

Task 1 : Letter  
Maximum marks 41 (including Presentation marks)

- ① Dear Mr. X (Sponsor)
- ② On behalf of X
- ③ Date of event
- ④ Enquiry

CONTENT [Maximum marks 31]

Each content point is worth one mark

1. Dear Mr Ngan [X Dear Sir, Dear Mr Ngan King-hau]

OPENING PARAGRAPH(S)

2. Invitation to sponsorship
3. Form of invitation: 'I, on behalf of...'/'The (Pearl River Sports) Federation...'/'We....' [X 1]
4. Invitation directed to 'Winner Sports'/'your company' [X invitation directed to 'you' where the context could be personal]
5. Details of tournament — mention it is specifically a table tennis tournament
6. Details of tournament — January 1996 [X '96, 1996]

ATTRACTIONS

7. Likely to attract more than 60 top players/hope for 5 of the top 10 international stars
8. Qualification — Sponsorship is costly but many potential benefits
9. Most sponsors/you can get good returns [X you will get good returns] } must indicate different degrees of probability
10. Some/a few sponsors make huge profits
11. Sporting goods company — suitable to sponsor such an event
12. Long-lasting effects/more than immediate benefits
13. Worldwide attention

Order of points NOT important

CHINA MARKET'S IMPORTANCE TO WINNER SPORTS

14. *Winner Sports* is now targeting China
15. Tournament will include top Chinese players (must be linked to point 14 or 17)
16. TV coverage will include China
17. Will help promote your products in China/will help you make profits in China (must be linked to points 14, 15 or 16)

IMAGE — BUILDING

18. General notion of sponsorship and image-building
19. Identification of success of tournament with sponsor/success 'rubs off'/being seen as organizer of successful event/'fun' event/important event
20. Sponsor identified with/benefits from success if home-team or local favourite wins
21. Hong Kong/Chinese players may do well in tournament

**ADVERTISING/PUBLICITY**

- 22. Sponsor generally gets what amounts to 'free' advertising/publicity when tournament is mentioned in media
- 23. Sponsor's name incorporated in name of tournament will be called Winner Sports Tournament
- 24. Sponsors benefits from our/organisers' hard work (without having to pay the people) [ officials' hard work; 'this hard work/pay these people' without mentioning organisers]  
(may mention only 1 item)
- 25. Officials wear badges, caps, t-shirts with sponsor's name/logo (may mention only 1 item)
- 26. Competitors/players/athletes use pens, bags with sponsor's name/logo/equipment/clothing (may mention only 1 item)
- 27. Other promotional items like tickets, programmes, posters bear sponsor's name/logo

*Write form is OK for memo*

**CLOSING**

- 28. Some attempt at a closing paragraph
- 29. Offer to answer questions/give more information
- 30. Ask for a meeting [ any fixed date] *if too simple, no mark, please tell us when you are free call on 12345678*
- 31. Yours sincerely/Yours truly [ Your sincerely, Yours Sincerely]

**PRESENTATION** [Maximum marks 10]

Stance

Good	Satisfactory	Poor
5, 4	3, 2	1, 0

Stance includes use of the right tone, especially in the invitation and closing, being persuasive but not untruthful, saying that sponsorship is potentially profitable but admitting it can be/is costly; and tailoring arguments specifically to appeal to *Winner Sports* and avoiding tobacco/smoking issue.

Language (grammatically accurate, coherent, succinct)

Good	Satisfactory	Poor
5, 4	3, 2	1, 0

**NOTE:** If the task is only half completed or partly irrelevant, give a maximum mark of 2 on each scale.  
If the task is only one-third completed or mostly irrelevant, give '0' on each scale.

## Task 2 : Questionnaire

Maximum mark 20 (No Presentation marks given)

Question 1 is given as an example.

For questions 2, 3, 4, 5 and 6, a maximum of 4 marks is possible for each question to be determined as follows:

1 mark — content and sense (Is the 'topic' of the question correct and does it make sense of the information as presented in the data file?)

1 mark — question format (including whether or not the question format will yield a relevant yes/no answer as well as technical aspects such as inversion of subject-verb, and 'appropriateness'. The appropriateness of 'yes/no' questions is an important concept. Questions of the nature of 'Have you considered....' or 'Have you thought about/contemplated....', while yielding yes/no answers would get no marks because they are irrelevant questions/answers.)

1 mark — grammatical accuracy — (apart from subject-verb inversion for question format)

1 mark — lack of bias — (writing the question free of bias for questions 2 and 3 or correcting/softening the bias in Chiu's letter for questions 4, 5 and 6)

- a) In marking each question, the marker first must determine if the content and sense are correct. If they are, then the marker should proceed to consider each of the other aspects. If content and sense are not correct, the candidate will not be awarded marks for question format, grammatical accuracy or lack of bias.
- b) A question may have incorrect question format and receive '0' marks under that category but if the candidate makes no other grammatical mistakes, s/he will be awarded 1 mark for grammatical accuracy, i.e. candidates will not be penalized twice.

Please record the marks separately and horizontally, e.g. 1111, 1010, 0000.

### Notes on Specific Questions

Sample range of questions. Any order is acceptable.

<p>Question 2 — success of tournament / young people smoking</p> <p>Are we } more interested in the success of our tournament than          Are you } in the issue of young people smoking?          Do you think our/the members are }</p> <p>Do you think } the issue of young people smoking more important than          Is } the success of the tournament?</p>	<p>[If 'or' is used instead of 'than', award 1 mark for content but '0' for format]</p> <p>Are you concerned about the issue of young people smoking?          [Totally wrong. No alternatives are suggested and the tournament isn't mentioned.]</p>
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<p>Question 3 — <i>Winner Sports</i>' provision of successful sponsorship</p> <p>would be able to provide.... is able to provide.... Do you think <i>Winner Sports</i> is capable of providing.... can provide....</p> <p>Is <i>Winner Sports</i> { able to provide.... capable of providing....</p> <p>Can <i>Winner Sports</i> provide....</p> <p>} successful sponsorship....?</p>	<p>[Do you feel utmost confidence Do you think <i>Winner Sports</i> is unable If these phrases are used, award '0' for lack of bias]</p>
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<p>Question 4 — international participation</p> <p>Would } international table tennis stars.... Will }</p> <p>Do you think that international table tennis stars { would.... will....</p> <p>{ be prepared to take part in a tournament sponsored by....</p> <p>} <i>Winner Sports</i>? a local company? a less well-known company?</p>	<p>really } If these words are used, award unknown } '0' for softening the bias</p>
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<p>Question 5 — tourist industry</p> <p>Do you think our tourist industry would/will/could....</p> <p>Will } our tourist industry.... Would }</p> <p>{ gain from { <i>Winner Sports</i> a local company sponsorship } a company less well-known than <i>Neat Cut</i>/a less well-known company by.... } a company not internationally known (like <i>Neat Cut</i>)?</p>	<p>anything at all } If these words never heard of } are used, award '0' for softening the bias.</p>
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<p>Question 6 — loss of publicity</p> <p>Do you { think.... believe.... feel.... expect.... consider.... } we will/would....lose world-wide publicity if....</p> <p><i>Neat Cut</i> { didn't doesn't } sponsor the tournament?</p> <p><i>Winner Sports</i> { sponsors.... sponsored.... } the tournament?</p> <p>Will } we lose world-wide publicity if.... Would }</p>	<p>risk } If this word is used, award '0' for softening the bias.</p>
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**Task 3A : Memo**  
 Maximum 18 marks (including Presentation marks)

**CONTENT [Maximum marks 12]**

One mark for each:

- 1) *Date:* (Friday/Fri), 24 March (1995) /24th/March 24/24th/3.24/24.3/95.3.24/any other standard expression of date [X Committee members]
- 2) *To:* (Members of Table Tennis Tournament) Sponsorship Committee
- 3) *From:* (Ms/Miss) Tang (Wai-hung)/Chairperson [X Memo for Committee, Memo....., ...Next Friday]
- 4) *Re:* Next Meeting (of Committee)/Committee Meeting/Meeting of Committee/Meeting on 31 March  
 [If date of meeting is included in this heading, award one mark for point 4 and one mark for point 5 even if date is not again mentioned]
- 5) *date of meeting:* (Friday) 31 March (1995) [see point 3 for alternatives] [X next Friday]
- 6) *time:* 9.00 am/9 am/9 o'clock in the morning [must have indication of morning]
- 7) *place of meeting:* Board Room, Sports House/10 Wong Nai Chung Road/Rd [must have room, must have building or address]
- 8) *point of discussion:* (Mr) Chiu's/Treasurer's letter/fax [X your questionnaire]
- 9) *point of discussion:* results of (the/our) questionnaire [X members of the committee]
- 10) *who questionnaire was sent to:* all Federation members [X we need to let the Committee know about our approach....]
- 11) *point of discussion:* approach to Winner Sports
- 12) Factsheet attached

**PRESENTATION MARKS [Maximum marks 6]**

Appropriacy of style (businesslike; reward succinctness and 'list' form; penalize letter form)

	Good	Satisfactory	Poor
Marks	3	2, 1	0

Language (grammatically accurate and coherent)

	Good	Satisfactory	Poor
Marks	3	2, 1	0

**NOTE:** If the task is only half completed or partly irrelevant, give a maximum mark of one on each scale.  
 If the task is only one-third completed or mostly irrelevant, give '0' on each scale.

**Task 3B : Factsheet**  
 Maximum marks 12 (No Presentation marks given)

Each correct item/statistic is 1 mark.

To get credit, a candidate must write the complete/exact number legibly, including to the decimal place. The decimal point must be included, but % sign is optional.

## FACTSHEET

### Smoking and Young People in Hong Kong

**Table 1** Young people who have tried smoking (percentages)

By age 7	By age 10	By age 13	By age 16
9.2%	14.4%	20.5%	47.1%

**Table 2** Reasons for starting to smoke (percentages)

Amusement	Curiosity	Boredom	To look grown up	Copying others
12.6%	69.8%	2.0%	6.4%	9.2%

**Table 3** Reasons for smoking now (percentages)

No Reason	Amusement	Boredom	To look grown up	Addiction	Copying others
9.6%	34.8%	12.7%	10.6%	22.3%	10.3%