**Assessment Task for Listening & Integrated Skills**

**Topic: Consumerism**

***Question - Answer Paper***

**Situation:** You are Terry Chow, a volunteer for Wise Consumers, a non-profit making organisation that supports sustainable consumption. You and other volunteers are organising a “Wise Consumption Campaign” to educate the public about proper consumption.

You will listen to a meeting among some volunteers on their observations about commercial strategies that promote consumption.

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 familiarise yourself with the Question-Answer Paper and the Data File.

**Task 1 Notes of meeting (25 marks)**

You are going to listen to the recording of a meeting on commercial strategies, their effects on consumers and how consumers could become smarter. As you listen, fill out the table below summarising the participants’ views. At the end of the recording, read page 3 of the Data File for relevant information to complete this task.

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| **5th Meeting on “Wise Consumption Campaign”****Summary Notes on Volunteers’ Observations** Date: 29 January 2012 Time: 2pm – 3pm Venue: Meeting Room Present: Roy Benson, Jennifer Jones, Yvonne Shek and Issac Yau (Chairperson) Absent with apologies: Daisy Wu **I. Commercial strategies promoting consumption and their effects on consumers** |
|  | ***Commercial Strategy*** | ***Effect on Consumers*** |  |
|  | **Advertisements:*** Celebrity appeal(as in adverts for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ appeal(as in adverts for life insurance)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | Consumers are easily persuaded to spend because they think that:* + the products must be good as they are used by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ the products will give them \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ portrayed in the adverts
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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|  | **Credit card special offers:*** Free welcome gifts for \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* More \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for spending over a certain amount of money
 | Consumers are tempted to spend and even \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ because:* + those who want to get the free welcome gifts will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ they may buy things they don’t need just for the sake of getting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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|  | **Shopping discounts:*** Offering \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Discounted goods on offer for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 | Impulsive spending is encouraged among consumers because:* + they might want to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in order to “save” more
	+ they will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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|  **II. Tips for becoming smarter consumers in the face of these tactics*** Bear in mind that paying with a credit card means borrowing money from the bank / card company.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **III. Conclusion** The volunteers were \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that more knowledge of the commercial strategies and their effects would help consumers become wiser spenders. They found each other’s ideas on the topic for discussion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |

**Task 2 A magazine article (24 marks)**

Write an article for Wise Consumers’ monthly magazine. Refer to page 2 of the Data File for instructions on what to include. Write the article using relevant information from pages 3 to 7 of the Data File and the notes of meeting in Task 1.

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| **Be a Smart Consumer!** |
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**END OF QUESTION-ANSWER PAPER**

**Suggested Answers**

**Task 1 Notes of meeting (25 marks)**

*Note: Spelling must be accurate. Paraphrases are acceptable. Capitalisation is not necessary.*

1. **Commercial strategies promoting consumption and their effects on consumers**

|  |  |
| --- | --- |
| ***Commercial Strategy*** | ***Effect on Consumers*** |
| **Advertisements:*** Celebrity appeal(as in adverts for make-up / cosmetics) ***(1 mark)*** [*identifying specific information*]
* Emotional appeal ***(1 mark)***[*identifying specific information*](as in adverts for life insurance)
* Social-ladder appeal ***(1 mark)*** [*identifying main idea*](as in adverts for luxurious goods / costly watches / cars / (residential) flats) ***(1 mark)***[*identifying supporting details*]
 | Consumers are easily persuaded to spend because they think that:* + the products must be good as they are used by famous people ***(1 mark)*** [*identifying specific information*]
	+ the products will give them the feelings portrayed in the adverts ***(1 mark)*** [*identifying specific information*]
	+ the products symbolise a superior lifestyle ***(2 marks)***

 [*identifying supporting details*] |
| **Credit card special offers:*** Free welcome gifts for new card holders / getting new credit cards ***(1 mark)***[*identifying specific information*]
* More bonus points for spending over a certain amount of money***(1 mark)***[*identifying specific information*]
 | Consumers are tempted to spend and even over-spend because: ***(1 mark)***[*identifying specific information*]* + those who want to get the free welcome gifts will apply for credit cards ***(1 mark)***[*identifying supporting details*]
	+ they may buy things they don’t need just for the sake of getting more bonus points ***(1 mark)***[*identifying supporting details*]
 |
| **Shopping discounts:*** Offering bigger discounts for spending more ***(2 marks)*** [*identifying main idea*]
* Discounted goods on offer for a limited period (of time) ***(1 mark)***[*identifying specific information*]
 | Impulsive spending is encouraged among consumers because:* + they might want to buy more in order to “save” more ***(1 mark)*** [*identifying specific information*]
	+ they will buy whatever on sale before the discounts expire ***(2 marks)***[*identifying supporting details*]
 |

**II. Tips for becoming smarter consumers in the face of these tactics**

* Ask ourselves whether we can afford the repayments every time before we use our credit card ***(2 marks)*** [*identifying main idea*]
* Re-think what advertisements actually try to tell us and whether we really need the products advertised ***(2 marks)*** [*identifying main idea*]

**III. Conclusion**

The volunteers were positive / optimistic / any suitable answer ***(1 mark)*** [*inferring speakers’ attitudes*] that more knowledge of the commercial strategies and their effects would help consumers become wiser spenders. They found each other’s ideas on the topic for discussion practical / helpful / any suitable answer ***(1 mark)*** [*inferring speakers’ views*].

**Task 2 A magazine article (24 marks)**

[*identifying arguments and supporting details and distinguishing between relevant and irrelevant information from spoken and written texts; selecting, organising and presenting information in an appropriate format and tone in writing*]

***Task completion: 15 marks***

|  |  |
| --- | --- |
| Mark | No. of content points included |
| 15 | 20-21 |
| 13 | 17-19 |
| 11 | 14-16 |
| 9 | 11-13 |
| 7 | 8-10 |
| 5 | 5-7 |
| 3 | 3-4 |
| 1 | 1-2 |
| 0 | 0 |

 *Note: The content points under “Introduction”, “Body” and “Closing” can come in any order. Paraphrases are acceptable.*

Introduction

1. over-consumption becoming more and more serious in Hong Kong (DF 1)
2. this article suggests ways to become smarter consumers (DF 1)

Body

*Examples of over-consumption in the areas of fashion and food in Hong Kong*

1. not wearing about 40% of clothes bought (DF 4)
2. spending habit keeps growing / buying trendy items as soon as they are released (DF 5)
3. buying set meals merely for the collectibles and discarding the food (DF 6)
4. changing wardrobe every year / every season / frequently (DF 8)

*Examples of the negative impact of over-consumption in the areas of fashion and food in Hong Kong*

1. the three landfills in Hong Kong will be filled up by mid-2010s (DF 4)
2. cannot afford credit card repayments / running into debts (DF 5)
3. child obesity (due to eating too much) (DF 7)
4. water shortage and water pollution worsen (DF 8)

*Tips for avoiding over-consumption and relieving its negative impact*
*Note: The tips can be presented in paragraphs or a list.*

1. make new accessories / jewellery from old ones or recycled materials (DF 3)
2. shop only for our basic needs to reduce the amount of waste produced (DF 4)
3. prepare a shopping list before going shopping and avoid buying things there are not on the list (DF 5)
4. ask ourselves whether what we want to buy is meant to satisfy our needs or our desires / think twice before buying everything (DF 8)
5. be creative with clothes and recycle them / figure out new ways to wear clothes / use old clothes for other purposes (DF 8)
6. order only what one can finish (DF 9)
7. use reusable tableware (where possible) (DF 9)
8. bear in mind that paying with a credit card means borrowing money from the bank / card company (Recording; Task 1)
9. ask ourselves whether we can afford the repayments every time before we use our credit card (Recording; Task 1)
10. Re-think what advertisements actually try to tell us and whether we really need the products advertised (Task 1; DF 2)

Closing

1. act now and be a smart consumer (i.e. call for readers’ action) (DF 1)

***Language: 5 marks***

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| Mark | Description |
| 5 | There is a good range of sentence structures. Grammar, spelling and punctuation are highly accurate. |
| 3 | Most sentences are accurately constructed. Occasional grammatical errors do not affect overall meaning / clarity. Spelling and punctuation are mostly accurate. |
| 1 | There are many errors in grammar, spelling and punctuation which often affect meaning. |
| 0 | The writing is unintelligible due to a large number of errors in grammar, spelling and punctuation. |

***Readability and Coherence: 2 marks***

|  |  |
| --- | --- |
| Mark | Description |
| 2 | The writing is easy to follow with logical organisation and clear links between ideas. |
| 1 | Some effort to organise the ideas is shown. Links between ideas are at times unclear. |
| 0 | The ideas are not cohesively presented, making it difficult to follow the writing. |

***Tone: 2 marks***

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| Mark | Description |
| 2 | The tone is appropriate and effective. |
| 1 | The tone is often appropriate. |
| 0 | The tone is inappropriate. |

**END OF SUGGESTED ANSWERS**

**Transcript**

|  |  |  |  |
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| **Announcer** | **:** | Situation: You are Terry Chow, a volunteer for Wise Consumers, a non-profit making organisation that supports sustainable consumption. You and other volunteers are organising a “Wise Consumption Campaign” to educate the public about proper consumption.You will listen to a meeting among some volunteers on their observations about commercial strategies that promote consumption.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 familiarise yourself with the Question-Answer Paper and the Data File. |  |
| ***(5 minutes of music)*** |  |
| **Announcer** | **:** | The recording is about to begin. Turn to page 2 of the Question-Answer Paper.Task 1.You are going to listen to the recording of a meeting on commercial strategies, their effects on consumers and how consumers could become smarter. As you listen, fill out the table below summarising the participants’ views. At the end of the recording, read page 3 of the Data File for relevant information to complete this task. |  |
|  |  |  |  |
| ***(Pause for 2 seconds)*** |  |
|  |  |
| **Issac** | **:** | Good afternoon, everyone. Thank you very much for taking the time to come to this meeting on a Sunday afternoon. We’re here to discuss strategies that Hong Kong companies use to encourage us to spend more, and how we can be smarter consumers in the face of these tactics. Who would like to start? |  |
| **Jennifer** | **:** | I’ll have a go first. My best friend turned 18 yesterday and, on this very day, she got a credit card from Kowloon Bank she applied for the week before. That’s her first credit card…ever. |  |
| **Issac** | **:** | Oh my goodness! Did your friend get any free gifts for getting her credit card, Jennifer? | ***credit card–strategy*** |
| **Jennifer** | **:** | Yes, indeed! She got an iNotepad for free. She doesn’t need one, though, because she already has a notebook computer. |  |
| **Roy** | **:** | So, do you mean she applied for the credit card not because she needs it? |  |
| **Jennifer** | **:** | That’s correct, Roy. She only wants the free welcome gift. |  |
| **Issac** | **:** | Obviously, your best friend is yet another victim of a commercial strategy that banks or credit card companies like to use. They often offer attractive welcome gifts to new card holders, and people like your friend will apply for a credit card without thinking carefully whether they need it or not. | ***credit card–strategy******credit card–effect*** |
| **Yvonne** | **:** | Hmm… but isn’t it okay to get a credit card and the free gift without using the card to pay for anything? |  |
| **Roy** | **:** | Well, I don’t think it’s that easy to control one’s spending habits when one has a credit card. |  |
| **Jennifer** | **:** | Bingo, Roy. As a matter of fact, there was another credit card special offer for my friend. If she spent over $3,000 with the card during her birthday month, she would earn triple bonus points. She could then redeem gifts at a low price using the bonus points! | ***credit card–strategy*** |
| **Yvonne** | **:** | That sounds really attractive! But yesterday was the 31st of October. Did your friend buy anything with the credit card on the very last day of her birthday month? |  |
| **Jennifer** | **:** | Of course she did! She told me excitedly that she got a watch for $3,001 with her new card! |  |
| **Yvonne** | **:** | Excellent! She managed to earn more bonus points! | ***credit card–effect*** |
| **Roy** | **:** | Sorry but the way I see it is the bank managed to make her borrow $3,001 right on the first day she got her credit card! |  |
| **Issac** | **:** | I can’t agree more, Roy. All these special offers tempt us to spend and even over-spend. To prevent ourselves from falling into this trap, we must be smart enough to bear in mind that paying with a credit card means borrowing money from the bank or the card company. If we cannot make the full repayment on time, the bank will charge high interests on the loan. | ***credit card–effect*** |
| **Yvonne** | **:** | Oh, thank you for this useful reminder, Issac. Hmm…I think another useful tip is we should ask ourselves whether we can afford the repayments every time before we use our credit card. | ***conclusion******tips*** |
| **Roy** | **:** | Agreed, Yvonne. We must be cautious not only with the special offers from credit cards. We must also be careful about the many shopping discounts on offer every day, everywhere because they, too, encourage impulsive spending. |  |
| **Yvonne** | **:** | How do they do that? |  |
| **Jennifer** | **:** | I know! They make people spend more in order to “save” more! |  |
| **Yvonne** | **:** | Buying more in order to “save” more…I don’t understand. | ***discounts–effect*** |
| **Roy** | **:** | Well, that is, shops usually offer bigger discounts to customers for spending more. For example, customers may get 5% off any purchase over $200 but a 20% discount for purchases over $1,000. | ***discounts–strategy*** |
| **Yvonne** | **:** | Oh, I see. |  |
| **Issac** | **:** | And many a time, shops also use another strategy to urge customers to spend their money as quickly as possible. |  |
| **Yvonne** | **:** | You remind me, Issac. When I tried to get a pair of discount running shoes a few weeks ago, the salesperson told me that the discount had already ended! I think shops offer discount goods for a limited period of time on purpose, so that customers will buy whatever on sale before the discounts expire. | ***discounts–strategy******discounts–effect*** |
| **Issac** | **:** | You’ve got it. |  |
| **Yvonne** | **:** | Hmm…the temptations to make us spend are everywhere. We must learn to understand the difference between what we need and what we want. |  |
| **Roy** | **:** | You’ve highlighted the very useful concept of needs versus desires, Yvonne. If we’re able to put our needs over our desires, we have a better chance of controlling our spending. You know, advertisers are so good at persuading us to spend using different kinds of appeals. |  |
| **Jennifer** | **:** | That sounds interesting. Can you tell us more? |  |
| **Roy** | **:** | Sure. Let me ask you a question, Jennifer: Why do you use the make-up you are wearing now? | ***advert–strategy*** |
| **Jennifer** | **:** | The advertisement says that my favourite singer, Tammi, has been using KKII for two months and her skin is as smooth as a baby’s – Oops, I see your point now! Products like cosmetics have movie stars, models, singers, etc. as their spokespersons to give consumers the impression that the products are of good quality, simply because they’re used by famous people! | ***advert–strategy******advert–effect*** |
| **Roy** | **:** | Exactly! We don’t even know Tammi in person. Whether her skin is smooth and whether she really uses KKII is a mystery. |  |
| **Jennifer** | **:** | Why didn’t I realise that before?! |  |
| **Roy** | **:** | Well, I haven’t always been a wise consumer myself. Seeing the TV advertisements for ABA Life Insurance showing a happy, carefree family last year, I immediately bought three life insurance policies. I so desperately wanted the feelings portrayed in the advert, but of course, I soon regretted that decision. | ***advert–effect*** |
| **Yvonne** | **:** | Haha…that’s the power of emotional appeal in advertising. Even Roy fell prey to this strategy! | ***advert–strategy*** |
| **Roy** | **:** | We all learn from our experiences, don’t we? |  |
| **Issac** | **:** | Bravo! I’m sure we’ll be able to use the very helpful ideas from this meeting in our upcoming activities for the “Wise Consumption Campaign” and the next issue of our monthly magazine. Let’s call it a day and meet again next Sunday. Thanks again for coming. | ***conclusion*** |
| ***(Pause for 1 second)*** |
| **Announcer** | **:** | This is the end of the listening component of this test. You now have one hour and fifteen minutes to complete Task 1 and Task 2. |  |

**END OF TRANSCRIPTS**