**Assessment Task for Listening & Integrated Skills**

**Topic: Advertising (Integrated Tasks)**

***Question - Answer Paper***

**Situation**: You are Jess Chou and you work as an assistant to Mr Kwan in a small advertising agency, Adz4U, which does work for local companies. Your particular job is to work on projects for those companies which target the English speaking community. Your work for today is to complete three tasks for the company.

You will listen to the recording of a meeting between yourself, Mr Kwan and Miss Tam, a senior employee. They will be discussing the tasks you are to complete. These comprise the preparation for the company’s website of some information on happy customers and successful projects. They are to be prepared in two formats: one, in table form, and the second as a short piece of continuous writing. The third task is to write a short speech defending the advertising industry. While you listen, write the necessary notes on what is said on Data File 1.Remember to take your notes on pages 2-4 of the Data File, but write all your final answers in the Question and Answer Book. Work in the Data File will not be marked.

Before the recording is played, you will have five minutes to study the Question-Answer Paper and the Data File to familiarise yourself with the situation and the tasks.

Complete the tasks by following the instructions in the Question-Answer Paper, the Data File and on the recording.

You now have five minutes to familarise yourself with Tasks 1-3 in the Question-Answer Paper and the Data File.

**Task 1 Profiles of satisfied customers (33 marks)**

Fill in the forms below to produce profiles of satisfied customers. Follow the instructions given on the recording and the information there and in the Data File.

Profile 1

|  |  |
| --- | --- |
| Name: |  |
| Company name: |  |
| Type of business: |  |
| Location: |  |
| Service given: | |
| Signs of success: | |
| Quotation: | |

Profile 2

|  |  |
| --- | --- |
| Name: |  |
| Company name: |  |
| Type of business: |  |
| Location: |  |
| Service given: | |
| Signs of success: | |
| Quotation: | |

Profile 3

|  |  |
| --- | --- |
| Name: |  |
| Company name: |  |
| Type of business: |  |
| Location: |  |
| Service given: | |
| Signs of success: | |
| Quotation: | |

Profile 4

|  |  |
| --- | --- |
| Name: |  |
| Company name: |  |
| Type of business: |  |
| Location: |  |
| Service given: | |
| Signs of success: | |
| Quotation: | |

**Task 2 A short article (20 marks)**

Write a profile of a happy customer in the form a short article. Follow the instructions given in Data File 2. The necessary information is given on the recording.

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**Task 3 A speech (37 marks)**

Write a speech defending advertising using the arguments mentioned in the recording and to be found in the Data File. Follow the instructions on what the speech should be like in Data File 2.

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**Answer Key**

**Task 1 Profiles of satisfied customers (33 marks)**

Profile 1

|  |  |
| --- | --- |
| Name: | Zoe Roberts (listening) **(1 mark)** |
| Company name: | Home of the Organic (listening) **(1 mark)** |
| Type of business: | bakery (listening) **(1 mark)** |
| Location: | Shatin (listening) **(1 mark)** |
| Service given:  Marketing plan **(1 mark)** and annual assessment (listening) **(1 mark)** | |
| Signs of success:  Voted best bakery by the readers of the Hong Kong Food Magazine (listening) **(1 mark)**  Sales doubled in the first year of our helping them and then increased by 40% last year (DF 3) **(1 mark)** | |
| Quotation:  “Your advice has given my business new life and direction.” (DF 4) **(1 mark)** | |

Profile 2

|  |  |
| --- | --- |
| Name: | Henry **(1 mark)** and Emma Lewis (listening) **(1 mark)** |
| Company name: | Table Manners (listening) **(1 mark)** |
| Type of business: | European restaurant (listening) **(1 mark)** |
| Location: | Taikoo Shing (listening) **(1 mark)** |
| Service given:  Complete control package (listening) **(1 mark)** | |
| Signs of success:  Overall rating of 5 stars on the Ricebowl Website (DF 5) **(1 mark)**  Prize certificate from Northern Plaza (DF 6) **(1 mark)** | |
| Quotation:  “Come and have a free meal some time. You really deserve it for all your good advice and brilliant ideas that helped to promote our restaurant!” (DF 7) **(1 mark)** | |

Profile 3

|  |  |
| --- | --- |
| Name: | Derek Ho (DF 8) **(1 mark)** |
| Company name: | Kozy Kennels (DF 8) **(1 mark)** |
| Type of business: | dog kennels (listening/ DF 8) **(1 mark)** |
| Location: | Sai Kung (DF 8) **(1 mark)** |
| Service given:  Start-up programme (DF 8) **(1 mark)** | |
| Signs of success:  Steadily improving sales (DF 8 table) **(1 mark)** | |
| Quotation:  “Your suggestions allowed us to get noticed by our target customers, quickly, effectively and cheaply. Thank you.” (DF 8) **(1 mark)** | |

Profile 4

|  |  |
| --- | --- |
| Name: | Bernadette Dupay (DF 9) **(1 mark)** |
| Company name: | Passion for Shoes (listening/ DF 9) **(1 mark)** |
| Type of business: | ladies’ shoe shop (listening/ DF 9) **(1 mark)** |
| Location: | Repulse Bay (listening/ DF 9) **( 1 mark)** |
| Service given:  Image advice package (DF 10) **(1 mark)** | |
| Signs of success:  Nomination in East Fashion Magazine for Best Image (DF 11) **(1 mark)**  One of the top ten shoe shops in a poll for Hong Kong Shopping Weekly (DF 9) **(1 mark)** | |
| Quotation:  “Our advertising consultants gave us superb advice.” (DF 9) **(1 mark)** | |

**Task 2 A short article (20 marks)**

Content:

1-2 marks for a suitable title

5 marks 1 mark each for name of client, name of business, its type, its location, and the service provided by Adz4U

2 marks for the quotation (or one very similar)

2 marks for the signs of success

2 marks for a good closing sentence encouraging custom

Language and Style:

0-3 marks for good English (grammar and spelling)

0-4 marks for appropriate style with positive adjectives and the information placed in an interesting way

Sample article

SHINING SALES

Daisy White was happy with her business in Aberdeen, but when she moved to Wanchai she decided an advertising campaign would be a good idea, so she came to Adz4u for help. We set to work thinking of how to tell as many potential customers as possible about the lovely jewellery she created and sold.

“Of course,” she says, “I hoped for an increase in sales, but I never dreamed how big it would be.” Daisy found crowds of new customers visiting her shop, Shining Bright. Since the campaign sales have risen by 180% and return custom has trebled.

Adz4u can really help you sell your product.

|  |  |
| --- | --- |
| (1-2)  (3) name  (4) location  (5) service  (6) type of business  (7-8) quotation  (9) name of business  (10-11) signs of success  (12-13) closing sentence, depending on interest and effectiveness | SHINING SALES  *( 1 mark for a dull obvious title, e.g. Repulse Bay Shoe Shop,*  *2 marks for title with some interest)*  Daisy White was happy with her business in Aberdeen,  but when she moved to Wanchai  she decided an advertising campaign would be a good idea, so she came to Adz4u for help. We set to work thinking of how to tell as many potential customers as possible about  the lovely jewellery she created and sold.  “Of course,” she says, “I hoped for an increase in sales, but I never dreamed how big it would be.” Daisy found crowds of new  customers visiting her shop, Shining Bright.  Since the campaign sales have risen by 180% and return custom has trebled.  Adz4u can really help you sell your product.  *(All points come from the listening.)* |

**Task 3 A speech (37 marks)**

25 marks 1 mark for each of 25 content points

0-4 marks for following the instructions

0-8 marks for clear, correct English

Sample

The advertising industry is criticised a lot for encouraging greed, putting up prices and making people buy what they don’t really want, but I believe it makes a very positive contribution to society.

Imagine yourself as someone with a good idea for a product or service. You’d be very frustrated if you had no customers because no one knew about you! Isn’t advertising the obvious solution?

Advertising gives people information- about products, and other things. I have learnt lots about diet, for example, from food adverts.

Advertising pays for a lot of free services- think of television stations, Internet search engines, social network sites and so on.

Advertising encourages good art work and makes our streets colourful.

Advertising is one of the chief forms of competition- and that keeps prices down.

Advertising can increase demand for good products and increased sales also lead to lower prices.

Advertising does not make people buy products. If you aren’t interested in golf, ads for golf clubs won’t work for you.

Adverts don’t control the way people think. You don’t become a star by being in an ad; you are put in an ad because you are a star.

We advertisers are your friends; not your enemies.

Content

1. The advertising industry is criticised a lot for encouraging greed, (listening)
2. putting up prices (DF 13)
3. and making people buy what they don’t really want, (DF 15)
4. but I believe it makes a very positive contribution to society. (DF 2- instructions)
5. Imagine yourself as someone with a good idea for a product or service. (DF 12)

Points with similar meaning are acceptable for 5-7.

1. You’d be very frustrated if you had no customers because no one knew about you! (DF 12)
2. Isn’t advertising the obvious solution? (DF 12)
3. Advertising gives people information- about products, (listening)
4. and other things. (listening)
5. I have learnt lots about diet, for example, from food adverts. (listening)
6. Advertising pays for a lot of free services- (listening)
7. think of television stations, (listening)
8. Internet search engines, (listening)
9. social network sites, etc. (listening)
10. Advertising encourages good art work (DF 14)
11. and makes our streets colourful. (listening)
12. Advertising is one of the chief forms of competition- (DF 13)
13. and that keeps prices down. (DF13)
14. Advertising can increase demand for good products (listening)
15. and increased sales also lead to lower prices. (listening)
16. Advertising does not make people buy products. (listening)
17. If you aren’t interested in golf, ads for golf clubs won’t work for you. (listening)
18. Adverts don’t control the way people think. (DF 15)
19. You don’t become a star by being in an ad; you are put in an ad because you are a star. (DF 15)
20. We advertisers are your friends; not your enemies/ Any other appropriate closing. (DF2 instructions)