

UE Section A Marking Scheme

Part I

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	Marks
1. Jobs '94 [apostrophe optional; must have capital J]	1
2. (Hong Kong/HK) Careers Institute [must have caps]	1
3. highlight three (interesting) occupations	1
4. Assistant Buyer [caps not essential]	1
5. (The) Eagle Hotel [must have caps]	1
6. Managing Director [caps not essential]	1
7. polite and helpful (salespeople) [accept 'salepeople', 'sales' X]	1
8. effective marketing	1
9. clever buyers // buyers who know what customers want	$\frac{1}{2}$

us.94)

P.3

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	Marks
10. loves fashion	1
11. (allowed to) make (own) decisions	1
12. travel opportunities	1
13. decision-making stressful	1
14. long flights exhausting/unsettling	1
15. overseas trips mean being away from family // miss family when away	1
16. good academic record	1
17. participation in (extra-curricular) activities // energetic	1
18. (ability to) speak well // clear pronunciation	1
19. pleasant personality // outgoing	1
20. eager(ness) to learn	1
21. <u>basic</u> fashion	1
22. consumer psychology	1
23. (personal) grooming	1
24. <u>spoken</u> Japanese [must have cap J and be spelt completely correct]	1

	Marks
25. cheerful	1
26. know menu well // able to explain dishes	1
27. know how to / can mix drinks [accept 'make drinks']	1
28. good memory	1
29. speed	1
30. accuracy // give the correct change // good calculation(s)	1
31. work <u>under pressure</u>	1
32. good with hands	1
33. how well they relate to customers // friendly and polite	1
34. how well they get on with each other	1
35. how well they can work on their own	1
36. meet people from other countries	1
37. <u>possibility</u> of rapid advancement // promotion on merit // (good) work rewarded	1
38. <u>substantial</u> cash bonus(es)	1
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	Marks
39. work <u>nights and weekends</u> // work unsocial hours	1
40. (work is) <u>physically</u> tiring	1
41. (deal with) rude customers	1
42. factory equipment in good working order	1
43. products up to standard	1
44. products exactly what customer ordered	1
45. products <u>properly</u> packed	1
46. travel (isn't easy / not easy)	1
47. people (may try to) deceive / trick you	1
48. can't refuse / must attend dinners / ['refuse dinners' X]	1
49. (working) independently	1
50. learn (how) to run (a) business	1
51. (speak) Putonghua [must have cap P] // Mandarin [must have cap M]	1
52. tact(ful) // diplomatic // able to criticize people <u>without hurting them</u>	1
53. good eyesight	1

Part II

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		Marks
54.	benefits	1
55.	<u>free</u> health care	1
56.	fitness centre	1
57.	<u>free</u> meals	1
58.	<u>40%</u> discount (on merchandise/goods)	1
59.	annual picnic	1
60.	staff club	1
61.	basic living costs <u>in China</u> [must have cap C]	1
62.	<u>free</u> (company) bus service	1
63.	which job she's <u>best/most</u> suited to	1
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64.	(good) language skills/ability // good language	1
65.	likes travelling	1
66.	outgoing	1
67.	impatience // impatient	1
68.	language skills/ability	1
69.	outgoing	1
70.	(attractive) appearance	1
71.	(good) concentration	1
72.	attention to detail	1
73.	language ability // Chinese dialects // Chiu Chow [must have C]	1
74.	talk to foreign buyers herself // no interpreter	1
75.	won't mind frequent trips // enjoy trips	1
76.	meet a lot of people	1
77.	first with new ideas	1
78.	guests come from all over the world	1
79.	guests expect friendly staff / to be treated like old friends / the personal touch	1
80.	helps maintain image (of excellence)	1
81.	notice poor quality materials (straight away)	1
82.	(product must) match requirements	1
83.	work is in China [must have cap C]	1
84.	poor/weak at Maths // dislikes figures/statistics	1
85.	poor/weak at Maths	1
86.	impatience // impatient	1
87.	impatience // impatient	1
88.	may overspend / do her sums wrong // doesn't work to budget	1
89.	can't manage accounting (side)	1
90.	guests (would) complain	1
91.	(many) production delays	1
		<u>1</u>