

Children book scam

Question 8: A scam is

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

Question 9: The writer of the article comments: 'Strangely, awards are given to those who pre-order a book!' What is the writer suggesting?

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

Question 10: Parents are likely to buy a copy of a book that includes their child's work because

- a) they want the anthology to be a financial success.
- b) the anthology is value for money.
- c) they are proud of their child's 'success'.
- d) it confirms their belief in their child.

Question 11: Books of verse written by children are popular promotions because

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

Question 12: The promoters of such competitions could best be described as

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

Question 13: The mathematics included in the article is intended to

- a) demonstrate the standards the promoters are committed to.
- b) explain why the pre-ordering option is important.
- c) expose the sneaky nature of the scam.
- d) convince parents to trust the organisers.

Question 14: The writer of the article finds the scheme

- a) has worth.
- b) causes family unhappiness.
- c) is difficult to participate in.
- d) is badly organised.