

Marking Schemes

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Paper 1 (Reading)

Part A (compulsory section)

1. i) C [67]
ii) C [83]
iii) D [75]
2. hotly tipped [80]
3. C [54]
4. i) declining book sales [79]
ii) (industry) players struggle to make a living / earn a living [71]
5. comic industry will disappear / is dying // (comic industry has) no future [37]
6. juggle [65]
7. i) artist [30]
ii) illustrations // artwork // work [14]
iii) sidejobs [68]
8. C [71]
9. struggling [66]
10. i) Not Given [82]
ii) True [87]
iii) False [77]

	Summary	Correction	
11.	i) Elphonso Lam believes that the comic book industry will continue to <u>gain</u>	lose	[25]
	ii) revenue because original comics can be available at <u>high</u> costs. It is	no // zero	[24]
	iii) easy to call yourself a comic artist as long as you have access to a <u>publisher</u> .	website // computer	[50]
	iv) If you get enough readers clicking on your online comics, you may become	✓	[52]
	v) a <u>traditional</u> comic artist regardless of the quality of your work.	famous // successful // popular	[50]

12. Yes
Evidence: anyone can be a comic artist (all you need is a website) // easier to be popular / famous / access more readers // need not (labour for years to) acquire skills to draw comics and to secure opportunities in the profession.
or
No
Evidence: poor quality // collapse / decline of comic industry [52]
13. (a) toxic storm [38]
14. i) distribution [23]
ii) vendors [29]
iii) dwindling [20]
15. convenience store chains [25]

16. C [63]
17. a bigger market (if he succeeds) // prospect(s) of greater gains if he succeeds // a smaller / shrinking market in Hong Kong [54]
18. i) (first) as a writer [21]
 ii) roles [44]
 iii) licensing digital content // branching out to other sides of the business // digital content // animation // switching to different markets (or mediums) [21]
 iv) CEO [34]
19. A [63]
20. (to show how) culture and history / culture / history is unappreciated in Hong Kong // (to show) people in Hong Kong do not treasure / appreciate their culture and history / culture / history [61]
21. Lam / Elphonso is pessimistic / unsure / uncertain about the future of the (comic) industry // doesn't foresee / see / think that there will be any improvement in the (comic) industry anytime soon [20]
22. i) creative // innovative // creative and (more) innovative // diversified // diverse [45]
 ii) have not updated their kung (-) fu(-)style (comics) [19]
 iii) connected // globalised // connected and globalised [34]
 iv) (making) money (but / and not history / culture) [63]
23. C [41]

Part B1 (easier section)

24. D [60]
25. i) JOB A [84]
 ii) JOB C [27]
 iii) JOB C [81]
 iv) JOB B [32]

26.

	Design skills	Knowledge of property management	Social media skills	Kitchen skills	
JOB A	√		√		[26]
JOB B		√			[78]
JOB C				√	[87]
JOB D	√		√		[28]

27. advance [26]
28. JOB A
 Evidence: experience in (advertising and) design
 or
 JOB D
 Evidence: provide(s) / create(s) (creative) designs (for the image of the retail brand) // create(s) graphics (for social media accounts) [62]
29. (a) new group of workers // (a) person with a number of jobs // (a) slasher // someone who is X/Y/Z [53]
30. (because of) (the) unstable job market // (as a form of) safe-keeping their (own) incomes [66]
31. (a / any) slasher (with multiple sources of income) // a person with a number of jobs / multiple jobs [23]
32. it / being a slasher / slashing can make / makes him / her / one (more) employable // he / she can be (more) employable [31]
33. A [48]
34. working on her / your / Emma's / reader's own business // slashing // being a slasher [13]

35. i) risks [57]
 ii) time [40]
 iii) cash flow // confidence [57]
36. they / (many) employers / recruiters / headhunters do not believe / disbelieve young people's / slashers' ability(ies) // young people / someone their age have / has a (wide) variety of skills // a (wide) variety of skills are (deeply) ingrained in slashers / young people // disapprove of individuals who have worked multiple jobs at the same time [20]
37. (the / those / these) characteristics // the typical behaviour patterns [16]
38. i) NOT mentioned [68]
 ii) NOT mentioned [44]
 iii) Mentioned [51]
 iv) NOT mentioned [41]
39. i) D [39]
 ii) E [57]
 iii) B // D [61]
 iv) F [32]
 v) A [62]
40. D [47]
41. (many) employers // recruiters // head hunters // bosses // (job) interviewers (of corporation(s) / organisations / companies) [21]
42. craftsman: Agrees [68]
 girlartisan: Disagrees [71]
 bellaneil: Disagrees [44]
- i) creative talents // artists // craftsmen // artists and craftsmen [36]
 ii) (very) fulfilling // interesting // on the rise // nothing new [54]
 iii) no choice [21]
 iv) (slasher) experience [58]
 v) patronised [43]
 vi) make a living // survive [53]

Part B2 (more difficult section)

43. i) (high-level STEM) research [50]
 ii) consumers [58]
 iii) essential [73]
44. (the) engine [30]
45. AI / AI software / smart machines and humans / human beings / workers / employees / people [44]
46. over the long haul [52]
47. B [66]
48. the fact that AI (is) (being) used by small businesses // the fact that all businesses (are) (being) (can be) transformed by (the) implementation / use of AI // (the) implementation of / application of AI in small businesses [21]
49. i) hire / employ most people in the US [34]
 ii) in real time [30]

- iii) no extra hours / time labouring over the books // no other expert(s) / expertise in / of finance, accounting or human resources // no hiring of experts // no hiring of any other expert(s) in finance [24]
50. i) privacy can / could be / is safeguarded / protected [22]
 ii) discrimination [90]
 iii) bias(es) in algorithmic(-)decision making can / could be overcome (in employment practices) [18]
 iv) (the) role of human judgement [66]
 v) (smart) machines / AI can outthink us / humans / human beings // (certain elements of) human judgement(s) is / are (still) indispensable [32]
51. (suddenly) injects / is (suddenly) injecting bias(es) into everyday life (*en masse*) [22]
52. decisions / predictions / judgement(s) made by AI is / are not objective // still have / has bias(es)
 // AI is not as objective as people (may) think it is / seems / appears to be [4]
53. i) resume (-) screening [21]
 ii) all sorts of biases // human biases // bias(es) // favouritism [55]
 iii) human gatekeepers [32]
54. i) those / people at the top levels of bank / banking industry [11]
 ii) prevent redlining // prevent discriminating / discrimination [22]
55. legally on the hook [53]
56. i) (loan) applications [33]
 ii) (the most) creditworthy borrowers [40]
57. ubiquity [80]
58. (the) consumers, shareholders (and) (highly prized) AI (technical) talent(s) [11]
59. C [62]
60. Liability from misuse ✓
 Unintended consequences ✓ [44]
61. i) transport // transportation [41]
 ii) (issues) in autonomous vehicles [35]
 iii) industry (-) specific panels (of experts) [23]
62. big tech companies / business leaders refuse responsibility for AI's harmful consequences (while / and) fighting government oversight [17]
63. the (social and) ethical implications of new technologies / technology [8]
64. i) D [47]
 ii) E [52]
 iii) B [56]
 iv) D [50]
 v) A [72]
 vi) C [70]
65. B [62]

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.

/ = alternative acceptable word(s) / phrase(s) within an answer

// = alternative answer(s)

() = word(s) or phrase(s) which are NOT essential to the answer

___ = underlined word(s) must be present in the answer