

HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION

Additional Worksheet (Unit 1)

ENGLISH LANGUAGE PAPER 3

PART B1

DATA FILE

GENERAL INSTRUCTIONS

- (1) Refer to the General Instructions on Page 1 of the Question-Answer Book for Part A.

INSTRUCTIONS FOR PART B1

- (1) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 3–4) **OR** those in Part B2 (Tasks 5–6).
(2) You are advised to use a pen for Part B.
(3) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.

Part B

Situation

You are Felicity Yeung, chairperson of the Business Society of Mong Kok Secondary School. The club has made a successful bid for a stall at the 2016 Lunar New Year Fair. Ms Morris, teacher adviser to the club, has asked you to do some tasks.

You will listen to a recording of a meeting between Ms Morris and Graham, secretary of the club.

Before the recording is played, you will have three minutes to study the Question-Answer Book and the Data File to familiarize 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 three minutes to familiarize yourself with the Question-Answer Book and the Data File.

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Listening note-taking sheet for a meeting between Ms Morris and Graham

Track 2

How to get there?

Exit(s)	MTR station
A and B	Prince Edward
D	Mong Kok East

Aims

- to provide students with the opportunities _____ to have hands-on experience _____
_____ of doing business _____
- to raise money for _____ WAW _____, an NGO that focuses on _____ wildlife conservation _____

Student helpers

Total number of student helpers needed: _____ 9 _____

	Time	Number of student helpers
First time slot	2pm–8pm	3
Second time slot	8pm–2am	6

Contact details

Person to contact: _____ Felicity Yeung (4D) _____

Email address: _____ nystall@mkss.edu.hk _____

Email from Ms Morris to Felicity Yeung

To: Felicity Yeung
From: Ms Morris
Date: 10 November 2015
Subject: Things to do

Dear Felicity,

It's good that the project is coming along quite nicely. There are a few things that we will have to do before the market. Do you think you can help out with that?

The first thing is we need to submit a proposal to apply for the Student Business Start-up Subsidy. In the proposal, we will have to include our aims, the budget and some strategies we have devised for the business. Can you help fill in the proposal form? I have attached our budget plan for your reference. You will also find some useful information in our group WhatsApp chat.

I'd also like you to write an invitation letter to ask for parents' support for our stall. Please include:

- why we are writing
- where our stall is at the fair and our opening hours
- how to get there

Please also mention the discount and remind them that they can email us for more information.

Thanks for your help!

Ms Morris

Budget plan for running the Lunar New Year Fair stall

Budget plan			
Event: <u>2016 Lunar New Year Fair</u>			
Club / Society: <u>Business Society</u>			
Funds available: <u>\$30,000</u>			
Expenses		Revenue	
Rent	10,000	Sales	
Food		Cushions	4,800
Lunch	500	Food boxes	7,200
Dinner	2,000	Banana cases	3,000
Goods	10,000	Mugs	18,000
Decoration		Lamps	12,000
Banner	1,000	School's ECA subsidy	5,000
Table and stools	1,500		
Total:	<u>25,000</u>	Total:	<u>50,000</u>
Revenue – Expenses = 50,000 – 25,000 = <u>\$25,000</u>			

Notes on Ms Morris's phone conversation with the school accountant

<p>Caller: <u>Donald Lee (Accountant)</u></p> <p>Date: <u>28/10/2015 (Wed)</u></p> <p>Time: <u>2.35pm</u></p>
<p>student business start-up subsidy ✓</p> <p>our ECA subsidy: \$5,000 max</p> <p>lunch + dinner allowance: \$2,500 max</p> <p>10% off at the fair (discount when showing student card)</p>

WhatsApp chat among the members of the Business Society

9 November 2015

Graham

Did you see where our stall is? It's so close to the entrance! We're going to get lots of customers.

16.31

Me

Has anyone talked to the supplier about lowering the wholesale price of our stuff? 'Competitive pricing' I mentioned in our lesson the other day.

16.40

Graham

I rang them up a few days ago and they said it was OK. This way we can sell our goods at competitive prices.

16.50

Sam

People tend to cut prices on the last day. Are we going to do that too? It may be a good idea because we don't want to have too much stuff left unsold.

16.55

Me

Good idea. We want as little stuff left unsold as possible. Felicity, you're writing that letter to parents. How is that going?

16.40

Felicity

The one where we ask for their support? Yes, I'm on it. I'll send it to you when I'm done. I am also done with designing the posters. Will anyone get them printed and put them up in the school?

17.02

Daniel

I will do it. And are we all handing out flyers outside Fa Hui Park during the fair?

17.02

Me

That's right. Thank you all for your work so far. What a wonderful lot you are!

17.12

Letter from the Food and Environmental Hygiene Department

8 November 2015

Dear Ms Morris,

This is to confirm the details of your successful bid for a stall at the 2016 Mong Kok Lunar New Year Fair.

Stallholder: Business Society, Mong Kok Secondary School

Venue: Fa Hui Park

Stall number: MK002

Date: 13–18 February

Time: 2pm to 1am (2pm to 3am on 18 February)

Should you have any queries, please contact Mr Patrick Pang, head of the Hawkers and Markets Section (Kowloon), on 4659 1020.

Yours faithfully,

Lawrence Fong

Lawrence Fong

Deputy Director, Food and Environmental Hygiene Department

THIS IS THE LAST PAGE OF THE PART B1 DATA FILE

HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION

Additional Worksheet (Unit 1)

ENGLISH LANGUAGE PAPER 3

PART B2

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Listening note-taking sheet for a meeting between Ms Morris and Graham

Track 2

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Person to contact: _____ Felicity Yeung (4D) _____

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Email from Ms Morris to Felicity Yeung

To: Felicity Yeung
From: Ms Morris
Date: 10 November 2015
Subject: Things to do

Dear Felicity,

There are two things I'd like you to help out with.

First, I would like you to write an email to recruit student helpers for the Lunar New Year Fair stall. In the first paragraph, explain why you are writing. In the second paragraph, make it clear how many student helpers we need and when we want them to be on duty. In the same paragraph, clarify what their duties are. In the next paragraph, point out what they can learn from this. In the last paragraph, put down your details so that people can contact you.

Second, I'd like you to write an article for the next issue of our school magazine. In the article, please:

- write a short introduction
- give a brief historical background of the Lunar New Year Fair
- highlight what people can find in the wet market, dry market and snack stalls
- ask readers to visit our stall and support us.

Best,

Ms Morris

Email from David Tang to Felicity Yeung

To: Felicity Yeung
From: David Tang
Date: 7 November 2015
Subject: Re: Student helpers for the Lunar New Year Fair stall

Dear Felicity,

Last year our helpers were tremendously helpful. They helped with moving goods from the truck and handing out flyers at the entrance to the fair. If you are still doing flyers this year, get your helpers to hand out flyers because we believe it was key to our success last year.

Those who offered to help out learnt a lot of valuable skills — the most important one was effective communication skills as they had to face different types of customers at the fair. They also had the experience to manage a small business.

Let me know if you need anything else.

Best,
David

To: David Tang
From: Felicity Yeung
Date: 6 November 2015
Subject: Student helpers for the Lunar New Year Fair stall

Dear David,

Ms Morris asked me to talk to you about last year's Lunar New Year Fair stall. She said you did a great job organizing it. I'd like to know more about the student helpers you had. I thought I would only need club members' help.

What did you have your helpers do? Also, what skills did they learn? I need these details for my email about recruiting student helpers.

Regards,
Felicity

History of the Lunar New Year Fair

With the Lunar New Year just round the corner, most of us are prepared for some New Year celebrations during the long weekend. While typical of this festival are traditions such as the family reunions, giving red packets and watching the fireworks, things that take place before New Year's Day are no less representative of the festival. Of all that happens before the new year, the most colourful and bustling is the Lunar New Year Fair, also known as 'flower market'.

The Lunar New Year Fair has its origins in Guangzhou, where a tradition known as 'flower street' first appeared in the mid-19th century. Stalls selling flowers scattered in different parts of the city of Guangzhou a few days before the Chinese New Year. It was in the 1920s that 'flower markets', or Lunar New Year Fairs, began to take a more definite form. Instead of having these stalls dotted around the city, they gathered in a fixed number of well-frequented locations of the city. In the 1960s, this tradition was spread to Hong Kong. Hong Kong's first Lunar New Year Fair was held in Victoria Park in Causeway Bay and it still remains to this day the largest Lunar New Year Fair in Hong Kong.

An Englishman in Asia blog entry

17 February 2015 (Tuesday)

Hong Kong: Day 2

After a good night's sleep, I had a leisurely brunch in Central. Gosh! Food is *not* expensive here — I wish food in England could be cheaper ... After a gentle stroll along the harbour, I took the MTR to Tin Hau, where I met up with Mike. Mike is from Hong Kong and I've known him since university. He promised he would show me round his hometown at some point.

Mike took me to the Lunar New Year Fair in Victoria Park. Right at the entrance, I could see at least two types of stalls — stalls selling flowers and stalls selling other things, like toys, cushions and New Year decorations. Mike told me that the fairs are divided into two main areas: wet market (that sells flowers) and dry market (that sells things other than flowers).

In the dry market, everything had 'lucky words' printed on them. People believe these 'lucky words' will bring them good luck in the year to come. In the wet market, I was surprised how many types of flowers that were on offer. Apparently they are all considered 'lucky plants' that give people good luck. I personally liked the daffodils and the peach blossoms the most. If I were actually living in Hong Kong, I might even buy myself a peach blossom tree!

Close to the exit there were other types of stalls. They mainly sold snacks such as fishballs. Mike told me that snack stalls have become quite popular in recent years and the snacks are getting fancier and fancier. Just before we left, we were approached by a stallholder who tried to convince us that her frozen strawberries were very flavoursome and insisted that we buy her frozen strawberries. At the end, we didn't buy anything but had a good time in Victoria Park.

by PhilRichardson at 21.16

THIS IS THE LAST PAGE OF THE PART B2 DATA FILE