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**Part A**

**Situation**

Nancy Chow works for the Hong Kong Cultural Arts Foundation (the HKCAF). You are going to listen to four recordings of Nancy talking about a music concert the HKCAF is organizing as well as her role as a judge on a new music show on TV.

In Part A, you will have a total of four tasks to do. Follow the instructions in the Question-Answer Book and in the recording to complete the tasks. You will find all the information you need in the Question-Answer Book and the recording. You now have two minutes to familiarize yourself with Tasks 1- 4.

**Task 1 (17 marks)**

Nancy is meeting Paul Caruso, a web designer from a company called Glitch, to discuss creating a website for the concert. Listen to the meeting and fill in the missing information in the spaces provided in the note sheet. One has been done for you as an example. You will have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.



**Client:** Hong Kong Cultural Arts Foundation

**Event name:** "Music: A (1) \_\_\_\_\_"

**Details:**

- Date: (2) \_\_\_\_\_, 2015
- Venue: The (3) \_\_\_\_\_  
Hong Kong Cultural Centre
- Time: **7:30 – 9:30pm (example)**. No (4) \_\_\_\_\_.
- Type of participant: between the ages of (5) \_\_\_\_\_.  
Should belong to school group or (6) \_\_\_\_\_ group.  
(7) \_\_\_\_\_ participants welcome!
- Types of performance: (*Tick the correct boxes*)  
(8)  Jazz  Choir  Rap  Folk  Rock
- Other details: No (9) \_\_\_\_\_.

**How to apply:**

Artists to send a video, which should contain:

- A self-introduction
- (10) \_\_\_\_\_
- A funny story that's happened to them

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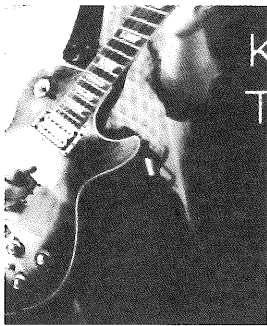
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**How to buy tickets:**

- (11) \_\_\_\_\_ : click on link or icon in shape of
- (12) \_\_\_\_\_
- Phone: (13) \_\_\_\_\_
- Email: (14) \_\_\_\_\_
- At (15) \_\_\_\_\_

**Website design:**

- **Logo design:** (*Tick ONE box only*)



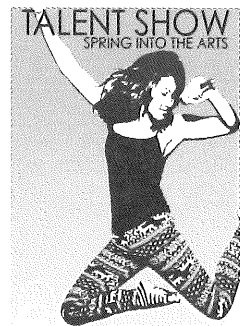
(16) A.



B.



C.



D.

- **Background colour:** (*Tick ONE box only*)

(17)  Blue    Black    White    Red



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**END OF TASK 1**

**Task 2** (14 marks)

Nancy is meeting with her HKCAF colleagues, Lily and Mitchell, to discuss the concert. **For Part A**, listen to the meeting and fill in the missing information in the spaces in the table below. **In Part B**, you have to indicate which company you think Nancy, Lily and Mitchell have chosen as the sponsor and provide reasons. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

**Task 2: Part A**

Criteria	Explanation
A. Quality of performance	<ul style="list-style-type: none"> <li>No (18) _____</li> <li>Should sound (19) _____</li> </ul>
B. Emotional impact	<ul style="list-style-type: none"> <li>Needs to (20) _____ the audience</li> </ul>
C. Popularity with audience	<ul style="list-style-type: none"> <li>The audience should (21) _____</li> <li>Performance must not be (22) _____</li> </ul>
D. Educational value	<ul style="list-style-type: none"> <li>The audience can learn about (23) _____</li> </ul>
E. Music chosen by performers	<ul style="list-style-type: none"> <li>Should be (24) _____</li> </ul>
F. Time limit per performance	<ul style="list-style-type: none"> <li>Duration: (25) _____</li> <li>Reason: (26) _____</li> </ul>
G. Types of act	<ul style="list-style-type: none"> <li>We need (27) _____</li> </ul>

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**Task 2: Part B**

Nancy, Lily and Mitchell are discussing which company to choose as a sponsor. Put a tick in the box next to the company you think they choose in the table below and write down the three reasons for their choice based on what they say.

Company	Description	(28) Company chosen (Tick <b>ONE</b> box only)
<b>Punctual Pizzas</b>	Hong Kong's leading local pizza company	<input type="checkbox"/>
<b>Bali Gyms</b>	The USA's leading sports gym – now in Hong Kong	<input type="checkbox"/>
<b>Dragonhead Sportswear</b>	Made in Hong Kong – worn by the people of Hong Kong	<input type="checkbox"/>
<b>Kempes Assurance</b>	Pension funds for the over 60s	<input type="checkbox"/>
<b>Fortuno Cigarettes</b>	The cigarettes most popular with young people	<input type="checkbox"/>

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Reasons why you think they have chosen the company:

- (29) \_\_\_\_\_
- (30) \_\_\_\_\_
- (31) \_\_\_\_\_

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**END OF TASK 2**

Task 3 (16 marks)

Nancy, Lily and Mitchell are meeting to discuss some of the performers who have applied to perform at the concert. Listen to the meeting and fill in the missing information in the spaces below. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

**Liberty Sisters' story**

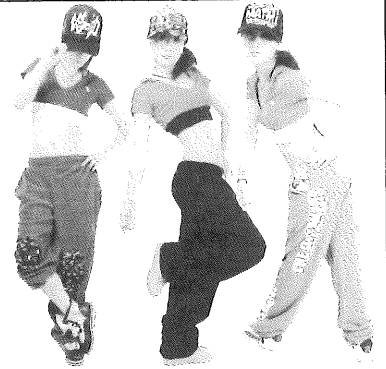
They were playing at Mei Foo Civic Hall on a Sunday morning.

Amanda (32) \_\_\_\_\_ and had to rush to the concert.

She arrived and went onto the stage only to find it was

(33) \_\_\_\_\_. Her reaction was to

(34) \_\_\_\_\_.



**Selena Cheung's story**

She was doing an audition and when she was singing she noticed that

(35) \_\_\_\_\_.

At the end of the song she went over, sat down and

(36) \_\_\_\_\_. Then she sang a

(37) \_\_\_\_\_ but in the end (38) \_\_\_\_\_.



**Hilton College Band's story**

They were playing at a birthday party for the son of a

(39) \_\_\_\_\_. In the first

song the singer was very nervous and he

(40) \_\_\_\_\_.

He then walked to the back of the stage and (41) \_\_\_\_\_.




After that the band made a decision to (42) \_\_\_\_\_.

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Name of group	Description of group	Special feature to note
<p>The Cheerful Glee Club</p> 	<p>They sing and make music</p> <p>(43) _____</p> <p>_____</p>	<p>• (44) _____</p> <p>_____</p> <p>_____</p>
<p>The Flying Sticks</p> 	<p>They use traditional Chinese instruments.</p>	<p>• (45) _____</p> <p>_____</p> <p>_____</p>
<p>St. Patrick's Big Beats</p> 	<p>They play their instruments</p> <p>(46) _____</p> <p>_____</p>	<p>• (47) _____</p> <p>_____</p> <p>_____</p>

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END OF TASK 3

**Task 4** (11 marks)

Nancy is appearing on a radio show called *Power Focus* along with Dr. Wendy Craik from The Hong Kong Chamber Orchestra. Listen to the show and answer the questions below. Please note you do not need to answer in complete sentences. One of them has been done for you as an example. You now have 30 seconds to study the task. At the end of the task, you will have two minutes to tidy up your answers.

**The Motion: Music reality shows are killing the music industry**

**Nancy Chow: Against the Motion**

**Point 1**

What does Nancy say that reality music shows provide?

(48)

Why does she say that pop music is important for young people?

(49)

**Point 2**

According to Nancy, what do opponents of these shows often say about them?

(50)

What types of music does Nancy mention to illustrate 'variety in the music industry'?

Hip hop, folk and rock (example)

**Point 3**

In what way does Nancy say these programmes can help people become better singers?

(51)

What 'myth' do these programmes help dispel, according to Nancy?

(52)

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## Wendy Craik: For the Motion

### Point 1

Why does Wendy call these programmes ‘televised karaoke’?

(53)

(54)

### Point 2

According to Wendy, what happens after the end of the series?

(55)

Why does she say this is unfair to the other singers?

(56)

### Point 3

What is the ‘lie’ that these programmes are selling, according to Wendy?

(57)

What is the consequence of this lie?

(58)

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**END OF TASK 4**

**End of Part A**

**Now go on to Part B**

Sources of materials used in this paper will be acknowledged in the *Examination Report and Question Papers* published by the Hong Kong Examinations and Assessment Authority at a later stage.