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A scam is

- a scheme for making money dishonestly.
- a technique to provide teachers with learning incentives.
- an opportunity for publishers to reach a larger market.
- a means of letting children see their name in print.

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The writer of the article comments: 'Strangely, awards are given to those who pre-order a book!' What is the writer suggesting?

- The competition has little to do with fair judging.
- The promoters of the anthology recognise the amount of talent in children.
- The book will be of such a high standard it will sell quickly.
- Pre-ordered books will be delivered first.

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Parents are likely to buy a copy of a book that includes their child's work because

they want the anthology to be a financial success.

the anthology is value for money.

they are proud of their child's 'success'.

it confirms their belief in their child.

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Books of verse written by children are popular promotions because

- most parents enjoy children's poetry.
- teachers encourage poetry writing in schools.
- children write better poetry than prose.
- more poems can be included in one book.

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The promoters of such competitions could best be described as

- honest and fair in judging.
- not sincere about the intentions of the scheme.
- using clear and easily understood promotion methods.
- having no involvement in who wins or gets published.

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The mathematics included in the article is intended to

demonstrate the standards the promoters are committed to.

explain why the pre-ordering option is important.

expose the sneaky nature of the scam.

convince parents to trust the organisers.

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The writer of the article finds the scheme

has worth.

causes family unhappiness.

is difficult to participate in.

is badly organised.

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