**Assessment Task for Reading**

**Topic: Job Advertisements**

This assessment task focuses on developing senior secondary students’ reading skills.

This set of materials contains the following:

* **The reading texts**
* **A set of questions**
* **Suggested answers**
* **Annotated texts**

**Reading Texts**

**Job Advertisement 1**

|  |  |
| --- | --- |
| 51015 | **Telemarketer Wanted****Bloomfield Consulting Ltd.** is looking for a self-motivated, outgoing and result-driven telephone salesperson to handle outbound calls to existing and potential clients and develop a new customer database to maximise business growth and reach assigned sales targets.**Job requirements:*** Secondary 6 education or above
* effective communication and people skills
* strong analytical skills
* fluency in Cantonese
* good command of English and Putonghua
* experience in telemarketing an advantage

We offer an attractive basic salary, which will be supplemented with commissions, on-the-job training, stable working hours and 12-day annual leave per year.Please send your application with a full resume, the names and contact details of two referees and your expected salary to Mr Jeremy Fong, Recruitment Manager, Bloomfield Consulting Ltd., PO Box 493, Sham Shui Po, Kowloon, by 16 April 2017. |

**Job Advertisement 2**

|  |  |
| --- | --- |
| 5101520 | **OMG Aviation** is seeking flight attendants based out of Hong Kong International Airport to serve on board.**Requirements:*** 21 years old or above
* An education to a minimum level of Diploma of Secondary Education or equivalent
* Legal authorisation to work in Hong Kong, valid passport and travel documents that allow the bearer to freely exit and re-enter Hong Kong (multiple entry status)
* Able to read and converse fluently in English
* Able to reach into overhead bins and stand erect in aisles
* Able to sit in a jump seat comfortably without seatbelt extension
* Work experience from any service-related industry is an advantage

**Personal Qualities:*** Strong social and communication skills
* Excellent personal presentation, style and image
* A positive attitude and enthusiasm for working in a diverse environment
* A dynamic personality
* Strong empathy
* Service-mindedness and safety awareness

**Recruitment Process:**Send your CV in English via the online portal: ***Click to Apply*****Application Deadline**: February 24th, 2017 |

**Job Advertisement 3**

|  |  |
| --- | --- |
| 510152025 | **1314 Wedding**1314 Wedding is a professional wedding company which specialises in providing comprehensive wedding services including wedding planning, venue setup and productions. We are committed to creating the most memorable luxury wedding for our clients. To cope with our company expansion, we are now inviting high calibre people to join our dynamic team for the following position:***Wedding Planner*****Responsibilities*** Identify clients’ needs and design suitable wedding proposals and plans for them
* Conduct presentations to clients and fine-tune the plans based on their comments
* Plan, coordinate, organise and manage wedding events (e.g. wedding ceremonies, parties and celebrations)
* Work closely with external and internal parties to ensure smooth delivery of the wedding events

**Requirements*** Degree holder, preferably with a major in Public Relations or Event Management
* Minimum 4 years’ experience, preferably in a wedding-related trade or industry
* Excellent command of English, Cantonese and Putonghua
* Outstanding presentation and communication skills in a business-focused setting
* Excellent negotiation skills when dealing with clients and suppliers
* Good time management, organisational and multi-tasking skills
* Creativity and ability to come up with innovative ideas for wedding events
* Readiness to work outside normal working hours and overseas
* Resourcefulness and ability to deal with change and unexpected situations

We offer attractive remuneration package. Interested parties please send full resume, current and expected salary to: info@1314wedding.com.To find out more about us, please visit our website <www.1314wedding.com.hk>. |

**END OF READING TEXTS**

**Questions**

**Read Job Advertisement 1 and answer Questions 1 - 5.**

1. What are the advantages of taking up the post in **Job Advertisement 1**? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Why are “effective communication and people skills” (line 8) required for this job? (2 marks)

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1. Which kind of people is not suitable for this job?

A. sociable

B. shy

|  |  |  |  |
| --- | --- | --- | --- |
| A | B | C | D |
| ⭘ | ⭘ | ⭘ | ⭘ |

C. analytical

D. hard-working

1. Look at the definitions of “referee” provided by the dictionary and choose the correct meaning of the word in line 16. Write the number in the box.

|  |
| --- |
| **referee** *noun*1. an official who judges a game or watches closely to make sure the rules are followed
2. a person who is willing to provide information about the character or ability of someone

*verb*1. acting as a referee in a game (e.g. John refereed the Spain vs. Scotland match last Friday.)
 |

1. What is the duty of the Recruitment Manager (i.e. Mr Jeremy Fong)?

The Recruitment Manager is responsible for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Read Job Advertisement 2 and answer Questions 6 - 8.**

1. Find words from the **Requirements** and **Personal Qualities** sections that mean the same as the following. Use ONE word only for each item. (6 marks)

|  |  |
| --- | --- |
| **Meaning** | **Word in the text** |
| 1. permission
 |  |
| 1. smoothly and easily
 |  |
| 1. narrow passageways between rows of seats
 |  |
| 1. passion
 |  |
| 1. energetic and lively
 |  |
| 1. ability to understand others’ feelings
 |  |

1. It is stated in the advertisement that “Work experience from any service-related industry is an advantage” (line 13). Give an example of a job which may give an applicant such relevant work experience.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. From the information given in **Job Advertisement 2**, decide if the following statements are True (T), False (F) or Not Given (NG). (7 marks)

|  |  |  |
| --- | --- | --- |
| a) | The successful applicant will work in Hong Kong International Airport.  |  |
| b) | A university graduate can apply for the job.  |  |
| c) | The applicant must be proficient in English. |  |
| d) | The applicant must have work experience in service-related industry.  |  |
| e) | The expected salary should be included in the CV. |  |
| f) | Applications are to be submitted online. |  |
| g)  | An attractive basic salary and fringe benefits will be offered. |  |

**Read Job Advertisement 3 and answer Questions 9 - 11.**

1. Why is 1314 Wedding recruiting more wedding planners?

1314 Wedding is recruiting more wedding planners because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Who are the clients of 1314 wedding?

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1. Complete the following summary based on information in the **Requirements** section. Fill in ONE word for each blank. The word may or may not appear in the reading text. (7 marks)

|  |
| --- |
| 1314 Wedding is looking to hire (a) \_\_\_\_\_\_\_\_ holders majoring in Public Relations or Event Management. Suitable candidates should be able to (b) \_\_\_\_\_\_\_\_\_\_\_\_ with clients effectively in English, Cantonese and Mandarin. They should also be able to manage (c) \_\_\_\_\_\_\_\_\_ well and perform multiple (d) \_\_\_\_\_\_\_\_\_\_ in an organised manner. Wedding planners must be (e) \_\_\_\_\_\_\_\_\_\_\_ as they need to come up with new ideas to impress the clients and give them a memorable wedding. They should also be (f) \_\_\_\_\_\_\_\_\_\_ to work outside normal hours and overseas. Sometimes, unexpected situations may arise in wedding events and wedding planners must be (g) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ enough to think on their feet to solve the problems.  |

**Answer Questions 12 – 15 based on the information from the three job advertisements.**

1. Which of the following information is provided in Job Advertisements 1 & 2 only?

A. education level required

B. job duties

|  |  |  |  |
| --- | --- | --- | --- |
| A | B | C | D |
| ⭘ | ⭘ | ⭘ | ⭘ |

C. salary

D. application deadline

1. Point out two similarities in the jobs advertised in the three advertisements. (2 marks)
	* 1. All three jobs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
		2. All three jobs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. Which job do you think is the most demanding? Justify your answers with two reasons.(2 marks)

I think the job in Advertisement \_\_\_\_\_\_\_ is the most demanding for the following reasons:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Based on the information from the job advertisements, which job should the following people apply for. Write the letters in the spaces provided. (4 marks)

|  |  |
| --- | --- |
| Jobs | Suitable Applicant(s) |
| Telemarketer (Job Advertisement 1) |  |
| Flight attendant (Job Advertisement 2) |  |
| Wedding planner (Job Advertisement 3) |  |

1. I love travelling around the world and meeting new people. I am slim and tall. I have a good command of English but cannot speak Putonghua.
2. As a mother of two small children, I prefer a job with more regular working hours. I am sociable and have 2 years’ work experience as a sales hotline operator for Cable TV Hong Kong.
3. I come from Beijing and speak perfect Putonghua. I started to learn Cantonese and English after I moved to Hong Kong last year and can speak some short sentences now.
4. I graduated from the Baptist University of Hong Kong with a degree in Public Relations and Advertising. I have just completed a diploma programme on business negotiation. I am looking for a dynamic job with some challenge.

**END OF QUESTIONS**

**Suggested Answers to the Reading Task**

**Read Job Advertisement 1 and answer Questions 1 - 5.**

1. What are the advantages of taking up the post in **Job Advertisement 1**?

The job offers an attractive basic salary, which will be supplemented with commissions, on-the-job training, stable working hours and 12-day annual leave per year.

1. Why are “effective communication and people skills” (line 8) required for this job? (2 marks)

Effective communication and people skills are required because a telemarketer is a telephone salesperson who needs to handle outbound calls to existing and potential clients. A telemarketer also needs to develop new customer database to reach assigned sales targets.

1. Which kind of people is not suitable for this job?

A. sociable

B. shy

|  |  |  |  |
| --- | --- | --- | --- |
| A | B | C | D |
| ⭘ | ⚫ | ⭘ | ⭘ |

C. analytical

D. hard-working

1. Look at the definitions of “referee” provided by the dictionary and choose the correct meaning of the word in line 16. Write the number in the box.

|  |
| --- |
| **referee** *noun*1. an official who judges a game or watches closely to make sure the rules are followed
2. a person who is willing to provide information about the character or ability of someone

*verb*1. acting as a referee in a game (e.g. John refereed the Spain vs. Scotland match last Friday.)

2 |

1. What is the duty of the Recruitment Manager (i.e. Mr Jeremy Fong)?

The Recruitment Manager is responsible for handling applications and hiring matters.

**Read Job Advertisement 2 and answer Questions 6 - 8.**

1. Find words from the **Requirements** and **Personal Qualities** sections that mean the same as the following. Use ONE word only for each item. (6 marks)

|  |  |
| --- | --- |
| **Meaning** | **Word in the text** |
| 1. permission
 | authorisation (line 7) |
| 1. smoothly and easily
 | fluently (line 10) |
| 1. narrow passageways between rows of seats
 | aisles (line 11) |
| 1. passion
 | enthusiasm (line 17) |
| 1. energetic and lively
 | dynamic (line 18) |
| 1. ability to understand others’ feelings
 | empathy (line 19) |

1. It is stated in the advertisement that “work experience from any service-related industry is an advantage” (line 13). Give an example of a job which may give an applicant such work experience.

A hotel / resort concierge, a hotel / cruise restaurant server, a tourist guide (any reasonable answers)

1. From the information given in **Job Advertisement 2**, decide if the following statements are True (T), False (F) or Not Given (NG). (7 marks)

|  |  |  |
| --- | --- | --- |
| a) | The successful applicant will work in Hong Kong International Airport.  | F |
| b) | A university graduate can apply for the job.  | T |
| c) | The applicant must be proficient in English. | T |
| d) | The applicant must have work experience in service-related industry.  | F |
| e) | The expected salary should be included in the CV. | NG |
| f) | Applications are to be submitted online. | T |
| g)  | An attractive basic salary and fringe benefits will be offered. | NG |

**Read Job Advertisement 3 and answer Questions 9 - 11.**

1. Why is 1314 Wedding recruiting more wedding planners?

1314 Wedding is recruiting more wedding planners because the company is expanding / the company needs to cope with its expansion.

1. Who are the clients of 1314 wedding?

Couples who are planning to get married / brides and grooms-to-be

1. Complete the following summary based on information in the **Requirements** section. Fill in ONE word for each blank. The word may or may not appear in the reading text. (7 marks)

|  |
| --- |
| 1314 Wedding is looking to hire (a) degree holders majoring in Public Relations or Event Management. Suitable candidates should be able to (b) communicate with clients effectively in English, Cantonese and Mandarin. They should also be able to manage (c) time well and perform multiple (d) tasks in an organised manner. Wedding planners must be (e) creative / innovative as they need to come up with new ideas to impress the clients and give them a memorable wedding. They should also be (f) ready / willing / prepared to work outside normal hours and overseas. Sometimes, unexpected situations may arise in wedding events and wedding planners must be (g) resourceful / adaptable / flexible enough to think on their feet to solve the problems.  |

**Answer Questions 12 – 15 based on the information from the three job advertisements.**

1. Which of the following information is provided in Job Advertisements 1 & 2 only?

A. education level required

B. job duties

|  |  |  |  |
| --- | --- | --- | --- |
| A | B | C | D |
| ⭘ | ⭘ | ⭘ | ⚫ |

C. salary

D. application deadline

1. Point out two similarities in the jobs advertised in the three advertisements (2 marks)
2. All three jobs are service-related / involve providing services to clients.
3. All three jobs require good communication / language / English / people / social skills.

1. Which job do you think is the most demanding? Justify your answers with two reasons.(2 marks)

I think the job in Advertisement 3 is the most demanding for the following reasons:

1. It requires the highest academic / education qualifications (i.e. a relevant degree) and a wide range of skills (e.g. communication, time management, negotiation, organisational, multi-tasking) and qualities (e.g. creativity, resourcefulness).
2. It involves working outside normal hours and overseas.

(Other choices with valid reasons are acceptable)

1. Based on information from the job advertisements, which job should the following people apply for. Write the letters in the spaces provided. (4 marks)

|  |  |
| --- | --- |
| Jobs | Suitable Applicant(s) |
| Telemarketer (Job Advertisement 1) | B |
| Flight attendant (Job Advertisement 2) | A |
| Wedding planner (Job Advertisement 3) | C |

1. As a mother of two small children, I prefer a job with more regular working hours. I am sociable and have 2 years’ work experience as a sales hotline operator for Cable TV Hong Kong.
2. I love travelling around the world and meeting new people. I am slim and tall. I have a good command of English but cannot speak Putonghua.

D. I come from Beijing and speak perfect Putonghua. I started to learn Cantonese and English after I moved to Hong Kong last year and can speak some short sentences now.

1. I graduated from the Baptist University of Hong Kong with a degree in Public Relations and Advertising. I have just completed a diploma programme on business negotiation. I am looking for a dynamic job with some challenge.

**END OF SUGGESTED ANSWERS**

**Annotated Texts**

**Job Advertisement 1**

|  |  |  |
| --- | --- | --- |
| 51015 | **Telemarketer Wanted****Bloomfield Consulting Ltd.** is looking for a self-motivated, outgoing and result-driven telephone salesperson to handle outbound calls to existing and potential clients and develop a new customer database to maximise business growth and reach assigned sales targets.**Job requirements:*** Secondary 6 education or above
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**Job Advertisement 2**

|  |  |  |
| --- | --- | --- |
| 5101520 | **OMG Aviation** is seeking flight attendants based out of Hong Kong International Airport to serve on board.**Requirements:*** 21 years old or above
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* Able to read and converse **fluently** in English
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* Able to sit in a jump seat comfortably without seatbelt extension
* Work experience from any service-related industry is an advantage

**Personal Qualities:*** Strong social and communication skills
* Excellent personal presentation, style and image
* A positive attitude and enthusiasm for working in a diverse environment
* A dynamic personality
* Strong empathy
* Service-mindedness and safety awareness

**Recruitment Process:**Send your CV in English via the online portal: ***Click to Apply*****Application Deadline**: February 24th, 2017 | Q8aQ8bQ6aQ6b, Q8cQ6cQ7, Q8dQ6dQ6eQ6fQ8f |

**Job Advertisement 3**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 510152025 | **1314 Wedding**1314 Wedding is a professional wedding company which specialises in providing comprehensive wedding services including wedding planning, venue setup and productions. We are committed to creating the most memorable luxury wedding for our clients. To cope with our company expansion, we are now inviting high calibre people to join our dynamic team for the following position:***Wedding Planner*****Responsibilities*** Identify clients’ needs and design suitable wedding proposals and plans for them
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* Work closely with external and internal parties to ensure smooth delivery of the wedding events

**Requirements*** Degree holder, preferably with a major in Public Relations or Event Management
* Minimum 4 years’ experience, preferably in a wedding-related trade or industry
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* Good time management, organisational and multi-tasking skills
* Creativity and ability to come up with innovative ideas for wedding events
* Readiness to work outside normal working hours and overseas
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We offer attractive remuneration package. Interested parties please send full resume, current and expected salary to: info@1314wedding.com.To find out more about us, please visit our website <www.1314wedding.com.hk>. | Q10Q9Q11aQ11bQ11c,dQ11eQ11fQ11g |

**END OF ANNOTATED TEXTS**