

MARKING SCHEMES

This document was prepared for makers' reference. It should not be regarded as a set of model answers. Candidates and teachers who were not involved in the marking process are advised to interpret its content with care.

Paper 1 (Reading)

Part A (compulsory section)

1. i) 6 [84]  
ii) 3 [89]
  2. i) 9 [38]  
ii) 4 [81]  
iii) 2 [82]  
iv) 5 [72]
  3. B [84]
  4. C [73]
  5. knocking on wood // (keeping a) rabbit's foot // lucky charm  
(\* eliciting help from a tree god // paintings on door during Spring Festival // any examples of superstition from Text 1) [89]
  6. i) T [56]  
ii) F [68]  
iii) NG [72]
  7. people want to control their destiny (by warding off bad luck while enhancing the good) // people are looking for an effective way of improving the good fortune in their lives (for many centuries) // people thought luck was a strange force that could only be controlled by magical rituals and bizarre behaviour  
(\* outdated and incorrect thinking makes superstition magical to improve good) [78]
  8. D [50]
  9. he thinks superstitions are outdated / irrational / unscientific // he doesn't think superstitions work / trust superstitions // he's skeptical // luck is not a magical ability or the result of random chances  
(\* luck) [44]
  10. A [49]
  11. C [70]
  12. i) to examine why (some) people consistently encounter chance opportunities (whereas others do not) [62]  
ii) questionnaire [76]  
iii) newspaper [83]  
iv) (how many) photo(graph)s (were in the newspaper) // the number of photo(graph)s / pictures (in the newspaper) [79]  
v) message (contained on the second page) // text [52]  
vi) finish faster // get / spot / see / find the message / it // get the answer faster / in (a few seconds)  
(\* count the number of photos faster / in seconds) [41]  
vii) they were less tense / anxious // they were more skilled / better at creating and noticing chance opportunities [44]
- OR
- vi) notice the unexpected // create / notice chance opportunities...vii) their thoughts and behaviour are responsible for much of their fortune

13. (the principle of) how / the way lucky and unlucky people deal(t) with ill fortune in their lives // counterfactual thinking (is often associated with perceptions of luck)  
(\* ill fortune in their lives // it illustrates a lucky life is not just about noticing chance opportunities) [34]
14. i) bronze (medal winners) [66]  
ii) if they had performed slightly worse they would not have won any medal // they think it would be better to have a medal than no medal // they are satisfied / happy they won a medal // they think counterfactually [41]
15. (scientific) research // 'my' / his / Wiseman's research / work // radically new way of looking at luck // (\* luck // the role that luck plays in our lives) [60]
16. i) change the way we think and behave / our thoughts and behavior // thinking more positively [20]  
ii) move away from a magical way of thinking // (encourage people to) move towards a more rational view of luck [77]  
iii) use science and skepticism (to increase the level of luck, happiness and success in people's lives) // debunk superstitious thinking / behaviour [72]
17. i) D [41]  
ii) B [58]  
iii) C [63]  
iv) B [76]  
v) D [36]  
vi) A [55]
18. i) X  
ii) 2 [69]  
iii) 4 [30]  
iv) 1 [62]  
v) 3 [69]

in any order

Part B1 (easier section)

19. i) F [75]  
ii) T [73]  
iii) T [61]  
iv) NG [60]
20. the food was tasty / mouthwatering // the food usually is gone / sold quickly because it tastes so good / is so popular // hard to meet the food truck [35]
21. (Fred's great pork) sandwich (\* homemade French fries) [37]
22. i) blank  
ii) ✓ [82]  
iii) ✓ [53]  
iv) blank
23. alfresco (dining) (\* spectacular) [58]
24. as early as possible // soon [21]
25. C [44]
26. (in the) West // Western countries // (on the streets of many) cities in the West [37]
27. food hawkers [78]
28. food trucks [34]

29. i) fill the same niche // competition with hawkers // harm hawkers // impact on long-standing culinary tradition [28]  
 ii) (Hong Kong is a small city) land is expensive / scarce // difficult to find suitable / affordable locations (to do business) [61]  
 iii) traffic (is busy) // (could make) congestion (worse than it is already) [63]  
 iv) hygiene (issue) // (would have to) discharge waste (water) in the street [60]
30. D [60]
31. conduct (feasibility) studies / research // protect / consider the harm to hawkers // consider the effect of food trucks on Hong Kong / hawkers [60]
32. i) (food) hawkers [49]  
 ii) tradition / history [48]  
 iii) unique [28]  
 iv) tourists // people [66]
33. D [48]
34. food hawkers have moved indoors / in food courts // no longer eating outside in dirty streets  
 (\* problems were solved) [25]
35. C [47]
36. Tai Po Industrial Estate (\* some vans selling lunch boxes) [32]
37. A [43]
38. C [59]
39. Hong Kongers / young people would be seen as trendy and stylish // eating food truck food would be considered trendy and stylish  
 (\* food trucks would be seen as trendy and stylish // it is very convenient) [21]
40. i) issue(d) [15]  
 ii) die(s) / retire(s) [5]  
 iii) expires // will expire [16]
41. B [38]
42. it is not worse than street stalls selling other snacks // critics are exaggerating the problem (that these vehicles could bring to the city's streets) // (not a problem because) hawkers / stalls (selling fish balls) already exist / operate in similar conditions [12]
43. people who don't like / are against food trucks // people who are concerned about hygiene / congestion // critics // (people like) Chris Wong // [20]
44. A [39]
45. i) are very / more convenient // offer a cheaper alternative to restaurants // cheaper than restaurants // deliver / cater / sell good quality food (at affordable prices) [33]  
 ii) offer a variety / different dishes / wider range of culinary options  
 (\* able to cater to the demands of the city's very demanding diners) [13]
46. i) 5 [39]  
 ii) 7 [51]  
 iii) X  
 iv) 6 [50]

### Part B2 (more difficult section)

47. nightmare [80]
48. to show / prove / tell readers...  
 how much / ferocious the competition was // the difficulty/challenges of the food truck business // that Mexico struggled to find good parking spots // how difficult it was to secure a solid location // that they struggled to find good parking spots [48]
49. (David) Schillace and (Thomas) Kelly // the owners / partners / co-founders (of the food truck) [59]
50. B [78]
51. Reasons for opening the food truck
- cheaper / cost less money (than opening a restaurant) // cost less than \$100,000 [76]
  - lower risk / higher chance of success (than opening a restaurant) // small initial investment needed (2 marks) [71]
  - allowed them to test concept without having to spend hundreds of thousands of dollars (any two, in any order)
  - business model looked attractive
  - chance to earn a lot of money // could make \$2000-\$3000 on a good day
- Reasons for the company's initial success
- early adopters // got in early into the market [47]
  - good parking spots // it was parked around skyscrapers where exists many customers (2 marks) [26]
  - less competition (any two, in any order)
  - (New York) city was hungry for refined street food / willing to pay higher prices to reward culinary entrepreneurs
- Challenges faced by the company
- competition (is ferocious) [75]
  - finding good parking spots (3 marks) [71]
  - (New York) police (Department) handing out tickets // ticket-issuing cops (any three, in any order) [66]
  - crackdown by regulators
  - inclement weather
- Changes made to the company's operations
- open a restaurant / (their first brick-and-mortar) store (2 marks) [62]
  - used the truck as a billboard / advertisement / as their brand and image (any two, in any order) [20]
  - the truck now serves food at festivals, corporate events and even weddings
52. i) the overall trend of food trucks is ridiculous and morally reprehensible [46]  
 ii) (media) treating food trucks as a new form of cuisine // as some breakthrough invention (when they are nothing more than a way to deliver food to consumers) [21]

53. i) food trucks are an outdoor version of food courts / are grouped together in parking lots (instead of in a shopping mall food court) [58]  
 ii) food trucks have a (more) limited menu (than restaurants/traditional eateries) // restaurants have / offer more variety in their menu [38]
54. foodwise [53]
55. C [71]
56. B [86]
57. they are afraid to go to (the) ethnic restaurants(in) / diverse neighbourhoods [66]
58. when they bring quality dining / food (selections) to places where it is pedestrian-unfriendly // bring food to buildings where there is nothing within walking distance [59]
59. selling the same / similar food // pizzerias already exist // there are (rent-paying) pizzerias near the food trucks which serve pizzas // there is no need for a food truck [15]
60. they are low-skilled / not skilled // not good enough / qualified to run a restaurant // not real chefs [33]
61. A [60]
62. small wonder (\* clearly) [41]
63. food trucks can drive away (and disappear / before its customers expire) [51]
64. C [41]
65. i) F [60]  
 ii) T [80]  
 iii) NG [82]
66. C [44]
67. she is (joking about being) brave to try the food (from a food truck) / ethnic food / Ethiopian food // she is joking / mocking about the quality / dangers of food from food trucks  
 (\* As the Economist went to press, it had not yet killed her // the food is bad / low quality) [2]
68. injera (with tilapia) // Ethiopian food // the nosh // the food from the truck [27]
69. B [24]
70. D [51]
71. they carry / transport cockroaches // they are dirty / filthy // not enough inspections and therefore there are cockroaches // poor / low hygiene [42]
72. not letting (food trucks) operate on streets // only allowing food trucks in parks and parking lots (and not in the streets) // allowing food trucks in parks and parking lots but not in the streets [29]
73. legal wrangling // to protect (the immobile) restaurant (trade) // arguments / debate in Alexandra City Council [46]
74. She wants her readers to think (seriously) about her argument / consider her point of view / to think twice about not supporting food trucks [13]
75. i) Text 10 [51]  
 ii) X  
 iii) Text 9 [55]  
 iv) Text 8 [67]

Note: Figures in square brackets represent the percentage of candidates awarded a point for the item. Points within this { bracket can be in any order.

Paper 2 (Writing)

Marks	Content (C)	Language (L)	Organization (O)
7	<ul style="list-style-type: none"> <li>Content entirely fulfils the requirements of the question</li> <li>Totally relevant</li> <li>All ideas are well developed/supported</li> <li>Creativity and imagination are shown when appropriate</li> <li>Shows a high awareness of audience</li> </ul>	<ul style="list-style-type: none"> <li>Very wide range of accurate sentence structures, with a good grasp of more complex structures</li> <li>Grammar accurate with only very minor slips</li> <li>Vocabulary well-chosen and often used appropriately to express subtleties of meaning</li> <li>Spelling and punctuation are almost entirely correct</li> <li>Register, tone and style are entirely appropriate to the genre and text-type</li> </ul>	<ul style="list-style-type: none"> <li>Text is organized extremely effectively, with logical development of ideas</li> <li>Cohesion in most parts of the text is very clear</li> <li>Cohesive ties throughout the text are sophisticated</li> <li>Overall structure is coherent, extremely sophisticated and entirely appropriate to the genre and text-type</li> </ul>
6	<ul style="list-style-type: none"> <li>Content fulfils the requirements of the question</li> <li>Almost totally relevant</li> <li>Most ideas are well developed/supported</li> <li>Creativity and imagination are shown when appropriate</li> <li>Shows general awareness of audience</li> </ul>	<ul style="list-style-type: none"> <li>Wide range of accurate sentence structures with a good grasp of simple and complex sentences</li> <li>Grammar mainly accurate with occasional common errors that do not affect overall clarity</li> <li>Vocabulary is wide, with many examples of more sophisticated lexis</li> <li>Spelling and punctuation are mostly correct</li> <li>Register, tone and style are appropriate to the genre and text-type</li> </ul>	<ul style="list-style-type: none"> <li>Text is organized effectively, with logical development of ideas</li> <li>Cohesion in most parts of the text is clear</li> <li>Strong cohesive ties throughout the text</li> <li>Overall structure is coherent, sophisticated and appropriate to the genre and text-type</li> </ul>
5	<ul style="list-style-type: none"> <li>Content addresses the requirements of the question adequately</li> <li>Mostly relevant</li> <li>Some ideas are well developed/supported</li> <li>Creativity and imagination are shown in most parts when appropriate</li> <li>Shows some awareness of audience</li> </ul>	<ul style="list-style-type: none"> <li>A range of accurate sentence structures with some attempts to use more complex sentences</li> <li>Grammatical errors occur in more complex structures but overall clarity not affected</li> <li>Vocabulary is moderately wide and used appropriately</li> <li>Spelling and punctuation are sufficiently accurate to convey meaning</li> <li>Register, tone and style are mostly appropriate to the genre and text-type</li> </ul>	<ul style="list-style-type: none"> <li>Text is mostly organized effectively, with logical development of ideas</li> <li>Cohesion in most parts of the text is clear</li> <li>Sound cohesive ties throughout the text</li> <li>Overall structure is coherent and appropriate to the genre and text-type</li> </ul>
4	<ul style="list-style-type: none"> <li>Content just satisfies the requirements of the question</li> <li>Relevant ideas but may show some gaps or redundant information</li> <li>Some ideas but not well developed</li> <li>Some evidence of creativity and imagination</li> <li>Shows occasional awareness of audience</li> </ul>	<ul style="list-style-type: none"> <li>Simple sentences are generally accurately constructed. Occasional attempts are made to use more complex sentences. Structures used tend to be repetitive in nature</li> <li>Grammatical errors sometimes affect meaning</li> <li>Common vocabulary is generally appropriate</li> <li>Most common words are spelt correctly, with basic punctuation being accurate</li> <li>There is some evidence of register, tone and style appropriate to the genre and text-type</li> </ul>	<ul style="list-style-type: none"> <li>Parts of the text have clearly defined topics</li> <li>Cohesion in some parts of the text is clear</li> <li>Some cohesive ties in some parts of the text</li> <li>Overall structure is mostly coherent and appropriate to the genre and text-type</li> </ul>