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**END OF TASK 8**



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**END OF TASK 9**

**Task 10: Script for YouTube Advertisement** (18 marks)

Write a script for a YouTube advertisement about the new Adventure Fishing Tour using information from the B2 Data File and your notes. Write around 180 words.

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**END OF TASK 10**

**END OF PART B2**

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2024

## 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.

Not to be taken away before the  
end of the examination session

## Part B

### Situation

You are Nico Lin. You work for World City Travel, a company which organises wildlife tours in Hong Kong and around the world. You are a secretary to the manager at World City Travel, Ms Avery Goh. Ms Goh has asked you to do some tasks.

You will listen to a Zoom meeting between Ms Avery Goh, the CEO of World City Travel Mr Shane Lee, and biologist Dr David Atkinson.

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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Email from Avery Goh to Nico Lin

File		Message					
 Junk	 Delete	 Reply	 Reply All	 Forward	 Move ▼	 Mark Unread ▼	 Follow up ▼

To: Nico Lin Sent: Saturday 13<sup>th</sup> April 10:05AM  
From: Avery Goh  
Subject: Tasks for our Sydney tours

Hi Nico,

As you know, we run two main activities in Sydney, Australia that follow the big marine migration seasons: the Sydney Whale Watching Cruise held on a catamaran, and the Adventure Fishing Tour held on a luxury yacht. Things have not been great there recently due to the accident the World City Travel catamaran was involved in. I need you to work on a number of tasks for me as we try to fix the fallout and move on.

First, complete the internal incident report for the catamaran accident. I've attached the guidelines from the company handbook for what we include in incident reports, so start there. It seems you've got all the other documents related to the accident.

Moving on, I need you to write a follow-up email to the participants of the cancelled Sydney Whale Watching Cruise. We've recently made quite a few decisions on what this should include—start by looking at Shane Lee's email to me.

Finally, I need you to draft a script for a YouTube advertisement promoting the Adventure Fishing Tour. Make sure it sounds fun and exciting! We have spent a lot of money on a new luxury yacht for the tour, so I think our CEO will be happy if you explain how this will enhance the customer experience. The Sydney Times article mentioned the tour as well.

Also refer to the recording of the Zoom meeting between me, Shane Lee and Dr David Atkinson: we discussed all of the above. Dr Atkinson sent me his SMS messages with Captain Moby, which should be useful for all of these tasks as well.

Thanks,

Avery Goh  
World City Travel Manager

**Transcript of radio communication between Captain Moby and control centre**

**Date:** 27<sup>th</sup> March

**Time:** 4:37pm

**Control centre:** Control centre to Captain Moby. How are you enjoying your day out? Over.

**Captain Moby:** Captain Moby to control... It's been smooth sailing so far. And sounds like you guys have some free time. Over...

**Control centre:** Just making sure our favourite captain is having fun... Seems like we have some static over the radio...

**Captain Moby:** ... All good mate. I can still hear you ... Over and out...

**Date:** 27<sup>th</sup> March

**Time:** 5:00pm

**Captain Moby:** Captain Moby to control... We are currently in Sydney Harbour. How are conditions looking ... Over.

**Control centre:** Control centre to Captain Moby. We hear you. Traffic is low. Seems like some clouds are rolling in... We suggest you... Over.

**Captain Moby:** Please repeat instruction, control. Over.

**Control centre:** We suggest you wait it out. Over.

**Captain Moby:** That's good to know. We will wait... Over and out.

**Date:** 27<sup>th</sup> March

**Time:** 5:50pm

**Captain Moby:** Captain... to control centre. We are being pushed by... Losing... Over.

**Control centre:** ... centre to... Moby. Try to regain control and keep the catamaran ... Over.

**Captain Moby:** No use, control. The ... are too ... We have crashed!...

29<sup>th</sup> March

## Catamaran Caught by the Weather

If you thought you were having a bad day, it probably wasn't as bad as the day World City Travel just experienced!

A catamaran owned by World City Travel had a nasty mishap as it crashed on Wednesday evening.

Renowned for its luxury Sydney Whale Watching Cruise, World City Travel will be tasked with rescuing its reputation after the pride of its fleet crashed into rocks in the harbour.

A spokesperson for World City Travel stated that due to the accident, participants of the next Sydney Whale Watching Cruise have been informed of its cancellation and that they will be provided with a full refund.

Police were seen to be interviewing Captain Moby, who was in charge of the vessel at the time of the accident. They will be sure to take a look at any communications between the captain and the shore. World City Travel is reported to be undertaking its own investigation in tandem.

Initial reports are that, ruling out human error, the accident was likely to have been caused by bad weather. Although the skies have generally been lovely and clear in the past few days, a sudden change in conditions was recorded in the area around the time of the crash.

Amidst all this negative publicity, World City Travel is also launching pre-booking for its Adventure Fishing Tour, which will run from 15<sup>th</sup> November to 27<sup>th</sup> January. Will this have better luck? Only time will tell.

In the meantime, enjoy the rest of the whale migration season!



*Photo: The World City Travel catamaran before the crash*

SMS messages between David Atkinson and Captain Moby

31<sup>st</sup> March

David Atkinson

10:53am

Morning Moby! How are you these days? I've got some great news: I'll be giving live commentary on the Adventure Fishing Tour. It's being held on my favourite yacht!

Captain Moby

11:01am

Oh wow! I saw some drafts of the promotional materials. They only mention "commentary by a famous biologist". They should really add your name as well: use your star power! I, on the other hand, won't be on any tours anytime soon..

David Atkinson

11:05am

They should add my name! I also think there should be a little reminder about what I'm most famous for as well... I'll send this chat to Avery for the future promotions.  
Yes, I heard about your little incident in Sydney Harbour. I hope the tabloid newspapers didn't make a mountain out of a molehill. Were any passengers hurt?

Captain Moby

11:07am

Yes, include the reminder. It's fine – no passengers onboard. Not a cruise: we were mainly out there to train new crew members. I'm more worried about the participants of the next Whale Watching Cruise, which was cancelled. The company is putting together an additional compensation package as I type.

Captain Moby

11:08am

That day, we had also planned to scout the whale migration routes. We wanted to add another 50% to the duration of the cruises starting in May, but that's been postponed until the June and July cruises now because of the accident.

David Atkinson

11:31am

Well, all's well that ends well. I'm just happy you're all OK.

**Email from Shane Lee to Avery Goh**

File	Message
 Junk	 Delete
 Reply	 Reply All
 Forward	 Move ▼
 Mark Unread ▼	 Follow up ▼

**To:** Avery Goh **Sent:** Tuesday 2<sup>nd</sup> April 09:32AM  
**From:** Shane Lee  
**Subject:** Compensation for participants of cancelled Sydney Whale Watching Cruise

Avery,

The accident with the catamaran is an absolute disaster. Priority one is that the participants of the cancelled cruise keep booking with us. We're working out a killer compensation package, in addition to what we've already announced, that'll hopefully mean they won't even dream of choosing another cruise provider. In the follow-up email, tell them exactly how much we value our customers, then let them know about the compensation package. Word will get around and that'll bring in new customers as well.

It's particularly bad timing as we're trying to push hard on promoting the new Adventure Fishing Tour. Let's try to make it an even better deal: we will now include a free buffet lunch as part of the tour package. Mention this in any new advertisements. We've hooked up with the caterers at *Chez Poisson*, so this buffet will be a real treat – tuna, scallops, and lobster! Contractually, though, we still have to mention that there will be a break from the Tour on Christmas Day, so keep that in the promotions.

Also, I'm sure you know I want to book the pop band Bubblegum to perform live music on the yacht. Get them to confirm, then add this to the promotions. They'll reel in a boatload of new customers – ha!

Cheers,

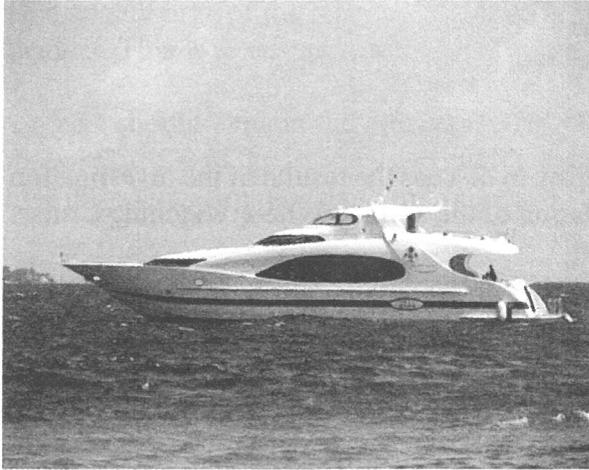
Shane

**World City Travel cruise booking calendar**

Key	
Dates available	<input checked="" type="checkbox"/>
Dates unavailable	<input type="checkbox"/>
<b>April</b>	
Week 1	<input type="checkbox"/>
Week 2	<input type="checkbox"/>
Week 3	<input type="checkbox"/>
Week 4	<input type="checkbox"/>
<b>June</b>	
Week 1	<input checked="" type="checkbox"/>
Week 2	<input checked="" type="checkbox"/>
Week 3	<input checked="" type="checkbox"/>
Week 4	<input checked="" type="checkbox"/>
<b>May</b>	
Week 1	<input checked="" type="checkbox"/>
Week 2	<input checked="" type="checkbox"/>
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<b>July</b>	
Week 1	<input checked="" type="checkbox"/>
Week 2	<input checked="" type="checkbox"/>
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## YOUR NEW TOP-OF-THE-LINE LUXURY YACHT AWAITS

2023-2026 MODELS - VISIT A SHOWROOM NEAR YOU TODAY!



### D69X

*The D69X has the distinction of being the most fuel-efficient luxury yacht in the world, offering huge savings over long distances. This pocket-rocket hits the magical top speed of 55 knots, but you'd never know this beast was saving you real money! On arrival to exotic locales, enjoy the ensuite bedroom with smart jacuzzi. You deserve it! The D69X also has an oversized terrace, perfect for relaxing. Look no further – you've found paradise!*

### D79X

*The D79X. It's finally here, the long-awaited sister ship to the D69X.*

*Want to throw a party where guests can't wait for the ride home (or there!)? You'll see why the "supercar of the sea" is a nickname that sticks, a whole 10 knots faster than its sister ship! Don't feel like an adventure? Take the slow road: we've kept the popular terrace from the D69X, but with the added luxury of a built-in spa. There is no better five-star cruiser.*



### D79XF Fishing Cruiser

*We know you – and your guests – love to fish in the lap of luxury, so we've been working extra hard on the XF, the latest member of the family. With a top speed of 70 knots, could this become the new "supercar of the sea"?! But shhh... it's a secret: see the brand new D79XF at the 2025 Luxury Yacht Expo; sales begin in 2026. You'll have to contain your excitement until then.*

\*photos are for reference only\*

## Minutes of World City Travel Staff Meeting

**Date and time:** Wednesday 10<sup>th</sup> April, 10am  
**Venue:** Main Office Conference Room

**Chairperson:** Shane Lee, CEO  
**Members:** Avery Goh, Manager  
Captain Moby  
**Secretary:** Nico Lin

### Minutes of meeting

Mr Lee announced that he'd called this special meeting to discuss the results of the investigation into the catamaran incident which led to the cancellation of the Sydney Whale Watching Cruise.

Ms Goh stated that the Review Board had interviewed everyone onboard the catamaran at the time of the incident and had also inspected the damage to the catamaran. The Review Board had ruled that Captain Moby's actions kept the crew onboard safe. After a brief round of applause, Ms Goh announced that Captain Moby, according to the Review Board, had been instrumental in minimising damage to the catamaran.

Captain Moby expressed relief at the results and that he planned to return to work at the end of the month.

Mr Lee agreed that Captain Moby could now return to work after a well-deserved break. He also voiced concerns that World City Travel needed to do more to compensate the participants of the cancelled cruise to ensure they would continue to use the company when booking tours.

Ms Goh agreed to this idea. She suggested that participants be given the choice of another cruise in this migration season as part of the compensation package.

Captain Moby concurred as this would allow these participants to experience a World City Travel cruise. He also insisted it be emphasised that the cruise would be complimentary, agreed to by all. However, he suggested that the booking calendar be consulted first before contacting participants, to ensure availability.

Mr Lee affirmed that booking availability for this season should be clearly communicated to the participants, as well as the change in cruise duration. He also added that participants should be informed of the details of the available cruises.

Ms Goh suggested that participants should be referred to the company website for the itineraries.

Mr Lee made the announcement that *Chez Poisson* could no longer provide the buffet for the Adventure Fishing Tour. *iSea Caterers* would take over and had committed to serve the same dishes. The new Tour schedule would now start on 6<sup>th</sup> December due to the change, but would finish on the same date announced previously. The contractual break day would not be affected.

Ms Goh stated that, due to the intervention of Dr David Atkinson, the live music on the yacht had been cancelled. Dr Atkinson's concern was that it would scare away the fish.

The meeting ended at 11:45am.

## Extract from World City Travel company handbook

### Chapter 3: Contents of an incident report

When writing an incident report, employees should include the following to ensure a comprehensive record is kept for future reference.

Generally, a report should cover factual information, including but not limited to details such as the date and time of the relevant incident, location of the incident, and what was involved in the incident. This is to ensure readers have all the necessary background information.

A report should explain the reason(s) why those involved were present at the location, and any known cause(s) of the incident, no matter how preliminary. Such information is usually available after initial investigations and interviews, or taken from other relevant sources.

If a Review Board investigation has been conducted, the report should clearly present the results, including any relevant comments or evaluations made by the Review Board. If appropriate, the report should assign any blame or responsibility for the incident.

### Biography of David Atkinson on the World City Travel website

Dr David Atkinson was born in Taunton, Somerset in 1967. As the son of two academics, he had an interest in aquatic life from an early age, eventually studying Marine Biology at the universities of Oxford, Liverpool and the Sorbonne in Paris, specialising in migration.

Most people will know Dr Atkinson from his TV wildlife documentaries. These inspired a whole generation of nature enthusiasts. Who can forget “The Life of Whales”? Screened in over 80 countries and 20 different languages, this 2013 series stands as his most famous work and is the natural history breakthrough that really put his name on the map.

We’re proud to say that Dr Atkinson has been working with World City Travel since 2019. “I love the camaraderie here. Everyone gets along well. On top of that, we really do provide some excellent travel products,” said Dr Atkinson.

Many do not know that Dr Atkinson is also a keen wildlife photographer. His dramatic “Aqua Vita” photo prints, of aquatic mammals in the wild, are among the most popular in our online shop and would light up any home or office. One print is given free of charge to all of those with lifetime membership of World City Travel.

Dr Atkinson is a keen yachtsman. His current favourite: the “supercar of the sea”, of course! He’s delighted that this will be the vessel to carry him and our guests on the new Adventure Fishing Tour.

Likewise, we’re delighted to have Dr Atkinson on board!

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

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