

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2018

## ENGLISH LANGUAGE PAPER 3

### PART A

#### Question-Answer Book

##### GENERAL INSTRUCTIONS

- (1) There are two parts (A and B) in this paper. All candidates should attempt **ALL** tasks in Part A. In Part B, you should attempt either Part B1 (easier section) OR Part B2 (more difficult section). Candidates attempting Parts A and B2 will be able to attain the full range of levels, while Level 4 will be the highest level attainable for candidates attempting Parts A and B1.
- (2) Write your Candidate Number and stick barcode labels in the spaces provided on the appropriate pages of Part A Question-Answer Book and both Part B Question-Answer Books.
- (3) Write your answers clearly and neatly in the spaces provided in the Question-Answer Books. Answers written in the margins will not be marked. You are advised to use a pencil for Part A.
- (4) All listening materials will be played **ONCE** only.
- (5) Supplementary answer sheets will be supplied on request. Write your Candidate Number, mark the question number box and stick a barcode label on each sheet and fasten them with string **INSIDE** the Question-Answer Book.
- (6) The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.
- (7) No extra time will be given to candidates for sticking on the barcode labels or filling in the question number boxes after the 'Time is up' announcement.
- (8) The two Question-Answer Books attempted by candidates (one for Part A and one for Part B) will be collected together at the end of the examination. Fasten the two Question-Answer Books together with the green tag provided.
- (9) The other unused Question-Answer Book for Part B will be collected separately at the end of the examination. This will not be marked. Do not write any answers in it.

Please stick the barcode label here.

Candidate Number



\* A 0 2 0 E 0 3 A \*

**Part A****Situation**

*What, Why, How* is an online magazine about science and culture. You will hear several conversations between people who work for the magazine as well as a weekly podcast, which the magazine broadcasts.

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 familiarise yourself with Tasks 1- 4.

Please stick the barcode label here.

**Task 1 (13 marks)**

Kaity Chandra is the editor of the magazine. She is holding a meeting with two journalists, Iris Mu and Dan Lai, about the next issue. Listen to their discussion and complete the missing information in the spaces below. One has been provided as an example. 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.

**What Iris, Dan and Kaity did at the weekend**

Iris had a (1) \_\_\_\_\_ weekend because her (2) \_\_\_\_\_.

Dan had a (3) \_\_\_\_\_ weekend because he (4) \_\_\_\_\_.

Kaity had a (5) \_\_\_\_\_ weekend because she (6) \_\_\_\_\_.

**Suggested topics for the next edition of the magazine**

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Topic: games and play	Name of game	Accepted by Kaity?	Reason
Computer games for learning	The Next Mozart	Yes	<b>These games are popular (example)</b>
(7) _____ _____	(8) _____ _____	Yes	(10) _____ _____
(9) _____ _____			
(11) _____ _____	(12) _____ _____	No	(13) _____ _____

Answers written in the margins will not be marked.

**END OF TASK 1**

**Task 2 (13 marks)**

Iris is working on an online game for the next issue of the magazine. There are three parts to Task 2. In Part A, Iris explains the game to Dan. In Part B, Dan plays the game. In Part C, Dan and Iris discuss the game. 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.

**Part A**

Fill in the missing information in the spaces provided in the *Monster Maze* key.

**Monster Maze key**

(14) \_\_\_\_\_

F						
E		M	O			
D			O			
C			O			
B			O	O		
A				O		
	1	2	3	4	5	6

Example

(15) \_\_\_\_\_

**Forward****Left****Right****Backward** = (16) \_\_\_\_\_

O = route taken

M = landed on a hidden monster

**Part B**

Plot Dan's route by putting a circle ('O') in each square like the example shown above in the *Monster Maze* key and put an 'M' if he lands on a hidden monster.

**(17) Dan's first life**

F						
E						
D						
C						
B			O			
A						
	1	2	3	4	5	6

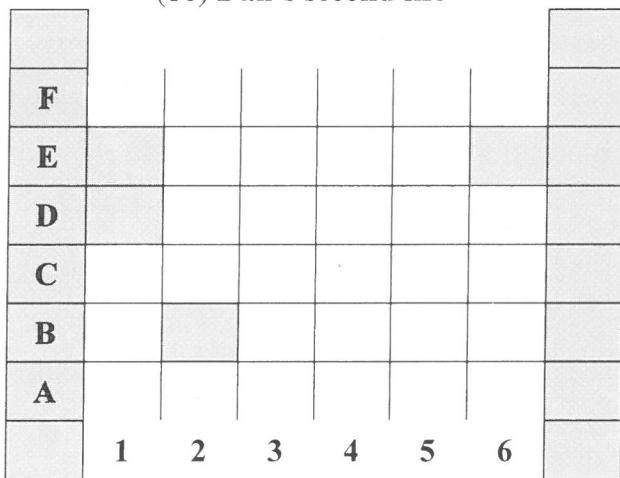
Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Please stick the barcode label here.

(18) Dan's second life



**Part C**

Listen to Iris and Dan's discussion and answer the questions. Please note you do not have to answer in full sentences.

What are Dan's suggestions for improving the *Monster Maze* game?

(19) \_\_\_\_\_

(20) \_\_\_\_\_

How will people play the game online?

(21) \_\_\_\_\_

(22) \_\_\_\_\_

How can the player trust that the game doesn't cheat when placing the monsters?

(23) First, when the game starts, \_\_\_\_\_

(24) Second, when the game's over, \_\_\_\_\_

(25) Third, \_\_\_\_\_

(26) Fourth, \_\_\_\_\_

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

**END OF TASK 2**

**Task 3** (13 marks)

Kaity is at the airport. She is calling Dan to ask him to edit an article she has been working on. There are three parts to Task 3. In Part A, you have to correct some sentences. In Part B, you have to provide labels for parts of a painting and in Part C you have to complete a text. You now have 30 seconds to study Task 3. At the end of the task, you will have one minute to tidy up your answers.

**Part A**

Each line of the text below may have one mistake. Correct the mistake as shown below. If the line is correct then put a tick  in the right hand column. The first has been provided as an example.

*paintings* (example)

'Children's Games' is one of the most famous *drawings* to show children playing.

(27) It was started in the year 1560.

(28) The artist who created it was called Pete Bruegel the Elder.

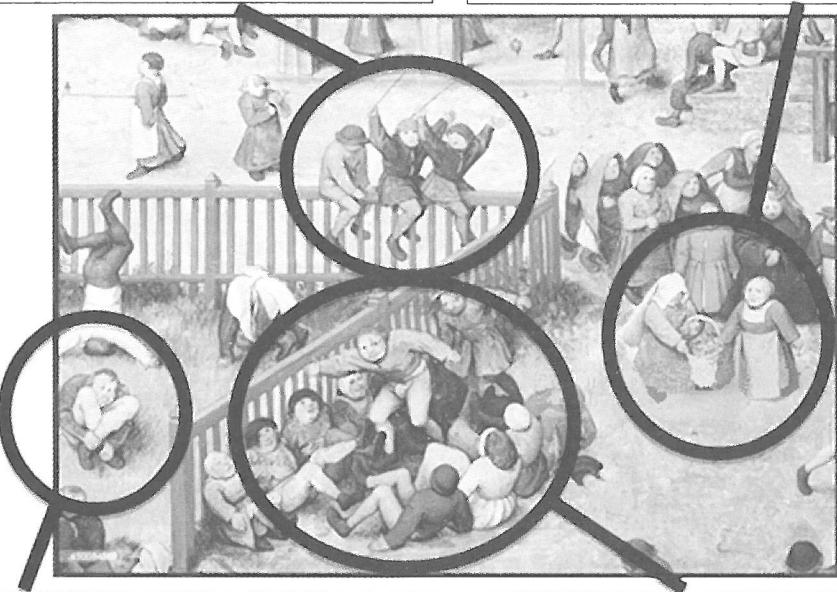
(29) He was born in the Netherlands and died in Belgium.

**Part B**

Label the four games the children are playing in the painting. Use no more than **FOUR** words for each.

(30) \_\_\_\_\_

(31) \_\_\_\_\_



(32) \_\_\_\_\_

(33) \_\_\_\_\_

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

### Part C

Complete the text. Write **one or more** words in each gap.



One kind of contemporary video game is based on classic works of art. Most of these games use (34) \_\_\_\_\_ because the game designers enjoy the challenge of using (35) \_\_\_\_\_ with (36) \_\_\_\_\_ to make (37) \_\_\_\_\_. The games are simple and their intention is to be (38) \_\_\_\_\_. These games can be played online (39) \_\_\_\_\_.

Answers written in the margins will not be marked.

**END OF TASK 3**

**Task 4 (12 marks)**

You will listen to the *What, Why, How* weekly podcast. Kaity is discussing the psychology of games and play with two professors of psychology. Answer the questions below and complete the table. You now have 30 seconds to study the task. At the end of the task, you will have three minutes to tidy up your answers.

What are the three key aspects mentioned in the definition of a game?

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

(41) \_\_\_\_\_

(42) \_\_\_\_\_

Which point do Jonathan and Natalie disagree about?

(43) \_\_\_\_\_

Complete the table below:

Animal	Type of Play	Benefits
Ants	play fighting	(44) _____ _____
Fish	(45) _____	(46) _____

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

What three key points does Natalie make about rats play fighting?

(47) First point: \_\_\_\_\_

(48) Second point: \_\_\_\_\_

(49) Third point: \_\_\_\_\_



Answers written in the margins will not be marked.

What do the rats learn from play fighting?

(50) \_\_\_\_\_

(51) \_\_\_\_\_

**END OF TASK 4**

**End of Part A**

**Now go to Part B**

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

Answers written in the margins will not be marked.

**Do not write on this page.**

**Answers written on this page will not be marked.**

Candidate Number

Please stick the barcode label here.

**HKDSE 2018  
ENGLISH LANGUAGE  
PAPER 3 PART B1  
Question-Answer Book**



**Task 5: Application form (14 marks)**

Complete the application form below using information from the B1 Data File and your notes.

## **MEGAGAME CONFERENCE**

**Part 1 – Your conference needs:**

1. Number of days you will be attending the conference:	
2. Number of people from your organization attending:	
3. Special dietary needs:	
4. Other special needs:	
5. Will you demonstrate your game? (Tick the option.) If No, then go to Part 2. If Yes, then please answer the questions below.	Yes <input type="checkbox"/> No <input type="checkbox"/>
6. Number of demos you want:	
7. Number of players in each demo:	

**Part 2 – Details of your company:**

Name of your company:	Griffin Workshop
8. Write a few sentences about your company (include the following): <ul style="list-style-type: none"><li>• Why you formed the company</li><li>• When you formed the company</li><li>• The size of your company</li></ul> _____ _____ _____	
9. Have you published any games before? (If so please state the name of your game and the type of game.) _____ _____ _____	

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

**END OF TASK 5**



**Task 6: Email** (18 marks)

Write an email to the well-known board game reviewer Paul Achebe using information from the B1 Data File and your notes. Write around 120 words.

Subject: \_\_\_\_\_

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

**END OF TASK 6**

### **Task 7: Report for company meeting (20 marks)**

Write a report on the questionnaire results and follow-up action for the company meeting using information from the B1 Data File. Write around 150 words.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

**END OF TASK 7**

**END OF PART B1**

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2018

## ENGLISH LANGUAGE PAPER 3

### PART B1

#### DATA FILE

#### GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

#### INSTRUCTIONS FOR PART B1

- (1) The Question-Answer Book for Part B1 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only ONE Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

## Part B

### Situation

You are Sammy Tsang. You work for a board game company called Griffin Workshop in Hong Kong. It is a small company set up by some friends. It is now working on its latest board game *Escape to Hong Kong Island*. Your boss, Angel Fu, has asked you to do some tasks.

You will listen to a recording of the weekly podcast programme *The Classical*. In the podcast you will hear an interview with Angel Fu and Eric Park, a well-known board game designer. Take notes under the appropriate headings.

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

Complete the tasks by following the instructions in the Question-Answer Book and on the recording. You will find all the information you need in the Question-Answer Book, the Data File and on the recording. As you listen, you can make notes on page 3 of the Data File.

You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

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**Information about Griffin Workshop**

**How to fund your game**

**Details about:**

- **Griffin Workshop's first game**
  
- **Griffin Workshop's latest game**

**Advice regarding latest game**

## Email from Angel Fu to Sammy Tsang

File	Message
 Junk	 Delete
 Reply	 Reply All
 Forward	 Move ▾
 Mark Unread ▾	 Follow up ▾
To: Sammy Tsang From: Angel Fu Subject: Things to do for Escape to Hong Kong Island	
Sent: Sat 14 April 2018 9:02AM	
<p>Dear Sammy</p> <p>Could you please do the following three things for me?</p> <ul style="list-style-type: none"><li>• We have received an invitation to MegaGame Conference, a games conference for board game designers. Please complete the application form for our company. You can look at the Skype chat between me and Mabel about this and the email exchange between me, Tommy and Mabel. You can also listen to me on the <i>The Classical</i> podcast.</li><li>• We want to ask Paul Achebe, a well-known game reviewer, to do a video review for our game <i>Escape to Hong Kong Island</i> for YouTube. He reviewed our other game last year. Write him an email. In the email, ask him if he wants to do the video review and briefly describe the game for him. Remember to mention the target audience of the game. You can look at the <i>BoardGameFan</i> forum and listen to the podcast to help you.</li><li>• We tested <i>Escape to Hong Kong Island</i> with a group of people on Monday and gave them a questionnaire afterwards. Write a report for our company meeting next week. Summarize the results of the questionnaire and what the problems with the game were. Then report on what has been done and what follow-up action hasn't been done yet. Look at the questionnaire results and the WhatsApp Escape to Hong Kong Island group messages to help you.</li></ul> <p>Thanks</p> <p>Angel</p>	

## Thread from the *BoardGameFan* forum

**BoardGameFan**

File Edit View Go Bookmarks Tools Help

http://www.boardgamefan.com/forum

**Escape to Hong Kong Island**

[Track this topic](#) | [Email this topic](#) | [Print this topic](#)

**Leroy74** **Posted:** April 11 2018, 08:40 PM

Hey has anyone played this yet? Is it any good? These guys did another game, Death Kick, which was awesome.

**AmyTroll** **Posted:** April 11 2018, 08:55 PM

I played the new one on Monday. They had a big test session. Was pretty good.

**Vexy4** **Posted:** April 11 2018, 09:05 PM

What's it about?

**AmyTroll** **Posted:** April 11 2018, 09:07 PM

It's a zombie game.

**Leroy74** **Posted:** April 11 2018, 09:43 PM

What another zombie game! There's so many of them. Not interested.

**AmyTroll** **Posted:** April 11 2018, 10:01 PM

But it's set in Hong Kong. The board is a map of Hong Kong and you move around the map.

**Kidpaul** **Posted:** April 11 2018, 10:49 PM

Ah now you've got me interested. What age is it for? I'd like to play it with my kids. And what's it look like?

**AngelFu** **Posted:** April 12 2018, 11:43 AM

(creator) Hey there all and thanks for the interest in our game. Target audience: range is 12 to 15 year olds. Here's a sample of the artwork from our talented artist Ryan Au:



Any other questions you have, please ask.

**Leroy74** **Posted:** April 12 2018, 01:46 PM

Oh, looks a bit childish for 12-15 year olds to be honest.  
Somebody said that it's a team game: that true? Not really a fan of team games as don't really like working together with other players.

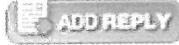
**AmyTroll** **Posted:** April 12 2018, 03:26 PM

Yup it's a team game. You definitely have to work together.

**AngelFu** **Posted:** April 13 2018, 08:18 AM

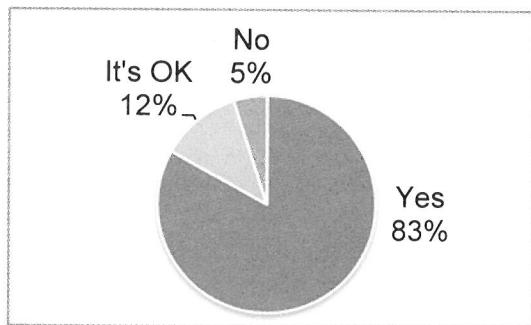
(creator) Yes there are two teams, 2 players in each team.

 Pages: (1) [1]

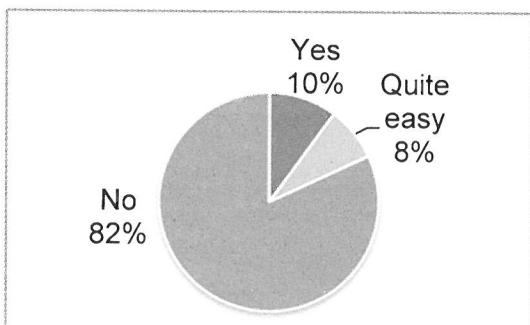
 

## Questionnaire results from testing of *Escape to Hong Kong Island*

### 1. Overall do you like the game?



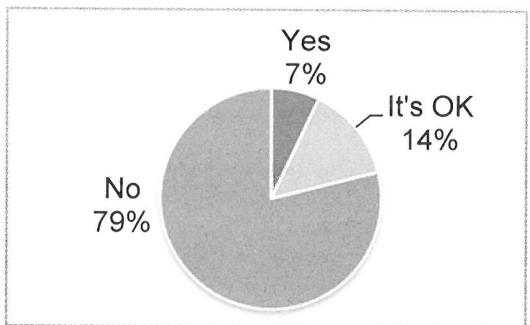
### 2. Is the game easy to learn?



#### Comments

"Rulebook needs more examples."

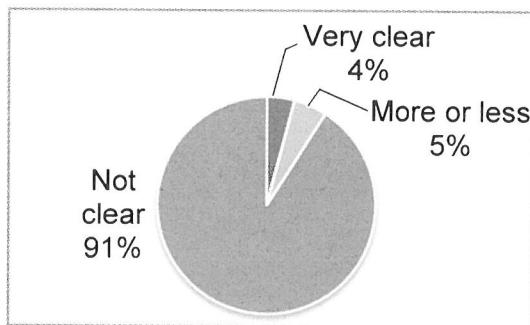
### 3. Do you like the artwork on the cards?



#### Comments

"Meant to be for teenagers not primary children!"

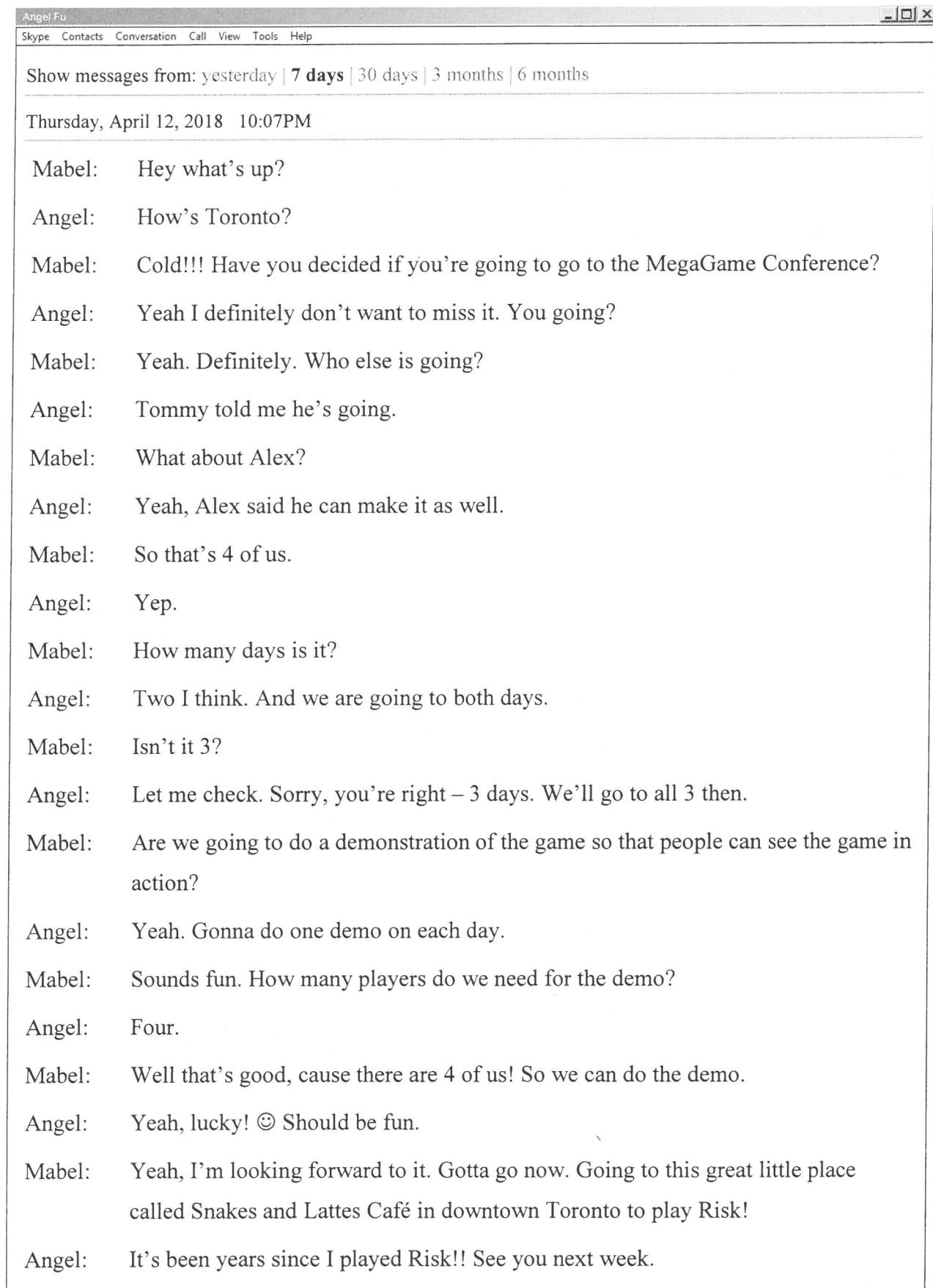
### 4. Is the map clear?



#### Comments

"The font size is far too small!!!!"  
"You can't see the red text."

## Skype chat between Mabel Lau and Angel Fu



### Email from Tommy Chen to Mabel Lau and Angel Fu

File      Message

Junk      Delete      Reply      Reply All      Forward      Move ▾      Mark Unread ▾      Follow up ▾

To: Mabel Lau; Angel Fu      Sent: Fri 13 April 2018 3:32PM  
From: Tommy Chen  
Cc: Sammy Tsang  
Subject: RE: MegaGame Conference

Hi

Yes, I am vegetarian. BTW tell them I need wheelchair access. These places always forget about special needs.

Cheers

Tommy

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To: Angel Fu; Tommy Chen      Sent: Fri 13 April 2018 2:03PM  
From: Mabel Lau  
Cc: Sammy Tsang  
Subject: RE: MegaGame Conference

Hi Angel

No, I eat anything!

Best

Mabel

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To: Mabel Lau; Tommy Chen      Sent: Fri 13 April 2018 1:56PM  
From: Angel Fu  
Cc: Sammy Tsang  
Subject: MegaGame Conference

Dear Mabel and Tommy

I was just looking at the MegaGame Conference application form and noticed it asks whether any of us has any special food needs. I don't have any and I've just spoken to Alex and he doesn't have any either but I don't know about you two. Are either of you vegetarian? Let me know by tomorrow latest.

Regards

Angel

WhatsApp Escape to Hong Kong Island group messages

11 April 2018

**Angel**

Hi, I've set up this WhatsApp group to focus on what we need to do based on the questionnaire results.

Things to change: the rulebook (Mabel); the artwork (Alex); the text on the map (Tommy).

Send a message to this group when you've done your changes.

10:08 AM

**Tommy**

I've now changed the text. Now black and bigger font! Think it's better now.

10:35 AM

12 April 2018

**Mabel**

I haven't added extra examples. Still on holiday! Sorry! ☺

4:45 AM

**Angel**

OK. Alex, any news on the new artwork?

10:51 AM

**Alex**

Ryan the artist says he hasn't had time. He will send me new artwork next Wednesday.

11:53 PM

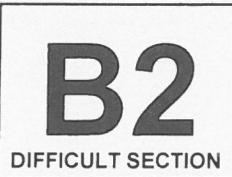
**THIS IS THE LAST PAGE OF THE PART B1 DATA FILE**

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Candidate Number

**HKDSE 2018  
ENGLISH LANGUAGE  
PAPER 3 PART B2  
Question-Answer Book**



Please stick the barcode label here.

**Task 8: Funding report** (22 marks)

Write a funding report on *Escape to Hong Kong Island* for the company meeting using information from the B2 Data File and your notes. Write around 220 words.

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked



Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

**END OF TASK 8**

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**Task 9: Email** (13 marks)

Write an email to Crossroads Game Café using information from the B2 Data File. Write around 120 words.

Subject: Re: Booking Tables for Competition

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Answers written in the margins will not be marked.

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**END OF TASK 9**

**Task 10: Email** (17 marks)

Write an email to Ryan Au giving him feedback on his artwork samples using information from the B2 Data File and your notes. Write around 150 words.

Subject: \_\_\_\_\_

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

**END OF TASK 10**

**END OF PART B2**

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2018

## ENGLISH LANGUAGE PAPER 3

### PART B2

#### DATA FILE

##### GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

##### INSTRUCTIONS FOR PART B2

- (1) The Question-Answer Book for Part B2 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only ONE Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

## Part B

### Situation

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You now have five minutes to familiarise yourself with the Question-Answer Book and the Data File.

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### Information about Griffin Workshop

#### How to fund your game

#### Details about:

- Griffin Workshop's first game
  
- Griffin Workshop's latest game

#### Advice regarding latest game

## Email from Angel Fu to Sammy Tsang

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To: Sammy Tsang  
From: Angel Fu  
Subject: Things to do for Escape to Hong Kong Island

Sent: Sat 14 April 2018 9:02AM

Dear Sammy

Could you please do the following three things for me?

- In our last company meeting in March we discussed two funding options for *Escape to Hong Kong Island*: Gamezstart and the Acorn Grant. We decided to look into these further and report back at the next meeting. Write a funding report for the company meeting next week. Summarize the advantages and disadvantages of each funding option. Start by listening to the *The Classical* podcast and by having a look at the MelakaBank homepage.
- We are running a competition for *Escape to Hong Kong Island* at Crossroads Game Café, a local gaming café, so that people can try out the game. Send the café an email to bring them up to date on what we've decided and what we need. Start by looking at my email exchange with Tommy about this.
- Please email Ryan Au, the artist, and give him some feedback on the samples he sent us for *Escape to Hong Kong Island*. Have a look at the results of the questionnaire and our staff's various comments. Summarize what is successful and what needs to be changed in the final artwork. Eric Park had some interesting things to say on this as well on the podcast. Remember, try not to upset the artist.

Thanks

Angel

## Anita Chumak's Personal Blog

The screenshot shows a web browser window with the title bar "Anita Chumak". The menu bar includes "File", "Edit", "View", "Go", "Bookmarks", "Tools", and "Help". The address bar shows the URL "https://hkblog.com/Anitachumakboardgame". The main content area features a large header "Game on!" and a sub-header "Anita Chumak's blog on all things board games". Below this is a date "Tues. 6 March 2018". To the right of the text is a small thumbnail image of a woman sitting at a table with a chessboard. The main text discusses Gamezstart, comparing it to traditional publishing and highlighting its drawbacks. It ends with a statement that Gamezstart 'stinks' for non-professionals. A "Comments (4)" section follows, with posts from users Elliot Nesss, Fidel C., and Bling 47, each with a timestamp and a response to the main post.

**Game on!**

Anita Chumak's blog on all things board games

Tues. 6 March 2018

**Why I say Gamezstart 'stinks'**

Welcome back to my blog. This week I want to talk about getting funds for your board game. You've developed a board game and the next step is to sell it but you probably don't have the cash to pay for a factory to produce it. So one way you can solve the problem is Gamezstart ([www.gamezstart.com](http://www.gamezstart.com)). And what's so good about Gamezstart? Well, one huge plus without a doubt is that you get to advertise your game on their website. This attracts investors to invest in your game. The clever part is that you set the target amount of money you need to produce the game. It gives you ultimate flexibility! Sounds great eh? People invest and you get the money to continue developing your game. Problem solved! And when it's finished you send one copy of the game to each investor. So everybody's happy. It's a win-win situation, right? Wrong!

Big companies who are already well-known, and who have already published a bunch of stuff, are now using Gamezstart to advertise their latest products. And if you have a Gamezstart project at the same time as another project, one from a big company, then your project is very likely gonna be ignored by investors. You'll be a tiny fish competing with a great big shark.

And that's why I say Gamezstart 'stinks' for non-professionals like you and me.

---

**Comments (4)**

Elliot Nesss 8 March 2018 20:16

I agree with Anita. There are huge drawbacks. My friend Laz tried Gamezstart for his game and got almost nothing. A few of his friends and family gave some money but that was it. He didn't get anywhere near his target and had to abandon the project. All that time and effort for nothing!

Fidel C. 12 March 2018 12:23

I used Gamezstart and actually raised a load of money. Much more money and a lot more investors than I'd expected. But, you know what? I still ended up spending most of the money on shipping the games to investors.

Bling 47. 12 March 2018 12:47

What happened with the shipping costs? Is international shipping that expensive?

Fidel C. 12 March 2018 13:06

@Bling 47.

Well, yeah, especially for these games. They're actually quite heavy.

## MelakaBank Acorn Grant Homepage

The screenshot shows a web browser window with the title bar "MelakaBank". The menu bar includes "File", "Edit", "View", "Go", "Bookmarks", "Tools", and "Help". The address bar shows the URL "https://melakabank.acorn.grant.com". The main content area features the MelakaBank logo ("nb MelakaBank Asia's friendliest bank") and a navigation menu with tabs for "Banking", "Borrowing", "Insurance", and "Grants". A large text block states: "MelakaBank is proud to present the 2018 Acorn Grant. The Acorn Grant is exclusively sponsored by MelakaBank. Asia's friendliest bank. Remember, we're smiles better than any of our competitors! ☺". To the right of this text is a small image of a hand holding a small tree. Below the text, several questions and answers are listed:

- What is the Acorn Grant?**  
A helping hand for young entrepreneurs and their companies in Hong Kong.
- But why an acorn?**  
Haven't you heard of the saying, from a tiny acorn the mighty oak tree grows?
- How long has it been helping young entrepreneurs like me?**  
Since 2010.
- What are the chances of me winning?**  
Well, in 2017 we had 287 applications. There's only one winner. You have to be good!
- How much money do I get?**  
HK\$250,000. A one-time award. No strings attached. You win the grant, you get the money. No ifs or buts.
- But I'm new to the business world. Does MelakaBank give me any help apart from the cash?**  
Our advisors will provide you with:
  - ✓ Sound financial advice
  - ✓ Advertising wizardry

At the bottom of the page is a group photo of five people in professional attire, followed by the MelakaBank logo and tagline "Asia's friendliest bank".

## MelakaBank Acorn Grant Homepage (cont.)

The screenshot shows a web browser window with the title bar "MelakaBank". The menu bar includes "File", "Edit", "View", "Go", "Bookmarks", "Tools", and "Help". The address bar displays the URL "https://melakabank.acorn.grant.com". The main content area contains the following text:

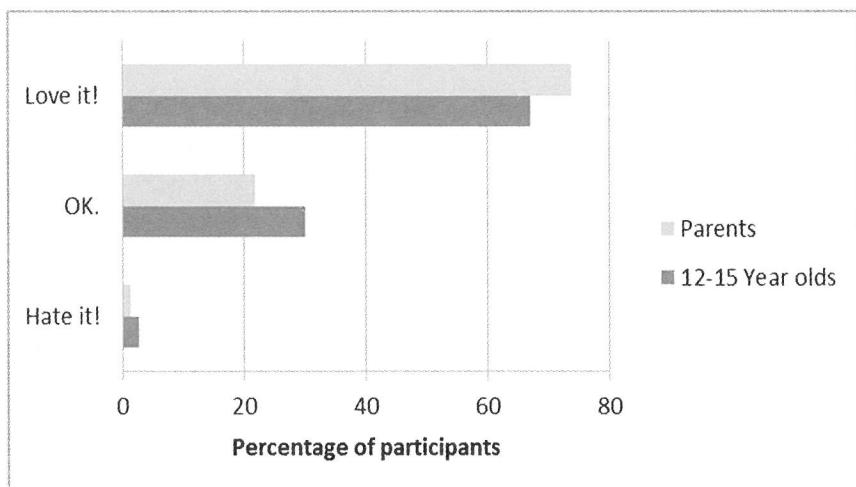
**Sounds great! But that's only the first few weeks, right?**  
Wrong! We will not abandon you. We will help you every step of the way for one year after you win the award.

**So what do I do next?**  
Simply send us your completed application. And if you want more information, why not pop into any of our branches for a chat. So what are you waiting for?

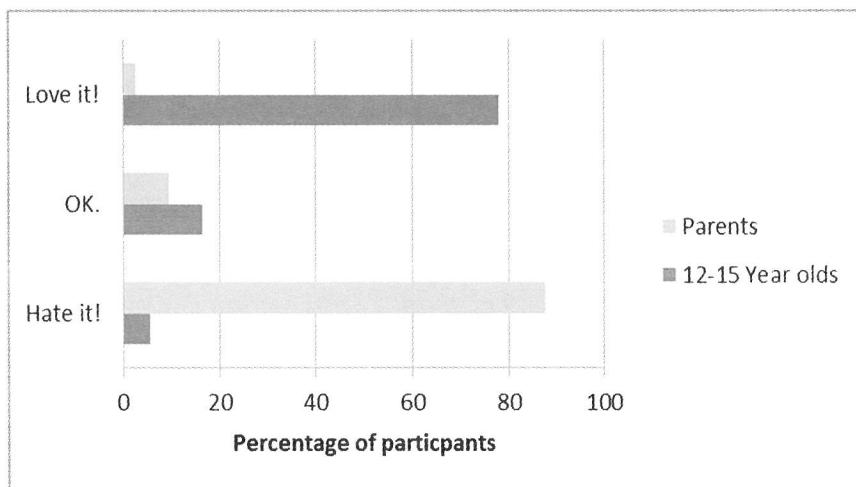
Below this text is a black and white photograph of a smiling man in a light-colored suit standing outdoors on a balcony or terrace. Below the photo is the MelakaBank logo, which consists of a stylized lowercase "mb" followed by the word "MelakaBank" and the tagline "Asia's friendliest bank".

Questionnaire results from people who tested *Escape to Hong Kong Island*

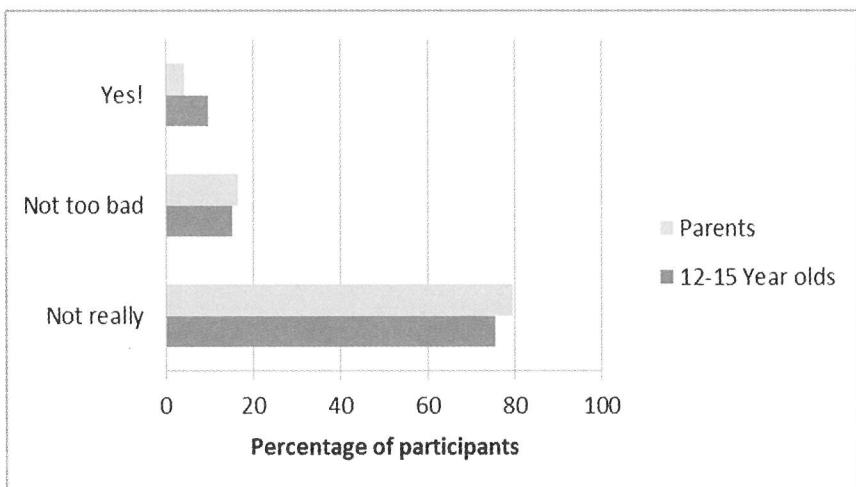
1. What do you think of the artwork on the map?



2. What do you think of the artwork on the cards?



3. Is the text on the map easy to read?



### Email from Angel Fu to Tommy Chen

To: Tommy Chen  
From: Angel Fu  
Cc: Mabel Lau; Sammy Tsang  
Subject: RE: Booking Tables for Competition

Sent: Fri 13 April 2018 3:34PM

Dear Tommy

Let's go for one evening during the week. See if Wednesday 2<sup>nd</sup> May is possible, as that should give us enough time to advertise the competition and get 32 people. I think we should offer to pay for the customers and let's book the café for 3 hours. How about 6 till 9? We might want to ask them for a price reduction since we'll be booking the whole place.

Mabel's still on holiday in Toronto. Why don't we do a Skype chat with her and Sammy this evening and we can ask them what they think about this arrangement and if they've any other ideas.

Thanks  
Angel

---

To: Angel Fu  
From: Tommy Chen  
Subject: FW: Booking Tables for Competition

Sent: Thurs 12 April 2018 9:14PM

Dear Angel

Am forwarding you the reply from Crossroads Game Café. I know that we wanted a big competition at the weekend but we can't get the whole café on Saturday or Sunday. What do you think we should do?

Thanks  
Tommy

---

To: Tommy Chen  
From: Jacky Shin  
Subject: RE: Booking Tables for Competition

Sent: Thurs 12 April 2018 2:31PM

Dear Tommy

Thanks for contacting Crossroads Game Café about running your competition for Escape to Hong Kong Island. It's possible for you to book all 8 tables in our café but not at the weekend as that's when most of our regular customers come. There are 4 chairs for each table so you can have up to 32 players if you book all tables on a week day. If you want to have the competition at the weekend then we can only let you book up to 2 tables. If you want we can email our regular customers for you and ask them if they want to take part.

Our rates for each person are HK\$40 per hour on Monday – Friday and HK\$60 per hour on Saturday and Sunday. Can you let us know who will pay the fee: will it be your company or the gamers?

Regards  
Jacky

Crossroads Game Café

## Skype chat between Angel Fu, Tommy Chen, Mabel Lau and Sammy Tsang

Angel Fu

Skype Contacts Conversation Call View Tools Help

Show messages from: yesterday | **7 days** | 30 days | 3 months | 6 months

Friday, April 13, 2018 7:43PM

Angel: Hi Tommy & Mabel. And welcome to Sammy. We're going to go ahead with the competition at Crossroads Game Café next month. Any suggestions?

Sammy: 😊

Mabel: That Eric Park who was on the podcast with you, Angel. Will he still be in Hong Kong?

Tommy: Know what you're thinking, Mabel. Nice idea! Invite him as a special guest.

Mabel: People will definitely come to see him.

Angel: Oh! Nice! Let's do it. Hang on a sec. I'll text him and ask if he can do it.

Mabel: Are we offering any prizes?

Tommy: Let's not. Just keep it simple.

Angel: Eric just got back to me and says yes.

Tommy: Great.

Mabel: Cool! 😊 When we write back to Crossroads Café, we'd better tell them about Eric Park.

Tommy: Remember Angel, Jacky @ Crossroads Café says he can email café customers. Should we ask him to do it?

Angel: Go for it.

Mabel: I saw Jacky's email about their fees. That's crazy money! Ask for a discount. Actually ask for a 50% discount.

Tommy: That much? 😬

Mabel: Yeah. A full house? Midweek? Sure!

Tommy: Will they go for it?

Angel: Of course they will! Just ask them. If they say no, we'll ask them for a 40% discount. Simples. BTW I wanted to ask you both about what you thought about the questionnaire results about the artwork.

Mabel: Yeah, pretty mixed.

Angel: What do you think the problem is in the third question?

Mabel: I think the colour of the text is an issue definitely.

Angel: On the map?

Mabel: Yeah, I mean, why choose red?

Tommy: Yeah, definitely better if it's darker. I worry about him getting this done on time now. He'll need to get it done by the 27<sup>th</sup> of this month. He was late by 2 weeks last time!

Angel: Fair point. Will gently remind!

Mabel: Right, got to rush got a breakfast appointment!

Angel: OK, I sent you an email asking for your comments on the artwork on the cards.

Mabel: OK I'll have a look.

### Email from Mabel Lau to Angel Fu

<a href="#">File</a>	<a href="#">Message</a>
 Junk	 Delete
 Reply	 Reply All
 Forward	 Move ▾
 Mark Unread ▾	 Follow up ▾

To: Angel Fu  
From: Mabel Lau  
Subject: RE: Your comments on artwork on cards

Sent: Fri 13 April 2018 8:46PM

Hi Angel

I'm sitting waiting for my breakfast to arrive at Lady Marmalade. Toronto's best breakfast!

My comments?

The artwork's awful! Too much blood! **Exactly** what Eric Park was going on about on the podcast.

Breakfast has arrived! Have to go.

See you.

Mabel

---

To: Mabel Lau  
From: Angel Fu  
Subject: Your comments on artwork on cards

Sent: Fri 13 April 2018 9:07AM

Hi Mabel

Here's a sample of Ryan's artwork for the cards:



What's your thoughts?

Angel

**THIS IS THE LAST PAGE OF THE PART B2 DATA FILE**

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

