

**95-ASL  
UE**

**SECTION E  
Q/ANS BK**

**HONG KONG EXAMINATIONS AUTHORITY  
HONG KONG ADVANCED LEVEL EXAMINATION 1995**

**USE OF ENGLISH AS-LEVEL SECTION E  
PRACTICAL SKILLS FOR WORK AND STUDY  
(Question/Answer Book)**

9.00 am–10.45 am (1½ hours)  
(28% of the subject mark)

**Q.P. Code: 5015**

**INSTRUCTIONS**

1. Write your Candidate Number, Centre Number and Seat Number in the spaces provided.
2. Answer ALL questions.
3. Write your answers in the spaces provided in this question/answer book.
4. 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.
I		
II		
III A		
III B		
Total		

	1st Appeals Marker Only	2nd Appeals Marker Only
	Marker No.	Examiner No.
I		
II		
III A		
III B		
Total		

Checker's Use Only	
Checker's No.	
I	
II	
III A	
III B	
Total	

# INSTRUCTIONS

In completing these tasks remember that all your comments must be able to be understood by readers who do not have copies of the data file to refer to.

## Situation and Role

You are Pat Han, Secretary to the Committee set up by the Pearl River Sports Federation (PRSF) to find a sponsor for an international table tennis tournament to be held in Hong Kong. The Chairperson of the Committee is Ms Tang and the Treasurer is Mr Chiu.

### TASK 1 Letter to Mr Ngan King-hau

(41 marks)

A meeting of the PRSF Table Tennis Tournament Sponsorship Committee was held recently. At this meeting the members discussed whether an offer of sponsorship received from *Neat Cut Tobacco Company* should be accepted, or whether *Winner Sports* should be invited to sponsor the tournament.

As a result of a vote taken at the meeting, you have been asked to write a letter trying to persuade Mr Ngan King-hau, Managing Director of *Winner Sports*, to provide sponsorship for the table tennis tournament.

As the Committee doesn't want you to mention the offer from *Neat Cut*, your letter to Mr Ngan should emphasise the benefits *his* company will gain from sponsoring the tournament without referring to the ethical or moral issues related to tobacco advertising. In the letter you should try to arrange a meeting with Mr Ngan. Use information from pages 1-6 of the data file.

### TASK 2 Questionnaire to Federation members

(20 marks)

After the meeting of the PRSF Table Tennis Tournament Sponsorship Committee, referred to above, Ms Tang, the Chairperson of the Sponsorship Committee, received a faxed letter to her from Mr Chiu. Ms Tang has sent you a copy of Mr Chiu's fax and wants you to draft a questionnaire based upon the points made by Mr Chiu in his fax. This questionnaire is to be circulated to all members of the Pearl River Sports Federation before the next meeting of the Table Tennis Tournament Sponsorship Committee. Use information from pages 5-6 of the data file and Ms Tang's memorandum on page 5 of this Question/Answer book.

### TASK 3

#### A. Memo to Sponsorship Committee

(18 marks)

Ms Tang has asked you to write a memo to be circulated to all the members of the Sponsorship Committee reminding them of the next meeting and the topics for discussion. Use the memorandum from Ms Tang on page 6 of this Question/Answer book as well as any other information you may need from pages 1, 2, 5 and 6 of the data file.

#### B. Factsheet

(12 marks)

For the information of the Sponsorship Committee, Ms Tang also wants you to prepare a factsheet on the smoking habits of young people based on the article which she has given you. This factsheet is to be included with your memo. Use information from the article on page 7 of the data file.

**TASK 1 : Letter**

(41 marks)

**Pearl River Sports Federation  
Sports House  
10 Wong Nai Chung Road  
Happy Valley, Hong Kong**

**MARKER'S  
USE ONLY**

Mr Ngan King-hau  
Managing Director  
Winner Sports  
1302 Worldwide House  
Central, Hong Kong

13 March 1995

**MARKER'S  
USE ONLY**

A large rectangular box with a solid black border. Inside the box, there are 25 horizontal lines spaced evenly, creating a series of rows for writing or drawing. The lines are thin and black, set against a white background.



# TASK 2 : Questionnaire

(20 marks)

## MEMORANDUM

To: Pat Han

Date: Monday, 13th March 1995

From: Ms Tang Wai-hung, Chairperson, Table Tennis Tournament Sponsorship Committee

Re: Proposed questionnaire based on Mr Chiu's fax

TWA

Please have a look at the letter faxed to me on Saturday. We'd better do what Chiu wants and find out what the rest of the members think. We need a questionnaire for us to circulate to all the members of the Sports Federation. Can you write it for me? Be sure to write your questions so that they are objective. Mr Chiu is rather biased — in fact, you need to be especially careful that the last three questions are more objective than Chiu's points. And make sure they're all yes/no questions. I've numbered 6 points at the end of Chiu's fax. Use these to finish writing the questionnaire which I have started.

MARKER'S  
USE ONLY

### Questionnaire to PRSF Members

1. Would you object to our table tennis tournament being sponsored by a tobacco company such as Neat Cut?  
 Yes     No     Don't know

2. \_\_\_\_\_  
\_\_\_\_\_  Yes     No     Don't know

3. \_\_\_\_\_  
\_\_\_\_\_  Yes     No     Don't know

4. \_\_\_\_\_  
\_\_\_\_\_  Yes     No     Don't know

5. \_\_\_\_\_  
\_\_\_\_\_  Yes     No     Don't know

6. \_\_\_\_\_  
\_\_\_\_\_  Yes     No     Don't know

Marks

Total

--



**MARKER'S  
USE ONLY**

**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 %			

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

Amusement	Curiosity	Boredom	To look grown up	Copying others
		2.0 %		

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

No Reason	Amusement	Boredom	To look grown up	Addiction	Copying others
		12.7 %			

**Marks**

**Total**

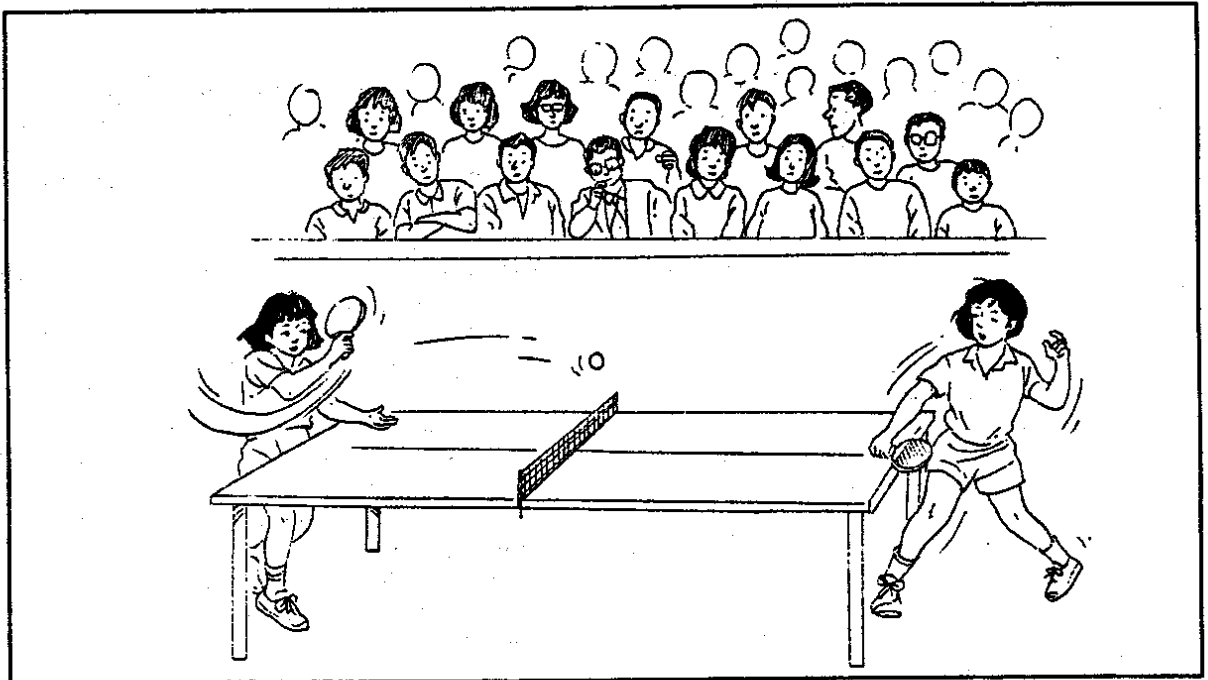
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**END OF PAPER**



HONG KONG EXAMINATIONS AUTHORITY  
HONG KONG ADVANCED LEVEL EXAMINATION 1995

USE OF ENGLISH AS-LEVEL SECTION E  
DATA FILE



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Minutes of the Table Tennis Tournament Sponsorship Committee Meeting of the Pearl River Sports Federation held at Federation Headquarters, 10 Wong Nai Chung Road, Happy Valley, Hong Kong on Friday, 10th March 1995 at 7.30pm.

Present	Ms Tang Wai-hung (Chairperson)	Mr Woo Kam-kwok
	Mr Chiu Ching-hong (Treasurer)	Mr Ko Siu-fai
	Ms Kwan Lai-yung	Ms Leong Ho-shan
	Ms Yau May-yee	Ms Lam Man-fung
	Ms Lau Wai-ling	Mr Yu Chor-king
	Mr Sum Wong-hau	
In Attendance	Pat Han (Secretary)	

### Progress on Sponsorship of Table Tennis Tournament

The Chairperson, Ms Tang, opened the discussion by reminding the Committee that an offer of sponsorship for the forthcoming table tennis tournament had been received from *Neat Cut Tobacco Company*. She opened the topic for discussion and invited members to express their views. The issue, she pointed out, was to decide whether to accept this offer from *Neat Cut* or to continue the search for another sponsor.

Mr Chiu stated that in his view, it would be a waste of time to prolong matters by attempting to find another sponsor. He considered that the Committee could not find a better sponsor than *Neat Cut*, which was a well-known company with extensive advertising connections in many countries.

Ms Yau replied that she strongly disagreed with Mr Chiu who was oversimplifying the matter.

Mr Ko agreed and pointed out that the Committee had made very little effort to find another sponsor and that there was still time to do so.

Ms Yau added that she felt it was unethical to accept money from a tobacco company when it was clear that smoking was a danger to health. She reminded the Committee that almost every day there were articles in the newspapers about the bad effects of smoking.

Mr Sum continued by saying that alternative sponsors were available and that he would prefer to approach a company like *Winner Sports*, for example, a Hong Kong company which was beginning to be recognised internationally. *Winner Sports* makes sports gear, which would be a much more suitable product than cigarettes to be associated with the tournament.

Ms Lam stated that she was strongly opposed to providing a tobacco company with such a powerful advertising platform. She wanted to know if Mr Chiu was aware of the advantages *Neat Cut* would gain from taking up the sponsorship promotion.

Mr Woo declared that these arguments were not relevant and that the Committee was unlikely to find another sponsor which could put such a huge publicity machine at its disposal.

Mr Sum indicated that Mr Woo was mistaken and that it was the tobacco company which was likely to gain most if the agreement went ahead.

Ms Lam agreed with Mr Sum saying that she had recently read an interview in *East Asia Weekend Magazine* in which a public relations consultant discussed the benefits of sponsorship. She would like all the Committee members to read it.

Mr Chiu said that sponsors had to spend huge amounts of money and the Committee members should understand how lucky they were to have had such a good offer from *Neat Cut* so quickly. The offer should be accepted without further discussion.

Mr Sum responded by saying that he agreed with Ms Lam. Although sponsorship was expensive, the sponsor received a lot of free advertising every time the tournament was referred to. If *Neat Cut*'s offer was accepted, the tournament would be called the *Neat Cut Table Tennis Tournament*.

Ms Lam added that all the tickets, programmes and other promotional materials would also have *Neat Cut Tournament* printed on them.

Mr Woo said that these points were irrelevant and that people did not necessarily buy a product just because they saw it advertised.

Mr Sum pointed out that young people were often impressed by products such as cigarettes which were usually linked to having fun and enjoying recreation with lots of friends. Advertisements usually show cigarettes being used by people who are taking part in sports and who are popular and belong to a group.

Mr Chiu said that these points had nothing to do with the present discussion.

Mr Sum said that it was foolish to underestimate the advantages the sponsor would gain. He agreed with Ms Yau that it was unethical to promote cigarette smoking when the Committee knew that thousands and thousands of people were at that very moment suffering and dying all over the world because they had been encouraged to smoke when they were young.

Mr Kwan said that he did not believe young people were much influenced by advertisements.

Ms Lam commented that this was quite untrue. She argued that cigarette advertisements which showed beautiful, slim, glamorous young women and wealthy, handsome young men did make a very powerful impression on innocent young people. Adolescents often foolishly believe that smoking makes them look grown up.

Mr Sum added that studies showed that very young children were able to tell which cigarettes were being advertised even when the brand name of the cigarette did not appear in the advertisement.

Ms Yau pointed out that apart from the moral problem of linking a sports tournament with smoking, it was sensible to support a local company like *Winner Sports*, which would benefit greatly from all the publicity arising from the tournament. Also, *Winner Sports* produces a lot of the clothing and equipment that competitors in the tournament would use anyway. Ms Yau also pointed out that officials who are involved in the event would wear badges, caps and T-shirts with *Winner Sports*' name and logo.

Ms Lam agreed, stating that all kinds of other promotional items such as pens and bags with the sponsor's name stamped on them were involved. These would also be used by international-class competitors.

Mr Sum proposed that the Secretary, Pat Han, should write to the Managing Director of *Winner Sports* to try to set up a meeting with him to find out if he could be persuaded to offer sponsorship funding for the tournament.

The Chairperson called for a vote on Mr Sum's proposal.

Five Committee members voted in favour of the proposal, four voted against and there were two abstentions.

The proposal was accepted and it was agreed that Pat Han would write to Mr Ngan King-hau of *Winner Sports* outlining the benefits his company would gain from sponsoring the tournament. Ms Tang added that, at this stage, no mention should be made of the offer from *Neat Cut Tobacco*. The letter should just try to persuade *Winner Sports* of the many advantages there would be for the Company if it agreed to provide sponsorship.

# SPONSORING SPORTS

*This week East Asia Weekend Magazine's roving reporter, Rebecca Chan, reports on an interview with Mr Peter Wong, public relations consultant.*

RC: Good Morning, Mr Wong. I am pleased you have agreed to talk to *East Asia Weekend Magazine*. Can you tell our readers what your job involves? Just what is 'public relations'?

PW: Yes, just like that. The audience will feel that the sponsor has somehow helped their favourite to win and of course the tournament is known by the sponsor's name.

PW: Well, my job is to present a company or business or product to the public. To give the public all the necessary information about that product or company so that they can decide for themselves if they want to buy or make use of what the company is selling or producing.

RC: You mean like the *Sailer Open* or the *Malvernborough Classic*?

RC: You mean it's a kind of advertising?

PW: Exactly. You will realise that being part of a crowd of 20 000 or 50 000 spectators at a sports event gives young people a very strong sense of being part of something important. This image-building is very effective for the sponsor, who gains enormously from being seen as the organiser of the 'fun' event, and of course, this benefit lasts far beyond the duration of the event.

PW: Yes, Rebecca, that's right. We help people to choose the best form of advertising to present what they have to offer to the public.

RC: What else do sponsors gain?

RC: I have heard that this sometimes involves you in dealing with sponsorship. Can you tell me a bit about that?

PW: Well, if you care to count the number of times the title of an event like the *Sailer Open* is mentioned on television, on the radio, in the newspapers and in magazines, you will understand that this amounts to a great deal of free advertising.

PW: Oh yes, a company may come to us and ask us if we can help them to find a suitable event for which they could provide sponsorship.

RC: You mean that the company doesn't have to pay for this?

RC: Why would a company want to act as a sponsor? Surely that involves them in spending a lot of money for very little return?

PW: Yes, that's right. In normal circumstances the company would have to pay a large sum of money every time its name or the names of its products were mentioned in the media. But, when the company is acting as a sponsor for some important event which the organisers of the event want to publicise as widely as possible, then the sponsor benefits very greatly from all this free publicity.

PW: Well, you're right about them having to spend a lot of money. Sponsoring a sports event, for example, is not cheap. But you're quite wrong about the returns they get. Most sponsors do rather well and get good returns for what they spend and some who are lucky can make huge profits.

RC: How does that happen?

RC: I guess that the sponsor also benefits from the work of the organisers.

PW: Well, if an event, say a football match, is successful, then the success rubs off on the sponsor. If it is a big match, like the World Cup Final or an international tournament, and the home team wins, then all the emotion which the spectators feel, all their excitement about the victory becomes linked to the sponsor.

PW: Yes, indeed, you're right. Organisers of, say a tournament, are usually very dedicated people. They put in long hours and work very hard to make their event a success. The sponsor profits enormously from all this work without having to pay these people anything at all.

RC: You mean like when Michael Chang wins a tennis tournament in Hong Kong?

# Winner hopes to win in China

WINNER SPORTS, a local company which has been extremely successful lately in the South East Asia region, now has its eye on China. The success of China's athletes in recent events, both at home and abroad, continues to give sports in China a high profile.

*Winner Sports* hopes to take advantage of the popularity which coach Ma Jun Ren's record-breaking runners have attracted to help promote their products on the Mainland.

'*Winner* now produces an interesting collection of sports gear and accessories,' said Mr Ngan, the Company's energetic and forward-thinking director. 'This includes clothing, such as track suits, T-shirts and shorts,' Mr Ngan continued, 'as well as bags, caps, hats and an extensive range of sports shoes for which it first gained attention.'

Although *Winner* has already captured a respectable share of the South East Asian market, it is now targeting what it hopes will prove to be the extremely profitable China outlet.



Mr Ngan King-hau  
Managing Director of *Winner Sports*

'We are trying to promote our products in China,' said Mr Ngan. *Winner* is planning a major expansion of its operations in June of this year and views Beijing as the centre of a region in which the market for sports gear is about to take off. It has already secured premises in Shanghai, China's rapidly expanding economic hub.

The new premises will

Clipping from the *Hong Kong Daily News*, 'Business Daily', 23 February, 1995.

## WORLD-CLASS TOURNAMENT FOR HONG KONG

A period of intense activity is about to culminate in success for the Pearl River Sports Federation. The Federation's enthusiastic and hard-working Table Tennis Tournament Committee is about to be rewarded for its efforts by the attainment of its long-pursued goal, which is to establish an international table tennis tournament right here in Hong Kong.

'For the past eighteen months we have been working strenuously to make a world-class tournament in Hong Kong a reality,' said Committee spokesperson Pat Han. 'There have been many disappointments and frustrations during that time but the dedication and determination of our Committee members have now paid off. Sometimes it seemed that we would never reach our goal,' Han said, 'but several things fell into place just at the right time.'

The tournament has already generated much

interest because Hong Kong and Chinese players, who are amongst the best in the world, are sure to take part.

The Committee is now negotiating with a number of companies who have expressed interest in sponsoring the project and, according to Han, a final decision is likely to be made in the next few weeks.

A date in early January 1996 has been set for this exciting new sports event. The week-long tournament is likely to attract more than 60 top table tennis players to the territory. It is hoped that this number will include at least five of the top ten international stars. Satellite television coverage in China and elsewhere in Southeast Asia is expected.

The tournament will be held in the Queen Elizabeth Stadium in Wan Chai.

Clipping from *The Eastern Echo*, 6 March 1995.

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FACSIMILE

Date : Saturday, 11th March 1995

TO : Ms Tang Wai-hung

Fax : 852-2572-9167

FROM : Chiu Ching-hong

Fax : 852-2327-5173

SUBJECT : Sponsorship of Table Tennis Tournament

Number of Pages : 2

Dear Ms Tang

I am writing to express my concern about the Committee's decision to approach *Winner Sports* instead of immediately accepting the offer of sponsorship for our forthcoming table tennis tournament from *Neat Cut Tobacco Company*. I think the Committee's decision was premature and strongly feel that we should get opinions from all the members of the Pearl River Sports Federation, not just those of our small Committee.

I am not in favour of the decision to approach *Winner Sports* in an attempt to gain alternative funding and am sure other Federation members feel the same way. *Neat Cut Tobacco* is a well-established company and its brand names, *Spring Breeze* and *Party Lights* cigarettes, are very well known not only in the territory but all over the world. If they sponsor our tournament, we will benefit from their advertising experience and their already-established publicity network. I'm sure other people will agree with me that our event will gain worldwide attention by being associated with such a well-known company.

*Winner Sports*, on the other hand, is a new company hardly known outside Hong Kong. It is unlikely to be able to pay the high costs involved in promoting the tournament. As yet the staff of *Winner Sports* have few marketing skills and their overseas contacts are still minimal since the company is only beginning to gain recognition even in Asia.

Being associated with *Neat Cut* would give high status to our tournament since it has the resources and the advertising and marketing contacts worldwide which we need. To ensure the success of our tournament we must attract top-level competitors to Hong Kong from the international table tennis circuit.

We know that *Neat Cut* is willing to pay for additional television coverage because it is very interested in promoting the company and its products in the China market. *Neat Cut* is very keen to gain access to the potentially huge number of cigarette smokers in China. Therefore, in the hope of attracting top Chinese players, *Neat Cut* is prepared to offer very generous prize money.

*Winner Sports* would not be interested in doing business in China and may not be willing to contribute any funding to buy television time. Moreover, it simply does not have the financial resources to offer very substantial prize money. We know that international stars want a lot of publicity and prize money.

Our main objective is to establish our tournament as an annual event with international status. We want to promote table tennis in the Asia Pacific region and also to boost our tourist industry. Being sponsored by *Winner Sports* is likely to achieve neither of these aims.

Some Committee members have raised objections to accepting sponsorship from *Neat Cut* because the linking of cigarette advertising with sports events sends confusing messages to our young people. They argue that sponsorship allows cigarette manufacturers to get round existing regulations which ban cigarette adverts on television.

To: Ms Tang Wai-hung (continued)

I strongly disagree with this argument because I do not think young people are easily manipulated. They are sensible and intelligent enough to enjoy our sports tournament courtesy of *Neat Cut Tobacco* without allowing themselves to be foolishly persuaded that the dangers of smoking can be ignored. They are already aware that smoking-related diseases can kill them and even if cigarette advertisements play down these dangers, young people are too mature to take such risks.

I understand that the membership of the Pearl River Sports Federation now stands at well over 300. I consider it the duty of your Sponsorship Committee to find out what the Federation members think about this matter of sponsorship before rejecting *Neat Cut's* offer.

I, therefore, propose that you prepare and send out a questionnaire to *all* the Federation members. Among the questions that I believe we need answers to are:

- ① - whether members would object if our table tennis tournament were sponsored by a tobacco company such as *Neat Cut*;
- ② - whether members are more interested in the success of our tournament or the issue of young people smoking;
- ③ - what members feel about *Winner Sports'* ability to provide successful sponsorship;
- ④ - if international table tennis stars would really be prepared to take part in a tournament sponsored by a totally unknown local company like *Winner Sports*;
- ⑤ - do members believe that our tourist industry could gain anything at all from sponsorship by a company which people in America and Europe have never heard of.

Furthermore, you can guarantee that *Neat Cut* would bring us world-wide publicity. Do members really want to risk losing that by selecting *Winner Sports*?

I hope that you will realise the seriousness of my concerns and comply with my request that all our Federation members should be consulted.

Yours sincerely

*Chiu Ching-hong*

Chiu Ching-hong

⑥ - Pat, find out if they think we will lose it!

# SMOKING AND YOUNG PEOPLE IN HONG KONG

*Dr Denys Burton has conducted a detailed survey of smoking habits among young people in Hong Kong. The study was sponsored by the Hong Kong Smoking and Health Advisory Committee.*

By age thirteen, 20.5% of the surveyed youngsters have already tried smoking. This figure grows to 47.1% when they reach sixteen. By the age of sixteen, 60.1% of the boys have tried smoking compared to about 34.1% of the girls. Of the young people surveyed, 9.2% of them tried their first cigarettes when they were under seven years old. The percentage rises to 14.4% by the age of ten. By far the largest number, 26.6%, first tried smoking when they were between thirteen and sixteen years old.

## *Motivation*

Of the respondents, 69.8% smoked their first cigarette out of curiosity. However, there are other reasons, including copying others which makes up 9.2% of the total, trying to appear adult which accounts for a further 6.4% and feeling bored which is cited by an additional 2.0%, and 12.6% were tempted to try smoking 'just for fun'. Boys and girls do not vary much in terms of why they smoked their first cigarettes.

Many youngsters, approximately 34.8%, currently smoke cigarettes for 'fun'. Some 22.3% of the young people who smoke now admit that they are unable to give up smoking. Other reasons for smoking include feeling bored, imitating friends and wanting to appear adult, which accounts for 12.7%, 10.3% and 10.6% respectively. About 9.6% of the youngsters are at a loss to explain why they smoke.

Boys more than girls tend to think that smoking makes them look mature (or 'cool') or that the habit may attract the opposite sex. Boys are more prone to copy others and are slightly more likely to become addicted to the habit. Girls are generally less

sure than boys as to why they smoke.

## *Smoking in Social Groups*

Parents who smoke are more likely to have children who smoke. Fathers who smoke are twice as likely as non-smoking fathers to have children who smoke. It was reported that 67.5% of juvenile smokers have two close friends who are also smokers. A further 21.1% admit that one of their best friends smokes while only 11.4% have no close friends who smoke. Juveniles who live in public housing estates are more prone to be smokers than their counterparts living in private housing. The breakdown of juvenile smokers according to their type of housing indicates that 12.5% of youngsters living in public housing are habitual smokers compared with 8.9% of those who live in private housing.

## *Passive Smoking and Drinking*

About 90% of the respondents say that cigarette smoke in public places such as restaurants and buses makes them uncomfortable. The breakdown for this figure is 92.8% for non-smokers and 64.7% for smokers. Findings also suggest that there is a higher incidence of drinking among juveniles who smoke than among those who do not.

## *Current Access to Cigarettes*

Buying from shops is the major form of access to cigarettes currently available to young people, and this accounts for 67.3% of all cigarettes which they obtain. Although the majority of children acquire their first cigarettes from home, only 11.5% depend on this source for continuing supplies.

A fairly large proportion of young people, approximately 36.1%, are given cigarettes by friends, many of whom probably have bought them from shops. On average, boys smoke 26 cigarettes per week compared with 20 per week for girls.