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**HKDSE 2017
ENGLISH LANGUAGE
PAPER 1 PART B1
QUESTION-ANSWER BOOK**

B1

EASY SECTION

Write your Candidate Number and stick a barcode label in the space provided on this page.

Read Texts 2-4 and answer questions 22-44. (43 marks)

Text 2

22. Find a phrase on slide 1 that shows Millennials are entering adulthood.

23. What do companies hope to achieve by understanding Millennials' attitudes and lifestyle?

24. 'Snug in the nest' (slide 2) means Millennials are...

- A. unable to buy a home.
- B. happily living with parents.
- C. unable to take care of themselves.
- D. waiting to enter the housing market.

A B C D
☐ ☐ ☐ ☐

25. According to slide 2, why might Millennials change their attitude towards home ownership?

26. i) According to slide 3, why do Millennials prefer a sharing economy?

(1 mark)

- ii) What product is used by the writer to show their future purchasing habits?

(1 mark)

27. What does 'milestones' on slide 4 mean in this context?

- A. purchases that bring happiness
- B. records of the past
- C. major life events
- D. fun activities

A B C D
☐ ☐ ☐ ☐

Answers written in the margins will not be marked.

28. According to slides 1-4, are the following statements True (T), False (F) or Not Given (NG)?

(3 marks)

Statements	T	F	NG
i) There are more Millennials than members of any other generation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ii) Millennials tend to buy a lot of expensive goods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
iii) Millennials are getting married later in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. i) According to slide 5, how is technology changing the way Millennials shop?

(1 mark)

ii) Which of the following tends to be the **least** important for Millennials when buying things? (1 mark)

- A. convenience
- B. reviews
- C. brand
- D. price

A	B	C	D
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Based on the information given on slide 6, fill in the blanks. Write ONE word in each blank. (5 marks)

Millennials are (i)_____ than other generations. They do more (ii)_____, don't (iii)_____ as much, and monitor their fitness with the help of (iv)_____. This generation defines good health as more than simply not being (v)_____.

31. Match the following headings to each slide of Text 2. Write the slide number next to each heading. One heading is NOT used and should be left blank.

(5 marks)

Heading	Slide number	Heading	Slide number
Millennials – Coming of age	1	Diet and fitness	
Clicking to buy		Access, not ownership	
Love and marriage		Housing	
Education			

Text 3

32. In what period were Millennials born? _____

Text 4

33. How do young people have it better than the previous generations? Find ideas mentioned in paragraph 2 and match them with the examples given in the column on the right. (3 marks)

Idea mentioned in paragraph 2	Examples
(e.g.) <i>They are wealthier.</i>	Millennials have more money to spend.
i) _____ _____	Millennials are connected to the world via their smartphones.
ii) _____ _____	If a Millennial is female or gay, he/she has more rights.
iii) _____ _____	The average lifespan of Millennials could reach 90-95 years.

34. What factors have led to Millennials being more intelligent than previous generations?

35. According to paragraphs 4-5, what are the three key challenges Millennials face? (3 marks)

i) _____

ii) _____

iii) _____

36. Fill in the blanks based on information given in paragraph 4. (2 marks)

The young have a (i) _____ chance of being employed compared to their elders.

More than a quarter of those from (ii) _____ countries are NEETs.

37. What does 'prices millennials out of the market' (lines 29-30) mean?

- A. Millennials' jobs do not pay enough.
- B. It is too expensive for Millennials to afford.
- C. There is too much competition for Millennials.
- D. Millennials are one of the factors affecting market price.

A B C D
○ ○ ○ ○

38. According to paragraph 5, what are some of the advantages that megacities offer young people?
Tick (✓) three boxes.

<input type="checkbox"/> more schools to choose from	<input type="checkbox"/> better apartments	<input type="checkbox"/> better employment opportunities
<input type="checkbox"/> more chances of falling in love	<input type="checkbox"/> more fun things to do	

39. What does 'that' (line 39) refer to? _____

40. According to paragraphs 6 and 7, why are young people having children later in life? Give three reasons.
(3 marks)

i) _____

ii) _____

iii) _____

41. Which of the following can replace 'Alas' (line 52)?

- A. Unfortunately
B. Surprisingly
C. In fact
D. Finally

A	B	C	D
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. What does 'biological clock' (line 53) mean in this context?

- A. The time when a person works most effectively.
B. The time when a woman can no longer give birth.
C. The time when a person reaches the end of their life.
D. The time when a couple start to think about having a family.

A	B	C	D
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. i) Who/what does 'they' (line 59) refer to? _____ (1 mark)

- ii) What would be 'immoral' (line 60)?

_____ (1 mark)

44. What message about Millennials does the writer want to send?

- A. Although their lives seem easy, they actually face many difficulties.
B. Although they live better lives, they are not as happy as their parents.
C. Although they face many obstacles, they are able to cope with the challenges.
D. Although they have more opportunities, they don't make the most of them.

A	B	C	D
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

END OF PART B1

PART B1

Read the following texts and answer questions 22-44 in the Question-Answer Book for Part B1.

Text 2

MILLENNIALS - Coming of age

Millennials are the largest generation in history and are about to move into their prime spending years.



Companies want to understand the attitudes and lifestyle of Millennials because their shopping habits will make a big difference to their business.

Slide-1

Millennials have been putting off significant milestones like getting married and having children. But that doesn't mean they want to stay single forever.

The average age of couples getting married in 1970 was 20. By 2010, it had risen to 30.

SLIDE-4

Snug in the nest, a growing number of Millennials are choosing to live at home with their parents.

Many Millennials don't want to own a home but their reluctance to enter the housing market could change.

As they get older, they will likely have a desire to settle down, and this could lead to a surge in home sales.

Slide-2

Millennials' love for technology is changing the retail industry. With product information, reviews and price comparisons at their fingertips, they are able to compare prices in the store or shop online.

Millennials want maximum convenience at the lowest price. So when marketing to this generation, a strong brand isn't enough to lock in a sale.

SLIDE-5

It's not just homes: Millennials have been reluctant to buy items such as cars, music and luxury goods.

Instead, they're turning to a new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a "sharing economy".

The must-haves for previous generations aren't as important for Millennials. They're postponing major purchases – or avoiding them entirely.

"25 years from now, car sharing will be the norm, and car ownership an anomaly."

Jeremy Rifkin, Author and Economist

Slide-3

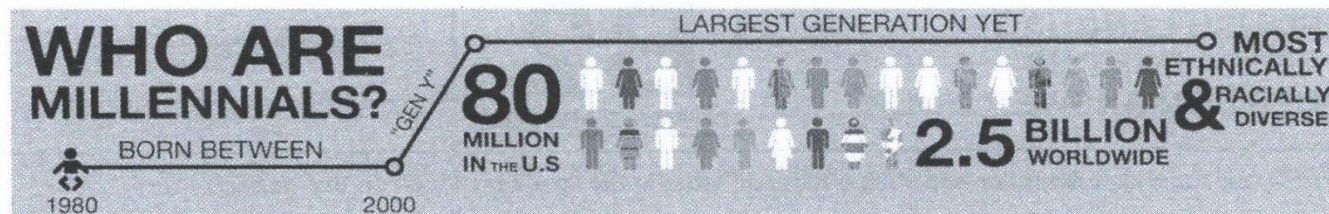
For Millennials, wellness is a daily, active pursuit. They're exercising more, eating smarter and smoking less than previous generations.

They're using apps to track training data, and online information to find the healthiest foods.

And this is one space in retail where they're willing to spend money on as 'healthy' doesn't just mean 'not sick'. It's a daily commitment to eating right and exercising.

SLIDE-6

Text 3



Text 4

DO MILLENNIALS HAVE IT BETTER OR WORSE?

1 [1] You might think that young people have it easy. But in a special report, the editor of The Economist, Robert Guest, argues that millennials have it tougher than most people think.

10 [2] 'In some respects the young have never had it so good,' Guest writes. 'They are wealthier and are more likely to live longer than any other generation. They live in more liberal societies than their predecessors could barely have imagined, and have high speed access to information from around the world.'

15 [3] 'They are also brainier than any previous generation before them. Average scores on intelligence tests have been rising for decades in many countries, thanks to both better nutrition and mass education.'

20 [4] However, the report says, the talent and intelligence of millennials is often wasted, with not enough employment opportunities. Youngsters are twice as likely as their elders to be unemployed, while over 25% of young people in middle-income nations – and 15% in richer ones – are NEETs (not in education, employment or training).

25 [5] Furthermore, the cost of housing and education often prices millennials out of the market. 'Education has become so

expensive that many students rack up heavy debts. Housing has grown costlier, too, especially in the globally connected megacities where the best jobs are. Young people yearn to move to such cities: besides higher pay, they offer excitement and a wide selection of other young people to date or marry. Yet constraints on the supply of housing make that hard.'

40 [6] Guest also wrote that the time it takes to feel financially secure means people leave having children until later. 'For both sexes, the path to adulthood—from school to work, marriage and children—has become longer and more complicated. Mostly, this is a good thing. Many young people now study until their mid-20s and put off having children until their late 30s.'

50 [7] 'They form families later partly because they want to and partly because it is taking them longer to become established in their careers. Alas, despite improvements in fertility treatment, the biological clock has not been reset to accommodate modern working lives.'

[8] At the end of the fascinating report, Guest urged countries around the world to 'work harder to give the young a fair shot'.

60 [9] 'If they do not, that would not only be immoral; it would also be dangerous.'

END OF READING PASSAGES