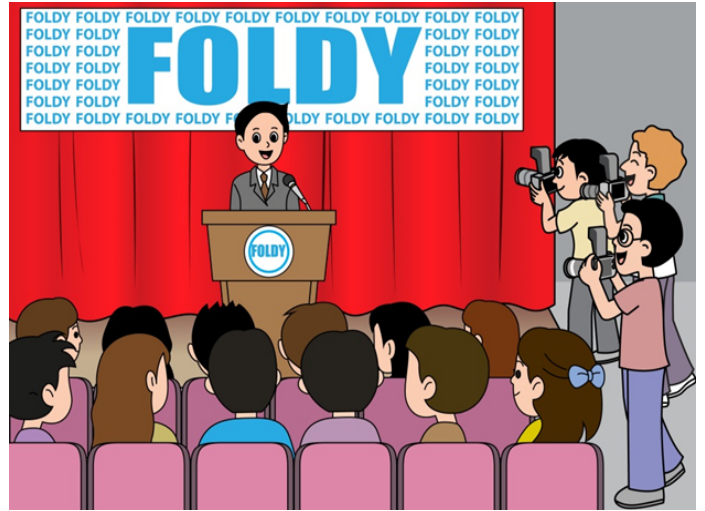
## *Successful Launch or Not?*

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.

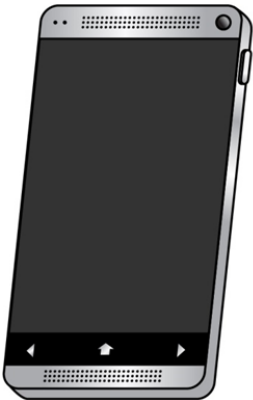


*Foldy Press Conference*

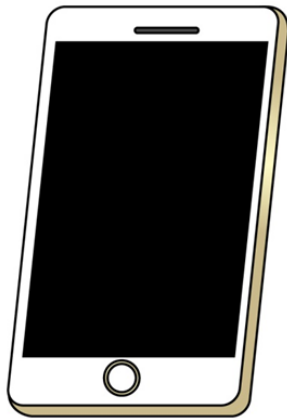
*Photo: The TechTaker*

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!



*NoRing©*



*Apphone©*

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

***The local newspaper is starting a Junior Reporters Group. Your English teacher wants all students to apply and has prepared a sample application letter for you to look at.***

Read the letter and answer the questions.

Dear Editor,

I understand that you are setting up a Junior Reporters Group for the local newspaper. I wish to apply for the position of Junior Reporter.

I feel that I would be a very suitable candidate as I have a lot of relevant experience. I have been a member of my school's English Newsletter Group for the last three years. I helped write articles for the newsletter and also did proofreading. I have also conducted interviews of both students and people outside of school.

I am a very hardworking student. I am able to complete all my homework on time and stick to deadlines that the teachers set. I can apply this to working with others in the Junior Reporters Group and make sure that all of our deadlines are met.

I have spoken to a large number of foreigners and am not scared to speak to them in either English or Chinese. My written English is of a high standard and I got the highest grade in the last written examination.

I am a good team member and I work well with my team mates. I have been a member of a number of clubs and societies, such as the English Society, Campus TV where I worked as a reporter and cameraman, and the Drama Club.

I hope that you consider my application. I have included some of the articles I have written for you to read. I have also attached a reference letter from my English teacher, Mr. K. Wong. Please contact me if you would like further information. I look forward to hearing from you.

Yours faithfully,

*Peter Lau*

Peter Lau  
F. 3F

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

1. Peter wants to apply for the position of \_\_\_\_\_.
  - A. English Society member
  - B. Campus TV reporter
  - C. English Newsletter Group member
  - D. Junior Reporter
  
2. The articles that the Junior Reporters Group will be writing are for \_\_\_\_\_.
  - A. secondary students only
  - B. anyone who reads the local newspaper
  - C. primary students only
  - D. none of the above
  
3. According to the letter, Peter is a/an \_\_\_\_\_ student.
  - A. excellent
  - B. poor
  - C. famous
  - D. naughty
  
4. The skills that would make Peter a good person for the job are his \_\_\_\_\_.
  - A. inability to stick to deadlines
  - B. acting skills
  - C. speaking skills in Chinese and English
  - D. all of the above
  
5. Peter has been a member of \_\_\_\_\_ groups and societies.
  - A. five
  - B. two
  - C. three
  - D. four
  
6. One job that shows Peter is comfortable in front of a camera is his experience in \_\_\_\_\_.
  - A. interviewing students in Chinese and English
  - B. working as a reporter for Campus TV
  - C. talking to foreigners
  - D. writing articles in English

7. Peter has included some articles in his application to \_\_\_\_\_.

- A. show he can write well
- B. show he is an excellent student
- C. prove he has worked as a cameraman
- D. show his teacher

8. Some things missing from the letter are \_\_\_\_\_.

- |                            |                            |
|----------------------------|----------------------------|
| 1. the date                | 2. Peter's contact details |
| 3. the complimentary close | 4. the name of the teacher |

- A. 1 and 4
- B. 2, 3 and 4
- C. 1 and 2
- D. 1, 2, 3 and 4



Part 3

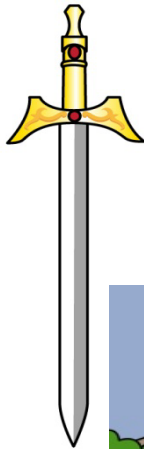
To celebrate International Reading Day, your English teacher has prepared an extract from a graphic novel.

Read the novel extract and answer the questions.



# The Fawn Sword

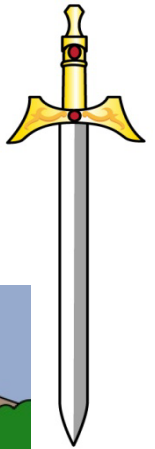
MARLY  
SMITH



## MARLY SMITH

World News Bestselling Author

*Book One of The Searchers' Trilogy*



# The Fawn Sword

A Graphic Novel

Illustrated by Markus Chau & Celia Wong

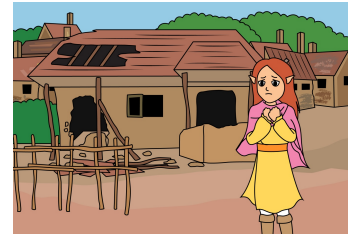


## Chapter 1

### *The Fawn Sword must be found!*

No one believed in the existence of the Fawn sword, which had not been seen for a long time. No one even knew what it looked like. There were no pictures or drawings. Every time the sword was mentioned, it was in a story of daring or in a fight of good against evil. How then could Asha find something that probably didn't exist and deliver it to the council to save her family?

Asha didn't know how she was going to do it, but she knew that she had to try. The council held her parents, brother and sister. It was her job now to follow the trail of a long lost sword and save those she loved.



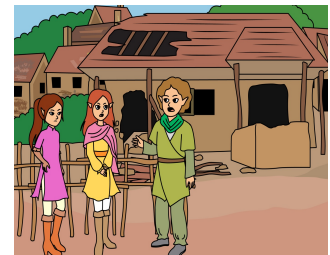
Before she set out, Asha took one last, long look at the place where she had been born and which she had called home for 16 years. There was no warmth left. All the spirit had been sucked out of the place the night her family had been captured by the council. She had been lucky.

Together with Gerald and Peonie, Asha had been deep in the forest for 10 days looking for various herbs, spices and food. They had missed the roundup of the villagers that had taken place 12 days ago. The three had returned to find the village in turmoil and her family missing, spirited away by council soldiers. They had given the rest of the villagers a message: Find the sword, or else....



Asha shook her head and strained to focus on the task at hand. She had gathered what she would need for her journey – well, what she could carry. She really had no idea where to start looking for the sword that the council thought her family had something to do with. Her only hope of any information was to find a ghost people only spoken of in whispers. The Malachi were rumoured to be deep in the lands to the south of the village. At least a five day journey, just to get to the border. Then, who knew where...

Asha sighed and fought back the tears that threatened each time she thought of the huge task she had in front of her. She was only a girl and what did she know of a quest for a sword? Gerald came upon her at that moment. 'Ready to go?' he asked. Asha glanced at him. 'Not really, but I don't have any choice, do I!?'



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

***Book Cover***

1. The author of the graphic novel is \_\_\_\_\_.
  - A. Marly Smith
  - B. Celia Wong
  - C. Markus Chau
  - D. none of the above
  
2. ***The Fawn Sword*** is book one in a ‘trilogy’. This means there are still \_\_\_\_\_ books to come.
  - A. one
  - B. two
  - C. three
  - D. four
  
3. A graphic novel is a story that has \_\_\_\_\_.
  - A. no pictures at all
  - B. words and lots of pictures
  - C. no words, only pictures
  - D. been written by an award-winning author

***Chapter 1***

***Paragraph One***

4. The story is about a \_\_\_\_\_.
  - A. drawing called Asha
  - B. picture of a sword
  - C. search for a sword
  - D. fight among the villagers
  
5. Asha is \_\_\_\_\_.
  - A. a boy in the story
  - B. the main character in the story
  - C. the name of the sword
  - D. the name of the council

6. The sword \_\_\_\_\_.
- A. has been mentioned in stories
  - B. has not been seen for a very long time
  - C. was probably used to fight evil
  - D. all of the above

***Paragraph Two***

7. Asha has to \_\_\_\_\_.
- A. find the sword
  - B. meet with the council
  - C. find a job
  - D. trail her brother and sister
8. There are \_\_\_\_\_ people in Asha's family.
- A. four
  - B. three
  - C. two
  - D. five

***Paragraph Three***

9. Asha is only \_\_\_\_\_ years old.
- A. three
  - B. twelve
  - C. sixteen
  - D. ten
10. While Asha was away, \_\_\_\_\_.
- A. the sword was stolen
  - B. the villagers were killed
  - C. her family was taken prisoner
  - D. the village was inhabited by spirits

***Paragraph Four***

11. Asha was in the forest \_\_\_\_\_.
- A. looking for food
  - B. hiding from the council
  - C. having fun with Peonie and Gerald
  - D. running from the villagers

12. The council left \_\_\_\_\_ for Asha.

- A. a sword
- B. herbs and spices
- C. food
- D. instructions

13. The council wants Asha to \_\_\_\_\_.

- A. find more food
- B. locate the sword
- C. leave the village forever
- D. fight them with the sword

***Paragraph Five***

14. Asha \_\_\_\_\_.

- A. knows where the sword is
- B. is going to the south
- C. has to whisper to the ghosts
- D. will stay in the village

15. Asha will try to get some information \_\_\_\_\_.

- A. near the village border
- B. by listening to the whispers of the villagers
- C. from the ghost people
- D. in five days' time

***Paragraph Six***

16. The main character is a girl who is \_\_\_\_\_ what lies ahead.

- A. delighted by
- B. scared of
- C. not worried about
- D. excited by

**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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