



2020/21-ME  
ENG LANG

PAPER 3  
PART B1

**B1**  
EASY SECTION

HOK YAU CLUB  
HONG KONG MOCK EXAMINATION 2020/21

## 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) The Question-Answer Book for Part B1 is inserted into this Data File.
- (2) For Part B, attempt **EITHER** those tasks in Part B1 (Tasks 5 – 7) **OR** those in Part B2 (Tasks 8 – 10).
- (3) You are advised to use a pen for Part B.
- (4) The Data Files will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data Files.
- (5) Hand in only ONE Question-Answer Book for Part B, either B1 or B2, and tie it with the Question-Answer Book for Part A.

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Not to be taken away before the  
end of the examination session

## Part B

### Situation

You are Anita Wong. You are an assistant to Gary Tong, the Marketing Manager of In Market, an upscale supermarket.

You will listen to a discussion among a group of consumers talking about In Market.

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

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**Listening note-taking sheet for feedback from the VIP Consumer Group**

**What does each of the members of the VIP  
think about the following aspects?**

**A. PRICING**

---

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**B. CHOICE OF PRODUCTS**

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**C. ARRANGEMENT OF GOODS**

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**D. SERVICES**

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**E. PROMOTIONS**

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**F. OTHERS**

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## Email from Gary Tong to Anita Wong

Junk	Delete	Reply	Reply All	Forward	Move ▼	Mark Unread ▼	Follow up ▼
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**To:** Anita Wong  
**From:** Gary Tong (Manager)  
**Date:** 15<sup>th</sup> April, 2020  
**Subject:** Things to do

Dear Anita,

I need your help with a few things: Please compile the feedback collected from VIP of In Market. I need the information for future business planning. To do this, you can refer to the notes you have made. List the positive and negative feedback collected in point form under the appropriate sections.

The second thing to do is writing a speech. Do you remember you interviewed two chefs last week? They are going to demonstrate their cooking skills at our supermarket next month and we should have an introduction of them. Can you write a short introductory speech to use on that day? Just focus on how they got into the business and their signature dishes.

After finishing the above work, can you take a look at the comment card we've received from one of our staff last month? It was signed anonymously but we believe that it represents the majority of the staff. The management has discussed the issue and decided to update the current staff benefits. I need you to draft a memo to announce these new measures. Read the minutes of the last meeting of the managers and the email from our director for details. You may also need to read the staff handbook. Mention, in the very beginning of the memo, what prompted the managers to update the details (the staff comment card). End it nicely with a positive message.

Thanks in advance for your help.

Gary



### Interview excerpt with Patrick Foo and Jack Lim

- Anita: Good day, Patrick and Jack. First of all, thanks so much for agreeing to come to our supermarket to do a cooking demonstration next month. I'm sure our customers will be thrilled to see you both.
- P / J: Thanks.
- Anita: So, first of all, can you tell me how you two first got into the food business? Would you like to start first, Patrick?
- Patrick: I can't remember a time that I was not interested in cooking. It's just something that feels so natural to do because my dad was a cook in Shanghai when I was young. He had his own restaurant. He was fearless when it comes to trying new things and I think that rubbed off on me. My family moved to Hong Kong when I was ten years old. My dad opened a restaurant in Central and I've been helping out there ever since.
- Anita: Did you ever receive any formal training in cooking besides helping out at your father's restaurant?
- Patrick: Well, I didn't. I just started off learning from my dad and then picked things up by myself.
- Anita: That's impressive. How about you, Jack?
- Jack: I wasn't that lucky. My parents wanted me to study medicine. But I've always been interested in cooking. Like Patrick's father, I liked to try out new recipes at home when I was young and it seemed weird to my family that a boy actually liked cooking.
- Anita: How did you become a professional cook then?
- Jack: I persuaded my parents to let me go to Paris to learn to cook and I ended up spending a decade there. After I graduated, I worked for a few famous restaurants there and became the Head Chef at Emperor Place.
- Anita: Wow, Emperor Place sounds like a place that all celebrities and famous people go to!
- Jack: Ha ha ha, yeah. I've learned so much there. After a while, I started to miss Hong Kong and decided to move back and open my own French restaurant, also in Central. That's how Patrick and I met. Our restaurants are like a block away.
- Anita: Thanks so much for your information. I can give a nice opening speech next week. It's been such a pleasure talking to you two. I can't wait to see your demonstrations soon!

### Anonymous Complaint from Staff

#### COMMENT CARD FROM STAFF *(Internal Use Only)*

FROM: \_\_\_\_\_ N/A

DEPT: \_\_\_\_\_ N/A

Comment:

I'm writing this on behalf of the majority of staff who work here. First, we're not happy with our working hours. Each shift is way too long. We're actually very happy to deal with customer requests but the work pressure is too much for us to enjoy our work. We have too few staff to cope with the current expansions. Besides, our benefits such as holidays and incentives are not enough to keep us motivated. Please note that I'm writing this in hopes of a better working environment and I don't mean to just complain about bad management.

### Chef Award List from Chefs.com

*Check out if your favourite chef is here!*

#### **STAR CHEF AWARD WINNERS**

2006 Brown Faye  
2007 Jack Lim  
2008 Nelson King

#### **EUROPEAN BEST CHEF AWARD WINNERS**

2006 Jack Lim  
2007 Louis Petain  
2008 Marie Allegre

#### **RISING CHEF WINNERS**

2006 Damian Walters  
2007 Bryan Phillips  
2008 Liam Gibson

#### **GOLDEN CHEF AWARD WINNERS**

2006 Patrick Foo  
2007 Owen Mcquire  
2008 Lindsay Rowland

## Reviews from foodmaniacs.com.hk

### **Tipsy**

Cuisine: French

Owner: Jack Lim

Location: Central

Consumer Rating: 4.5 out of 5

Reviews:

*It's the best restaurant I've ever been to. The coffee is great!*

- JJ Fung

*Oh, my! The food is absolutely fabulous there! I'd say you try the Lamb Stew. Yum yum! The mint sauce served with it is fantastic!*

- G.W.

*Try the Ratatouille, Cassoulet and Foie Gras – signature dishes you won't want to miss in addition to the lamb stew!*

- H.T.

*The service is heart-warming. My friend ordered a set dinner and I ordered just a main course. The chef gave me a soup as starter for free anyway so my friend wouldn't have to eat alone. How thoughtful.*

- P.L.

### **Shanghai, Shanghai**

Cuisine: Shanghainese

Owner: Patrick Foo

Location: Central

Consumer Rating: 4.5 out of 5

*You won't know how nice the food is until you try Patrick's signature dish – wonton chicken soup. Best ever!*

- K.J.

*It's always full that I can never get a seat if I'm just a walk-in. Reservations may take even up to a month – but it's totally worth it!*

- O.P.

*I was trying to decide if the Fried Pork Bun or the Roasted Chicken was better – the result is, they're equally amazing!*

- M.M.

## **Excerpt from the minutes of the Management Meeting**

### **Minutes of the Management Meeting**

**Date:** 17<sup>th</sup> March

**Present:** Mr M. Chau  
Mr H. James  
Mrs H Lam  
Mr L Ma  
Miss G Wong (Secretary)

#### **Agenda**

1. Discussion actions in regards to the anonymous staff comment
  2. Annual Dinner
  3. Branch opening in Bangkok
- 
- 1.1 Mr Chau explained the anonymous comment received from a staff member earlier and proposed the following actions:
    - Provide extra incentives such as over-time payment for staff
    - Cut down the number of working hours of each shift by 2 hours
    - Arrange further training for new employees to cope with the expansion
    - Offer an extra paid day of holiday to all staff
  - 1.2 The above measures were voted favourably by all parties and the Handbook would be updated.
  - 1.3 Mr Chau further suggested that any staff undergoing tremendous stress from work should seek help from their supervisor.
  - 1.4 Mrs Lam suggested issuing a friendly memo to all staff to announce the above new policies. The exact revised number of working hours and paid leave should be indicated in the memo to avoid any confusion.
  - 1.5 Mr James proposed showing the staff comment to the Director for feedback and comments.
  - 1.6 Mr James also suggested enforcing a new method to keep track of staff's working hours. All members agreed that they would seek the opinion from the Director on this.
- 
- 2.1 Mrs Lam proposed that this year's Annual Dinner should be postponed to May from April because of ....

## **Excerpt from Halo Supermarket Staff Handbook**

### **4.1 WORKING HOURS OF STORE STAFF**

All staff are required to work 5 shifts per week. Each shift consists of 12 hours. The arrangement of shifts shall be decided by the supervisors of each team by the 20<sup>th</sup> day of each month. Staff should report to their corresponding supervisor at the beginning and end of each shift.

### **4.2 VACATION TIME**

All staff are entitled to 10 days of paid vacation each year. They are also entitled to 7 days of paid sick-leave each year. All staff must present a doctor's note to claim a paid sick day. Failure to do so will lead to the deduction of one day of vacation time.

### **4.3 OVER-TIME PAYMENT**

All staff are not offered any over-time payment. However, supervisors are strongly advised to observe the regular working hours of all their staff.

### **Email from the Director**

*Dear Matthew,*

*It was a pleasure to talk to you yesterday. I have given some thoughts about the issues you have raised. I agree that perhaps we should introduce a form of digital time card so our staff can simply keep track of their working hours by presenting the digital time card at the staff security gate.*

*Besides, I'm concerned with the staff comment in some ways. I think it is useful to emphasise the importance of maintaining a positive working environment. All staff should be reminded that they should offer their best services for their customers at all times. I hope that introducing the measures you have suggested in the management meeting will help cheer them up and boost their morale. Perhaps you want to make sure that this message is conveyed in the staff memo.*

*Thanks for your efforts in taking care of this matter.*

*David*

### **THIS IS THE LAST PAGE OF THE PART B1 DATA FILE**

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**Do not write on this page.**  
**Answers written on this page will not be marked.**



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HOK YAU CLUB  
HONG KONG MOCK EXAMINATION 2020/21

## ENGLISH LANGUAGE PAPER 3

### PART B2

### DATA FILE

#### GENERAL INSTRUCTIONS

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

#### INSTRUCTIONS FOR PART B2

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## **Part B**

### **Situation**

You are Anita Wong. You are an assistant to Gary Tong, the Marketing Manager of In Market, an upscale supermarket.

You will listen to a discussion among a group of consumers talking about In Market

Before the recording is played, you will have five minutes to study the Question-Answer Book and the Data File to familiarise 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.

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**Listening note-taking sheet for feedback from the VIP Consumer Group**

**What does each of the members of the VIP  
think about the following aspects?**

**A. PRICING**

---

**B. CHOICE OF PRODUCTS**

---

**C. ARRANGEMENT OF GOODS**

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**D. SERVICES**


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**E. PROMOTIONS**

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**F. OTHERS**

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Go on to the next page 

## Email from Gary Tong to Anita Wong

Junk	Delete	Reply	Reply All	Forward	Move ▼	Mark Unread ▼	Follow up ▼
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To: Anita Wong  
From: Gary Tong (Manager)  
Date: 15<sup>th</sup> November, 2020  
Subject: Things to do

Dear Anita,

Please help me complete a few things by the end of this week:

I want you to write a summary report on the negative comments from the VIP customers. I want to know what our department is going to deal with them. Please focus on the price, sale promotion and our Point Card. You may need to refer to the recording, minutes and relevant documents for necessary information.

Iris gave me the draft of the cooking class leaflet. The draft only has the illustration and all the description has not been done. Can you complete it by giving the details of the class and the tutor? For the tutor, please mention his awards if any and his signature dishes to attract participants. Don't forget to include the way of application.

I will attend the Board of director meeting next month. Please draft the speech for me to persuade the directors that we are going to expand our Food Pack section and need their approval of appropriation of enough funds. You should start from the food business development in HK and move on to the trend under pandemic and finally our plan of expanding the Food Pack section.

Thanks in advance for your help.

Gary

## Minutes from staff meeting

### Staff meeting of the Marketing Department

<b>Chairperson:</b>	Kelvin Lam	<b>Date:</b>	5 Nov 2020
<b>In Attendance:</b>	Josie Chan Ronald Li Horace Mak Betty Yuen	<b>Venue:</b>	Conference Room
<b>Secretary:</b>	Anita Wong		

### Minutes of Meeting

#### 1. Meeting with VIP customers

Some negative feedback was heard. To deal with the feedback, different strategies were suggested.

#### 2. Sales Day

Since other major supermarkets have their own sales day, RL suggested having a regular day for sales too. He proposed to use Wednesday because it was in the middle of a week. KL objected to it as some other major supermarkets have used the day and we would not be benefited from using the same day. All agreed that Monday is not suitable as it is just after the weekend when customers would finish their shopping. The day to be chosen would be decided after research. Membership customers can earn an extra discount on all products on the sales day. RL added that the discount could be the same as other chain store and it was agreed unanimously.

2.1 JC suggested designing a banner and a title to the day as Thanks XX Afternoon. Using other store examples as reference.

#### 3. Cooking class

Cooking class was suggested by HM to attract the young customers, who may not have enough cooking ideas and knowledge. The chef can use the ingredients sold in our store to demonstrate daily dishes and some special ones.

3.1 Jack Lim would be invited as class tutor.

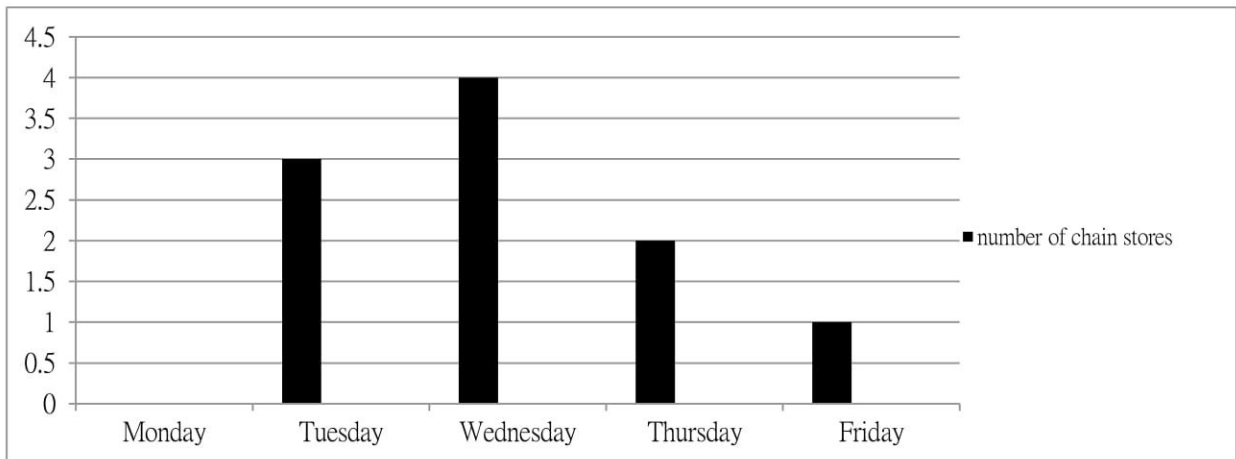
3.2 All agreed that the class should start in 2021 and should make regular monthly classes.

3.3 BY suggested using the North Point and Kowloon Bay centers of Love Cooking Center.

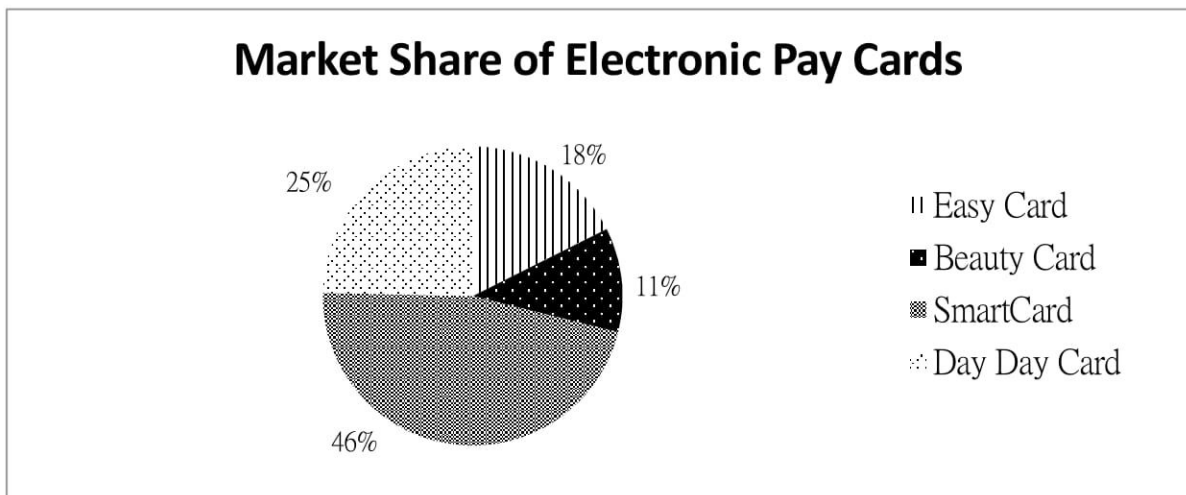
3.4 KL reminded that the application should be done online through QR code.

#### 4. The next meeting was set for 5 Dec 2020.

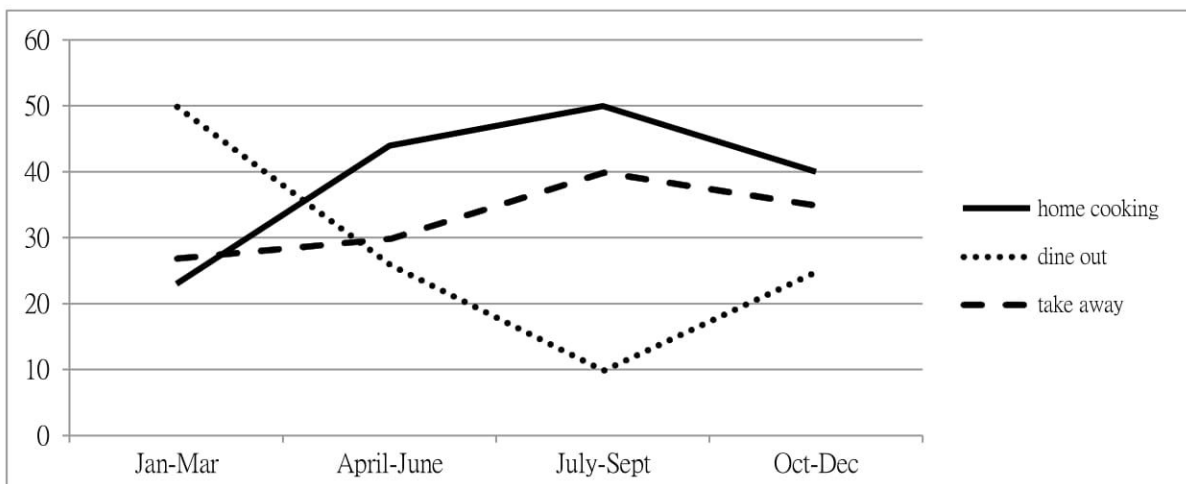
**Sales Day of Chain Stores**



**Market Share of Electronic Pay Cards**



**Meal habits during 2020 pandemic**





# **River Super Day (Tuesday)**

## **Extra 5% off**



### Excerpt of an article from Consumers Today

#### The New Way to Shop

SmartCard is a new way to shop now. It is not only an electronic pay card, it can accumulate points for the users too. It's widely used in some western nations and now it's becoming more popular in Hong Kong. Hear what users have to say about it:

*"It's so easy to use - just store value on it and use it in stores. I don't have to bring so much cash with me." - K.G.*

*"I'm generally against the idea of using any electronic cards to settle my payment; it encourages over-spending." - P. T.*

*"I have only one card of this type with KK Shop, the fast food chain store in Hong Kong. It's actually very safe to use because you need to provide a password to use it so even if I've lost it, no one else can use it because they don't have my password!" - K.K.*

The SmartCard was introduced in 2002. It was initially used as a kind of simple membership card for various small-scale shops. Now, it serves as the major technology used by large commercial companies such as department stores and chain stores.

### **How does it work?**

- Each card is registered to a single user.
- The user's personal information such as contact details and password can be stored on the card.
- Use it to collect points based on purchases.
- It can also be used to store values of up to US\$5,000 so users can choose if they want to pay with the SmartCard or settle the payment in other forms such as cash or credit card.

### **Costs**

SmartCard requires the use of special registers. Each system requires at least three registers and 10 SmartCards costing US\$30,000 in total. Each additional SmartCard costs US\$20. The initial cost of US\$30,000 includes all set-up and technical support fees.

### **Order Time**

Our SmartCard systems are made to order. Place your order today and start using them in 60 days.

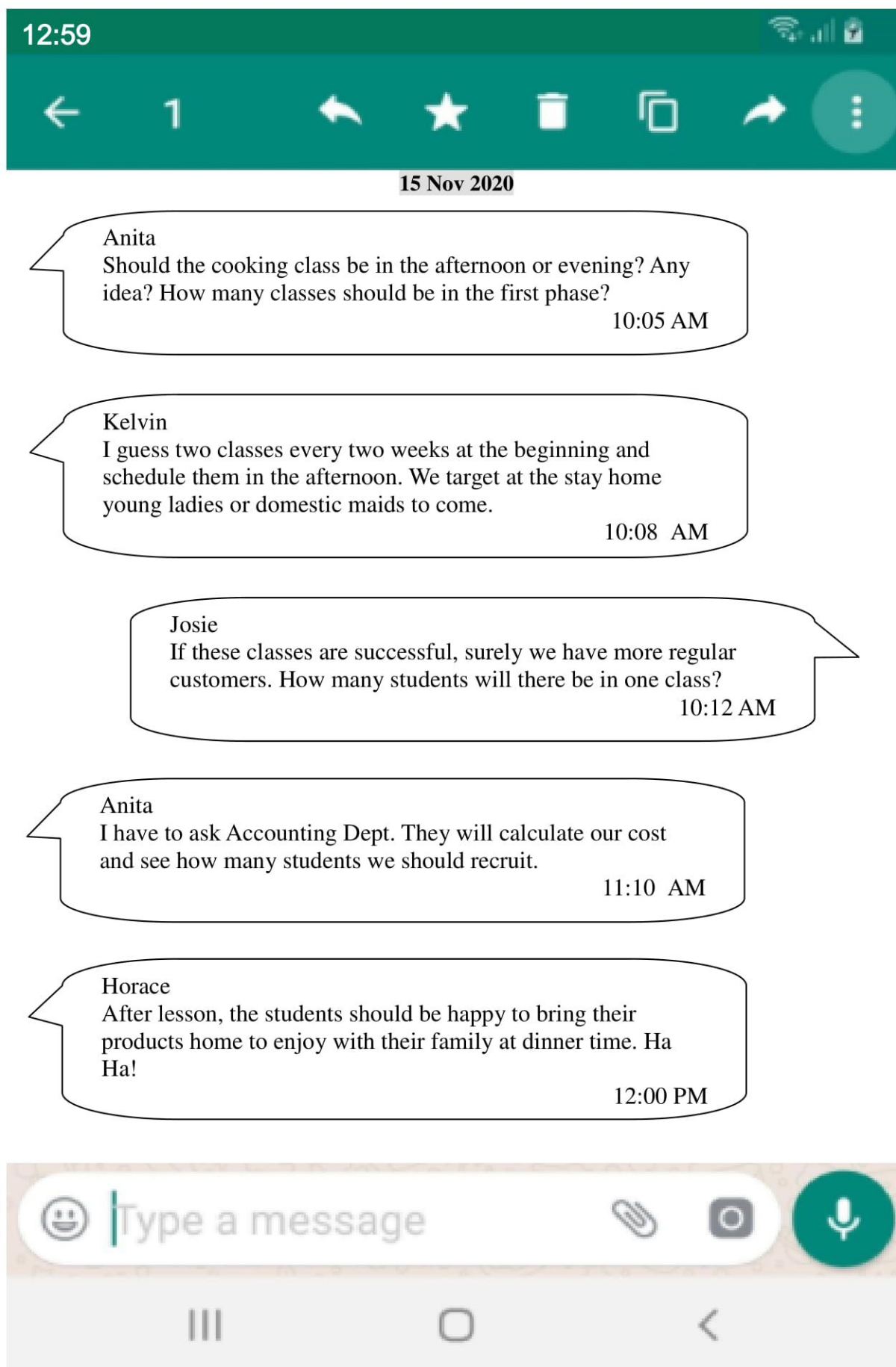
### **Why Use SmartCard?**

- Easy to track consumer's spending behaviour, useful for strategic planning.
- Operation cost is minimal once the initial set-up has been completed.
- Preferred by many customers and shops.

### **Shops Using SmartCard**

- Home Land (U.S.)
- Vast Toys (Germany)
- Joyluck Supermarket (Canada)
- Among many others...

## WhatsApp messages in colleagues group



## Emails between Anita Wong and Accounting Department

Junk

Delete

Reply

Reply All

Forward

Move ▼

Mark Unread ▼

Follow up ▼

To: Anita Wong

From: Lucas Cheung

Subject: Re: number of Cooking class students

Sent: 17 Nov 15:30

Dear Anita,

After detailed calculation, for two classes per every two weeks, you can accommodate 10 students in each class and the class fee is ranging from \$420 to \$600 each week, that is two lessons, depending on the ingredients.

Regards,  
Lucas

Junk

Delete

Reply

Reply All

Forward

Move ▼

Mark Unread ▼

Follow up ▼

To: Lucas Cheung

From: Anita Wong

Subject: Number of Cooking class students

Sent: 16 Nov 13:30

Dear Lucas,

Our Marketing Department is proposing a cooking class. We need to know how many students we can accommodate in each class if we have two classes every two weeks.

The menu is attached for your reference and calculation. All the ingredients are from our supermarket.

Regards,  
Anita

## **Tipsy**

Cuisine: French

Owner: Jack Lim

Location: Central

Consumer Rating: 4.5 out of 5

Reviews:

*It's the best restaurant I've ever been to. The coffee is great!*

- JJ Fung

*Oh, my! The food is absolutely fabulous there! I'd say you try the Lamb Stew. Yum yum! The mint sauce served with it is fantastic!*

- G.W.

*Try the Ratatouille, Cassoulet and Foie Gras – signature dishes you won't want to miss in addition to the lamb stew!*

- H.T.

*The service is heart-warming. My friend ordered a set dinner and I ordered just a main course. The chef gave me a soup as starter for free anyway so my friend wouldn't have to eat alone. How thoughtful.*

- P.L.

## **Shanghai, Shanghai**

Cuisine: Shanghainese

Owner: Patrick Foo

Location: Central

Consumer Rating: 4.5 out of 5

Reviews:

*You won't know how nice the food is until you try Patrick's signature dish – wonton chicken soup. Best ever!*

- K.J.

*It's always full that I can never get a seat if I'm just a walk-in. Reservations may take even up to a month – but it's totally worth it!*

- O.P.

*I was trying to decide if the Fried Pork Bun or the Roasted Chicken was better – the result is, they're equally amazing!*

- M.M.

## Award List from Chefs.com

*Check out if your favourite chef is here!*

### **STAR CHEF AWARD WINNERS**

2015 Gusto Harner  
2016 Brown Faye  
2017 Jack Lim  
2018 Nelson King

### **EUROPEAN BEST CHEF AWARD WINNERS**

2015 Gregoire Alvere  
2016 Jack Lim  
2017 Louis Petain  
2018 Marie Allegre

### **RISING CHEF WINNERS**

2015 Kate Mattie  
2016 Damian Walters  
2017 Bryan Phillips  
2018 Liam Gibson

### **GOLDEN CHEF AWARD WINNERS**

2015 Patrick Foo  
2016 Jason G. Harlem  
2017 Owen Mcquire  
2018 Lindsay Rowland

Singapore economy

### **Covid-19: Singapore retail sales drop 25.1 per cent but supermarkets buck trend again**

Retail sales have fallen for 20 months in a row as Covid-19 continues to pummel the sector  
Supermarkets continue to outperform with a 27.6 per cent surge in sales

**David Lee**

Published: 4:38pm, 5 Oct, 2020

...Chee said residents were inclined to shop at supermarkets because of worries over wet markets after infection clusters were reported at some premises...

...Most categories recorded a contraction compared to the same period last year, but supermarkets continued to outperform with a 27.6 per cent surge in sales in July. That followed increases of 4.8 per cent in June, 7.5 per cent in May, 14.6 per cent in April, 15.5 per cent in March, and 11.3 per cent in February and January combined.

Chee said residents were inclined to shop at supermarkets because of worries over wet markets after infection clusters were reported at some premises.



### **Interview excerpt with Patrick Foo and Jack Lim**

- Anita: Good day, Patrick and Jack. First of all, thanks so much for agreeing to come to attend our interview. I'm sure our customers will be thrilled to know how you both think about the food business in Hong Kong? Any differences from that of Paris where you have been working for years
- Jack: Oh yeah, very different. Hong Kong people prefer speed while French are on the opposite. French are famous for their romantic style and so in the high class restaurants, they offer kind of meals of three hours. And people just drink and eat slowly to enjoy their leisure and relaxing nights.
- Patrick: Yes, I agree that Hong Kong always focuses on efficiency. The food business here is different than that of Shanghai too. People here are more demanding in terms of speed and customers always want their food to come fast. It may be because people here don't have much time for a meal.
- Jack: At the same time, people in Hong Kong have very high standards and they also like to try new things. Restaurants need to have new menu frequently to attract them to return.
- Patrick: They also care about the environment. They want to dine in a restaurant that is so nicely-decorated that it feels like a luxury to dine out. It's different in Shanghai-people don't care much about the place as long as they like the food.
- Jack: After all, people here demand a lot ranging from speed to food quality. If the food is not up to standard and or has not enough variety to choose from, it is difficult to do business in Hong Kong.
- Anita: It's been such a pleasure talking to you two. Your sharing definitely makes me learn much about the food business in Hong Kong.

## **Extract from an online magazine**

### **How has the COVID pandemic impacted on food businesses?**

**By Cindy Earley**

By nature, restaurants and cafés are venues for socialising, catching up and spending time with friends, family and co-workers. But the Covid-19 crisis has turned this idea on its head in recent months.

It was clear from the outset of the pandemic that public eateries were going to face significant challenges, as many businesses were forced to shut and physical-distancing guidelines were introduced.

To adapt, many restaurants in Hong Kong have been trying to operate in new ways. “Over the last few weeks, we have seen an increase in the variety of businesses turning to takeaway,” said David McCarthy, CEO of Hong Kong restaurant software business Flipdish.

With more people staying home, McCarthy agreed that the need of non-restaurant food is going to become increasingly important throughout the pandemic and afterwards.

A concept in food business that has been growing in recent years is the food packs/ ready-to-cook products- where a meal’s ingredients are prepared for easy cooking at home. The chairperson of supermarket association thinks that during this crisis, supermarkets will realise how efficient this way can be for working mothers because it can save their time in preparing home.

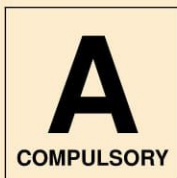
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**Do not write on this page.**  
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2020/21-ME  
ENG LANG

PAPER 3  
PART A



HOK YAU CLUB  
HONG KONG MOCK EXAMINATION 2020/21

## ENGLISH LANGUAGE PAPER 3

### PART A

#### Question-Answer Book

##### GENERAL INSTRUCTIONS

- (1) There are two parts (A and B) in this paper. All candidates should attempt **ALL** tasks in Part A. In Part B, you should attempt either Part B1 (easier section) OR Part B2 (more difficult section). Candidates attempting Parts A and B2 will be able to attain the full range of levels, while Level 4 will be the highest level attainable for candidates attempting Parts A and B1.
- (2) Write your Candidate Number and stick barcode labels in the spaces provided on the appropriate pages of Part A Question-Answer Book and both Part B Question-Answer Books.
- (3) Write your answers clearly and neatly in the spaces provided in the Question-Answer Books. Answers written in the margins will not be marked. You are advised to use a pencil for Part A.
- (4) All listening materials will be played **ONCE** only.
- (5) Supplementary answer sheets will be supplied on request. Write your Candidate Number, mark the question number box and stick a barcode label on each sheet and fasten them with string **INSIDE** the Question-Answer Book.
- (6) The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.
- (7) No extra time will be given to candidates for sticking on the barcode labels or filling in the question number boxes after the 'Time is up' announcement.
- (8) The two Question-Answer Books attempted by candidates (one for Part A and one for Part B) will be collected together at the end of the examination. Fasten the two Question-Answer Books together with the green tag provided.
- (9) The other unused Question-Answer Book for Part B will not be collected separately at the end of the examination. This will not be marked. Do not write any answers in it.

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Candidate Number

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Hok Yau Club

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## **Part A**

### **Situation**

You are Michael, a F.6 student doing a summer internship at Swanton Shopping Mall as a marketing trainee to help the shopping mall jointly organise a food festival with Halo Supermarket located inside the mall.

You will have a total of four tasks to do.

Follow the instructions in the Question-Answer Book and in the recording to complete the tasks. You will find all the information you need in the Question-Answer Book, the Data File and the recording.

You now have two minutes to familiarise yourself with Tasks 1 – 4.

Later you will have five minutes to study Part B and the Data File to complete the Tasks in Section 1 or 2.

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**Task 1** (13 marks)

To help you familiarise with some useful background information, Karen Chan, who is a Marketing Executive, will give you a briefing. Listen to the conversation and fill out the fact sheet below.

You now have 30 seconds to study the note-headings. At the end of the task, you will have one minute to tidy up your answers.

***What is the name of the food festival?***

Swanton Food Festival

***What are the objectives of the food festival?***

i) Promote (1) \_\_\_\_\_

ii) Announce that (2) \_\_\_\_\_

***Things people can do at the food festival:***

i) Check out the latest products on (3) \_\_\_\_\_

ii) (4) \_\_\_\_\_ on the use of herbs at the counters.

iii) Try out some food at the (5) \_\_\_\_\_

***When will the food festival end?***

(6) \_\_\_\_\_

***What elements does the food festival share with the wine festival?***

i) (7) \_\_\_\_\_

ii) (8) \_\_\_\_\_

iii) (9) \_\_\_\_\_

Answers written in the margins will not be marked.

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***Departments and personel involved in the initial preparation stage:***

- i) (10) \_\_\_\_\_Department
- ii) (11) \_\_\_\_\_Department
- iii) (12) \_\_\_\_\_Department
- iv) (13) \_\_\_\_\_from Halo Supermarket

Answers written in the margins will not be marked.

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**END OF TASK 1**



**Task 2** (21 marks)

You are going to have a meeting with Karen and Mark, the Managing Directors of the Marketing Department. The three of you will discuss some specific details about the food festival regarding a variety of herbs that will be featured in a leaflet, the location of the festival, as well as some details about the opening ceremony. As you listen, complete your note sheet below. You have 30 seconds to study the note sheet below. At the end of the task, you will have one and a half minutes to tidy up your answers.

<b>A. Promotional Leaflet about Herbs</b>		
<i>Name of the promotional leaflet</i>	(14) _____	
<b>Herbs</b> (15) (Mark a number from 1 to 5 in each box to indicate the order)	<b>Features</b>	
<i>Rosemary</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Eaten with steak</li> <li>Good for (16) _____</li> <li>Prevents (17) _____</li> </ul>
<i>Lemongrass</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Smells good</li> <li>Soothes (18) _____</li> <li>Used as (19) _____ at home</li> </ul>
<i>Basil</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Adds flavour to food</li> <li>Good for (20) _____</li> <li>Good for (21) _____</li> </ul>
<i>Ginger</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>Heals headaches</li> <li>Cures (22) _____</li> <li>Boils it in water for (23) _____</li> </ul>
<i>Parsley</i>	<input type="checkbox" value="4"/>	<ul style="list-style-type: none"> <li>Rich in Vitamin C</li> <li>Promotes (24) _____</li> </ul>

Answers written in the margins will not be marked.

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<b>B. Venue of the Food Festival</b>			
<b>Location (25)</b> (Put a tick in the box of the final choice of venue)		<b>Advantages</b>	<b>Disadvantages</b>
<i>Concourse</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>• (26) _____</li> <li>• Good location</li> </ul>	<ul style="list-style-type: none"> <li>• (27) _____</li> </ul>
<i>L4 Podium</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Lots of natural sunlight</li> <li>• Close to (28) _____</li> </ul>	<ul style="list-style-type: none"> <li>• (29) _____</li> </ul>
<i>Grand Plaza</i>	<input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Area is huge</li> <li>• Attracts people on the street</li> </ul>	<ul style="list-style-type: none"> <li>• (30) _____</li> </ul>

Answers written in the margins will not be marked.

<b>C. Opening Ceremony</b>	
<b><u>Person</u></b>	<b><u>Responsible for</u></b>
(31) _____	(33) _____
(32) _____	(34) _____

Answers written in the margins will not be marked.

**END OF TASK 2**

**Task 3** (11 marks)

You are going to have another meeting with Karen and Mark to discuss other aspects of the food festival. Tick the relevant boxes and fill in any other missing information as you listen to the conversation. You have 30 seconds to study the note sheet. At the end of the task, you will have 30 seconds to tidy up your answers.

(35) (36) Amend the poster if necessary and tick the chosen poster (*Tick **ONE** box*)

A) ☐



B) ☐



C) ☐



Slogan for the food festival:

(37) \_\_\_\_\_

Upcoming Meeting Dates:

1) (38) \_\_\_\_\_

2) (39) \_\_\_\_\_

3) (40) \_\_\_\_\_

Estimations:

a) Number of stalls (41) \_\_\_\_\_

b) Number of staff (42) \_\_\_\_\_

c) Number of cashiers (43) \_\_\_\_\_

d) Number of leaflets (44) \_\_\_\_\_

e) Number of gift bags (45) \_\_\_\_\_

Answers written in the margins will not be marked.

**END OF TASK 3**

**Task 4** (15 marks)

Karen is going to meet with the Executive Director of the Marketing Department, Bernard Yip. Bernard is going to give Karen some feedback regarding the preparation process so far. As you listen to their conversation, mark down the feedback mentioned in the table.

You have 15 seconds to study the table below. At the end of the task, you will have 30 seconds to tidy up your answers.

<b>Bernard's Feedback</b>	
Background colour of the leaflet is (46)	_____
(47)	_____
(48)	_____
<b>Suggested Improvements</b>	
Change the background colour to (49)	_____
(50)	_____
(51)	_____
(52)	_____
(53)	_____
<b>Feedback from Other People</b>	
(54)	_____
(55)	_____
<b>Suggested Improvements</b>	
(56)	_____
(57)	_____
<b>Positive Feedback</b>	
(58)	_____
(59)	_____
What is the response of Karen to the compliment from other departments?	
(60)	_____

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**END OF TASK 4**  
**END OF PART A**

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ENGLISH LANGUAGE  
PAPER 3 PART B1  
Question-Answer Book**



**Task 5: Feedback Form (16 marks)**

Complete the form below. Start each feedback with a bullet point.

Feedback collected from VIP		
	Positive Feedback:	Negative Feedback:
Pricing	<ul style="list-style-type: none"> <li>_____</li> </ul>	<ul style="list-style-type: none"> <li>_____</li> </ul>
Choice of Products	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> </ul>	<ul style="list-style-type: none"> <li>Variety of goods not important</li> <li>_____</li> </ul>
Arrangement of Goods	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> </ul>	N/A
Services	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> </ul>	N/A
Promotions	<ul style="list-style-type: none"> <li>Easy to save money by Point Card</li> <li>_____</li> <li>_____</li> </ul>	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> </ul>
Others	<ul style="list-style-type: none"> <li>_____</li> </ul>	N/A

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**END OF TASK 5**

**Task 6: Introductory Speech** (18 marks)

Write a short speech about the two famous chefs: Patrick Foo and Jack Lim using information from the B1 Data File. You should write about 150 words.

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**END OF TASK 6**

**Task 7: Memo notes to staff** (18 marks)

Complete the memo below to all staff of In Market using information from the B1 Data File. You should write around 200 words.

**MEMO**

TO: All staff of In Market

RE: Updates to Staff Requirements and Benefits

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Answers written in the margins will not be marked.

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**END OF TASK 7**

**END OF PART B1**

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ENGLISH LANGUAGE  
PAPER 3 PART B2  
Question-Answer Book**



**Task 8: Summary Report** (18 marks)

Write the summary report using information from the B2 Data File and your notes. Write around 150 words.

Summary Report on VIP Customer Discussion	
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**END OF TASK 8**

**Task 9: Leaflet of Cooking Class** (17 marks)

Write the leaflet of the cooking class using information from the B2 Data File. Write around 180 words. Give it a title.

Answers written in the margins will not be marked.

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**END OF TASK 9**



**Task 10: Speech for the director board** (17 marks)

Write the speech draft using information from the B2 Data File. Write around 200 words.

Answers written in the margins will not be marked.

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**END OF TASK 10**

**END OF PART B2**

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