

ENGLISH LANGUAGE PAPER 3  
PART A  
Question-Answer Book

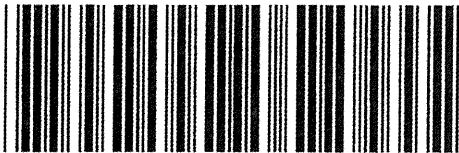
GENERAL INSTRUCTIONS

- (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 be collected separately at the end of the examination. This will not be marked. Do not write any answers in it.

Please stick the barcode label here.

Candidate Number

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\* A 0 2 0 E 0 3 A \*

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

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## **Part A**

### **Situation**

Nancy Chow works for the Hong Kong Cultural Arts Foundation (the HKCAF). You are going to listen to four recordings of Nancy talking about a music concert the HKCAF is organizing as well as her role as a judge on a new music show on TV.

In Part A, 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 and the recording. You now have two minutes to familiarize yourself with Tasks 1- 4.

**Task 1** (17 marks)

Nancy is meeting Paul Caruso, a web designer from a company called Glitch, to discuss creating a website for the concert. Listen to the meeting and fill in the missing information in the spaces provided in the note sheet. One has been done for you as an example. You will have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.



**Client:** Hong Kong Cultural Arts Foundation

**Event name:** "Music: A (1) \_\_\_\_\_"

**Details:**

- Date: (2) \_\_\_\_\_, 2015
  - Venue: The (3) \_\_\_\_\_,  
Hong Kong Cultural Centre
  - Time: **7:30 – 9:30pm (example)**. No (4) \_\_\_\_\_.
  - Type of participant: between the ages of (5) \_\_\_\_\_.  
Should belong to school group or (6) \_\_\_\_\_ group.  
(7) \_\_\_\_\_ participants welcome!
  - Types of performance: (Tick the correct boxes)
- (8) ☐ Jazz    ☐ Choir    ☐ Rap    ☐ Folk    ☐ Rock
- Other details: No (9) \_\_\_\_\_.

**How to apply:**

Artists to send a video, which should contain:

- A self-introduction
- (10) \_\_\_\_\_
- A funny story that's happened to them

Answers written in the margins will not be marked.

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### How to buy tickets:

- (11) \_\_\_\_\_: click on link or icon in shape of  
(12) \_\_\_\_\_
- Phone: (13) \_\_\_\_\_
- Email: (14) \_\_\_\_\_
- At (15) \_\_\_\_\_

### Website design:

- **Logo design:** (Tick **ONE** box only)



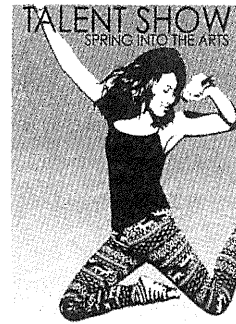
(16) A. ☐



B. ☐



C. ☐



D. ☐

- **Background colour:** (Tick **ONE** box only)

(17) ☐ Blue ☐ Black ☐ White ☐ Red

Glitch

Answers written in the margins will not be marked.

END OF TASK 1

**Task 2** (14 marks)

Nancy is meeting with her HKCAF colleagues, Lily and Mitchell, to discuss the concert. **For Part A**, listen to the meeting and fill in the missing information in the spaces in the table below. **In Part B**, you have to indicate which company you think Nancy, Lily and Mitchell have chosen as the sponsor and provide reasons. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

**Task 2: Part A**

| Criteria                      | Explanation  |
|-------------------------------|--|
| A. Quality of performance     | <ul style="list-style-type: none"> <li>No (18) _____</li> <li>Should sound (19) _____</li> </ul>                             |
| B. Emotional impact           | <ul style="list-style-type: none"> <li>Needs to (20) _____ the audience</li> </ul>   |
| C. Popularity with audience   | <ul style="list-style-type: none"> <li>The audience should (21) _____</li> <li>Performance must not be (22) _____</li> </ul> |
| D. Educational value          | <ul style="list-style-type: none"> <li>The audience can learn about (23) _____</li> </ul>                                    |
| E. Music chosen by performers | <ul style="list-style-type: none"> <li>Should be (24) _____</li> </ul>   |
| F. Time limit per performance | <ul style="list-style-type: none"> <li>Duration: (25) _____</li> <li>Reason: (26) _____</li> </ul>                           |
| G. Types of act               | <ul style="list-style-type: none"> <li>We need (27) _____</li> </ul>   |

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

## Task 2: Part B

Nancy, Lily and Mitchell are discussing which company to choose as a sponsor. Put a tick in the box next to the company you think they choose in the table below and write down the three reasons for their choice based on what they say.

| Company                      | Description   | (28)<br>Company chosen<br>(Tick <b>ONE</b> box only) |
|------------------------------|---|--|
| <b>Punctual Pizzas</b>       | Hong Kong's leading local pizza company             | <input type="checkbox"/>                             |
| <b>Bali Gyms</b>             | The USA's leading sports gym – now in Hong Kong     | <input type="checkbox"/>                             |
| <b>Dragonhead Sportswear</b> | Made in Hong Kong – worn by the people of Hong Kong | <input type="checkbox"/>                             |
| <b>Kempes Assurance</b>      | Pension funds for the over 60s                      | <input type="checkbox"/>                             |
| <b>Fortuno Cigarettes</b>    | The cigarettes most popular with young people       | <input type="checkbox"/>                             |

Reasons why you think they have chosen the company:

- (29) \_\_\_\_\_
- (30) \_\_\_\_\_
- (31) \_\_\_\_\_

Answers written in the margins will not be marked.

**END OF TASK 2**

**Task 3 (16 marks)**

Nancy, Lily and Mitchell are meeting to discuss some of the performers who have applied to perform at the concert. Listen to the meeting and fill in the missing information in the spaces below. You now have 30 seconds to study the task. At the end of the task, you will have one minute to tidy up your answers.

**Liberty Sisters' story**

They were playing at Mei Foo Civic Hall on a Sunday morning.

Amanda (32) \_\_\_\_\_ and had to rush to the concert.

She arrived and went onto the stage only to find it was

(33) \_\_\_\_\_. Her reaction was to

(34) \_\_\_\_\_.



**Selena Cheung's story**

She was doing an audition and when she was singing she noticed that

(35) \_\_\_\_\_.

At the end of the song she went over, sat down and

(36) \_\_\_\_\_. Then she sang a

(37) \_\_\_\_\_ but in the end (38) \_\_\_\_\_.



**Hilton College Band's story**

They were playing at a birthday party for the son of a

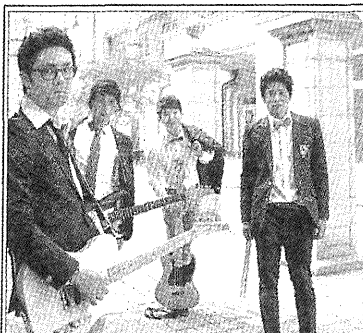
(39) \_\_\_\_\_. In the first

song the singer was very nervous and he

(40) \_\_\_\_\_.

He then walked to the back of the stage and (41) \_\_\_\_\_.

After that the band made a decision to (42) \_\_\_\_\_.






Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.



| Name of group   | Description of group                               | Special feature to note        |
|---|--|--------------------------------|
| <b>The Cheerful Glee Club</b><br>    | They sing and make music<br>(43) _____<br>_____    | • (44) _____<br>_____<br>_____ |
| <b>The Flying Sticks</b><br>        | They use traditional Chinese instruments.<br>      | • (45) _____<br>_____<br>_____ |
| <b>St. Patrick's Big Beats</b><br> | They play their instruments<br>(46) _____<br>_____ | • (47) _____<br>_____<br>_____ |

Answers written in the margins will not be marked.

END OF TASK 3

**Task 4** (11 marks)

Nancy is appearing on a radio show called *Power Focus* along with Dr. Wendy Craik from The Hong Kong Chamber Orchestra. Listen to the show and answer the questions below. Please note you do not need to answer in complete sentences. One of them has been done for you as an example. You now have 30 seconds to study the task. At the end of the task, you will have two minutes to tidy up your answers.

**The Motion: Music reality shows are killing the music industry**

**Nancy Chow: Against the Motion**

**Point 1**

What does Nancy say that reality music shows provide?

(48)

Why does she say that pop music is important for young people?

(49)

**Point 2**

According to Nancy, what do opponents of these shows often say about them?

(50)

What types of music does Nancy mention to illustrate 'variety in the music industry'?

Hip hop, folk and rock (example)

**Point 3**

In what way does Nancy say these programmes can help people become better singers?

(51)

What 'myth' do these programmes help dispel, according to Nancy?

(52)

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

**Wendy Craik: For the Motion**

**Point 1**

Why does Wendy call these programmes ‘televised karaoke’?

(53)

(54)

**Point 2**

According to Wendy, what happens after the end of the series?

(55)

Why does she say this is unfair to the other singers?

(56)

**Point 3**

What is the ‘lie’ that these programmes are selling, according to Wendy?

(57)

What is the consequence of this lie?

(58)

Answers written in the margins will not be marked.

**END OF TASK 4**

**End of Part A**

**Now go on to Part B**

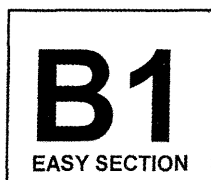
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Candidate Number

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**HKDSE 2015**  
**ENGLISH LANGUAGE**  
**PAPER 3 PART B1**  
**Question-Answer Book**



**Task 5: Schedule** (18 marks)

Complete the schedule below using information from the B1 Data File and your notes.

**Schedule for show at Atlantic Plaza shopping mall**

Date & Day: \_\_\_\_\_

| TIME    | APPOINTMENT  |
|---------|--|
| 8:15am  | Meet the driver and go to Atlantic Plaza                     |
| 8:30am  |  |
| 10:00am |  |
| 12:30pm |  |
| 1:30pm  |  |
| 2:30pm  | Give the live performance in the main hall of Atlantic Plaza |
| 3:30pm  |  |
| 4:00pm  |  |
| 5:30pm  |  |

**Special instructions for the live performance at 2:30pm**

- Each band member should come on stage after their name is announced.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Song list (in order)**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_
4. Party time all the time 5. Dance Addiction 6. \_\_\_\_\_

Answers written in the margins will not be marked.

**END OF TASK 5**



**Task 6: Short biography** (18 marks)

Write a short biography of Charlie Chiba using information from the B1 Data File. Write around 120 words.

**All About Charlie Chiba**

5

10

15

20

25

Answers written in the margins will not be marked.

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30

35

### END OF TASK 6

#### Task 7: Email (18 marks)

Write an email replying to the pupils at St. Godfrey's Catholic School using information from the B1 Data File and your notes. Write around 150 words.

5

10

Answers written in the margins will not be marked.

15

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25

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35

40

Answers written in the margins will not be marked.

2015-DSE-ENG LANG 3-B1-4

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2015

## 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.

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



## Part B

### Situation

You are Starsky Chung. You work for North Star Artists, an international agency that manages a range of pop music bands and singers.

Your boss is Malcolm Parker, who works in the London office of North Star Artists. He is sending a British pop band called Bubblegum to Hong Kong to do some promotions for their next CD. You need to look after them while they are here.

You will listen to a Skype conference call between Malcolm Parker, a music video director – Eduardo de Luca – and yourself.

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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**Performance at Atlantic Plaza**

**Music Video (May 19)**

**Rules about interviews with band**

**Merchandise / Souvenirs for Asian Tour**

**Email from Malcolm Parker to Starsky Chung**

To: Starsky Chung  
From: Malcolm Parker  
Date: 14 April 2015  
Subject: Things to do

Dear Starsky

I need you to do a few things in preparation for Bubblegum's visit to Hong Kong in May.

First, I need you to complete the whole-day schedule for the band's performance at the Atlantic Plaza shopping mall. Look at your notes from the Skype conference, my WhatsApp chats and the emails I got from Ms. Dong Jianzhen and from the Paradise Gardens Hotel.

You also need to work on the Hong Kong Bubblegum Fan Club website. We've now written a biography for all the band members except for Charlie Chiba. So I want you to write a short biography of Charlie Chiba. Mention the following things:

- Her early life
- Her career before she joined Bubblegum (you can include negative things here!)
- Her career and achievements after she joined Bubblegum

Look at the transcript of the Listen Up! podcast, and the information I found from iTunes, Dredger Magazine and Buzz Online. Don't forget you'll be writing for Bubblegum's teenage fans.

Finally, remember I've agreed to allow the pupils from St. Godfrey's Catholic School to interview Bubblegum. Please write them an email answering their questions. Make the rules about interviews and questions clear to them. I'll forward you a scan of their letter and the email from the Paradise Gardens Hotel too. Look at your notes from the Skype conference, the letter the pupils sent me and the email from the Paradise Gardens Hotel as well as my WhatsApp chats and the Listen Up! podcast.

Malcolm

**WhatsApp chat between Malcolm Parker and Ms. Ajala Chaterjee**

08:48

Ajala:

Hi Malcolm, I can meet Bubblegum at Atlantic Plaza at 1:30pm on the day to take photographs. Did Ms. Dong tell you where she wants the band to be photographed?

Malcolm:

She said the main entrance. Don't forget we also need you to take more photographs at 3.30pm. Don't be late because the band are signing CDs at 4 o'clock. I'll ask Starsky to put these points in the band's appointments for Atlantic Plaza later and send you a copy.

**Email from Dong Jianzhen to Malcolm Parker**

To: Malcolm Parker  
From: Dong Jianzhen  
Date: April 8 2015  
Subject: Atlantic Plaza visit

Dear Mr. Parker

Just to say again how very excited we are about Bubblegum's visit to Atlantic Plaza.

I have some important instructions for the band's performance at 2.30pm. Could you remind the band about wearing the T-shirts we provided? Also, we'd be grateful if the band could thank Atlantic Plaza at the end of the show. After thanking Atlantic Plaza, I would then like the band to have their photograph taken with me.

As regards dining on the day, I'd like to invite the group to have breakfast with me in my office at 8.30 a.m. and then for lunch I have arranged for them to go to the 'Fresh and Healthy' Restaurant in Atlantic Plaza at 12.30 pm.

Best regards

Dong Jianzhen  
Managing Director of Atlantic Plaza

Malcolm:

I've decided which songs I'd like you guys to sing at Atlantic Plaza. I want you to sing "You're special" as the second song and "Hey! Don't ignore me" as the third song. You guys will sing "Mirror of love" at the beginning of the performance because it will be your next hit. Please remember too that you must start the performance with a greeting.

Charlie:

You mean like "Hello Hong Kong"?

Malcolm:

Yes, say that at the start. Don't forget!

Charlie:

Okay Malcolm. Can you ask Starsky to write these points on the song list and in some special instructions so we remember. Can you also tell Starsky people should talk to us politely during interviews – you know, like, respectful. No questions about you know who's family.

Malcolm:

You mean Mark Nelson's family? Yes, I will tell Starsky. And I'll ask Starsky to tell interviewers to talk about your latest CD and what you guys think of Hong Kong.

Charlie:

Yes, we'd love to talk about the "Sugar Love Mountain" CD. But no interviews longer than one hour. PLEASE!

**Email from Angelina Dai to Malcolm Parker**

To: Malcolm Parker  
From: Angelina Dai  
Date: April 1 2015  
Subject: Update

Hi Malcolm

Good to hear from you again. Hope the weather is better in London.

Anyway, I've managed to find you a room for holding the interview (room 829). It's excellent for conducting interviews and it will be available on 19<sup>th</sup> May (Tuesday) from 2:00pm to 5:00pm. I will personally make sure that no more than 4 people are allowed in to do the interview as you requested.

Just to warn you that the hotel has some really tough rules about dress. Basically, the hotel will tell anyone who isn't wearing smart clothes to leave. And sandals? Absolutely not!

Also, our helicopter will be ready at 5.30pm at Atlantic Plaza on 18<sup>th</sup> May (Monday). I am sure Bubblegum will enjoy the flight back to the hotel.

Looking forward to another drink (or three!) with you soon.

Angelina

General Manager  
Paradise Gardens Hotel

**Letter from pupils at St. Godfrey's Catholic School to Malcolm Parker**

**ST. GODFREY'S CATHOLIC SCHOOL**

March 20, 2015

Dear Mr. Parker,

We are students at St. Godfrey's Catholic School and we are really BIG fans of Bubblegum. We think their music is really great to listen to and their image is really cool and trendy.

We would be so honoured if they could do an interview with some of our senior students from our Media Club. What we would like to know is:

- The time, place and length of time for the interview. (Please note that due to school activities during the week Bubblegum are in Hong Kong, we will only be free after 4pm)

I know this is short notice and the band will be really busy in Hong Kong, but if you could find any time in their schedule to have an interview with us then that would be amazing.

Please tell Bubblegum how much we love them!

Yours sincerely,

Bonnie Ng  
Chairperson of the Media Club  
St. Godfrey's Catholic School

**Transcript extract from *Listen Up!* podcast**

**Sarah Wilde:** Woo! Charlie Chiba from Bubblegum. So how's it going?

**Charlie Chiba:** Great to be here.

**Sara Wilde:** So tell us about yourself Charlie.

**Charlie Chiba:** Well, I'm actually not from London like everyone thinks. I was born way up North.

**Sara Wilde:** In Scotland, you mean?

**Charlie Chiba:** Yeah, in a tiny village. In 1996.

**Sara Wilde:** Wow! And your dad was Japanese right?

**Charlie Chiba:** Yes, but my mum is English. We moved down to London when I was 6 years old.

**Sara Wilde:** Do you ever get scared by your fans, Charlie? You must have heard about that all-girl Japanese band who were attacked by a crazy man with a knife.

**Charlie Chiba:** Oh, sometimes. But we have rules to protect us. If anyone wants to interview us then they need to...

**Sara Wilde:** ...let me guess. Show our ID card, right? Ha ha. Actually listeners, we had to do this... and they searched our bags and equipment! Crazy!

**Charlie Chiba:** Those are the rules for interviewing us for every interview I'm afraid! Ha ha!

**Sara Wilde:** You joined Bubblegum in 2013, but what was your career like before you joined?

**Charlie Chiba:** Oh dear. Ha, ha. What can I say? I did win best singer in the London Youth Music Awards, so I guess it wasn't all bad news, I suppose.

**Sara Wilde:** Were you still at school then?

**Charlie Chiba:** Yeah, it was 2010. So yeah.

**Sara Wilde:** Actually, I think I remember your solo album, "Oh So Pretty" in 2012. Oh dear! But let's move on eh? Now, our listeners might be interested to know that you went to the same school as me.

**Charlie Chiba:** That's right. Gray's School of Music and Drama. Ha ha. But you were a few years above me.

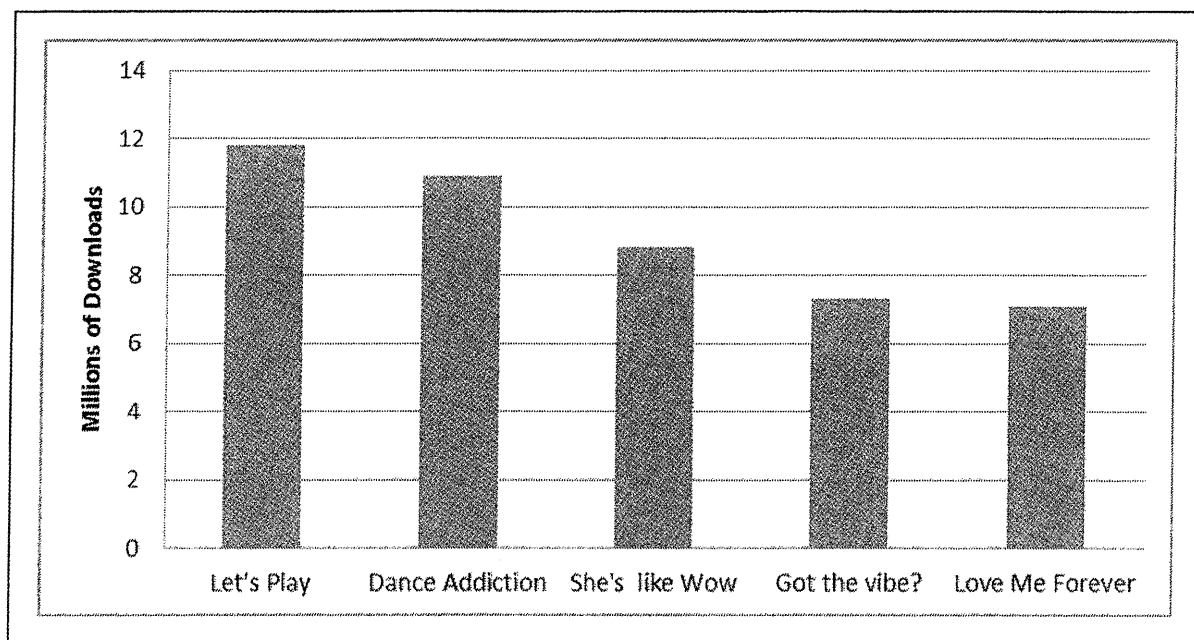
**Sara Wilde:** But we're both still young. Ha ha. I suppose we had the same teachers though. Did you have Mr. Wildgoose?

**Charlie Chiba:** No, but I remember the stories!

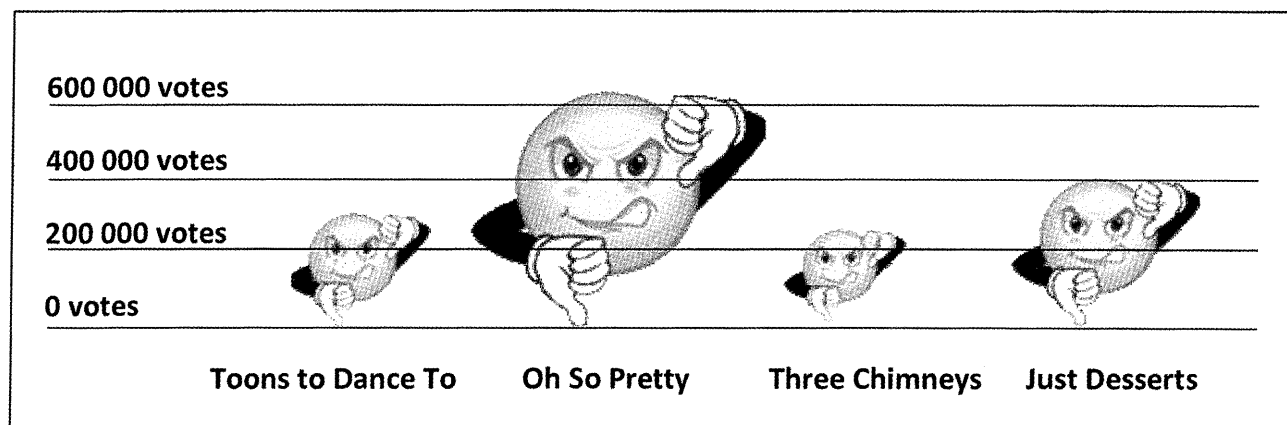
### iTunes screenshot

| iTunes  |      |              |               |                    |               |
|---|------|--------------|---------------|--------------------|---------------|
| File  | Edit | View         | Controls      | Store              | Advanced Help |
| <div> <div> <div>⏮</div> <div>⏪</div> <div>⏩</div> <div>⏭</div> </div> <div> <div>🔊</div> <div>10</div> </div> <div> <div>🍏</div> <div>Search Play...</div> </div> </div> |      |              |               |                    |               |
| Song Title  | Time | Artist       | Songwriter    | Album              | Genre         |
| Auto Motorik  | 6.32 | Rael         | Rael          | Waiting Room       | Dance         |
| Dance addiction   | 4.21 | Bubblegum    | Charlie Chiba | Meet the Bubblegum | Pop           |
| Emotion lol   | 3.23 | Cute Cute    | Yannie Ming   | Pink Rabbits       | Pop           |
| Voodoo  | 5.32 | Crème Brûlée | Les McQueen   | Just Desserts      | Rock          |
| <div> <div>+</div> <div>🔍</div> <div>🔄</div> <div>📁</div> </div> <div>709 songs, 2 days, 4.68 GB</div>  |      |              |               |                    |               |

### Most Downloaded Songs in UK (2014) from *Dredger Magazine*



### Buzz Online Worst Albums of 2012 by listener votes



THIS IS THE LAST PAGE OF THE PART B1 DATA FILE

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Candidate Number

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**HKDSE 2015**  
**ENGLISH LANGUAGE**  
**PAPER 3 PART B2**  
**Question-Answer Book**



**Task 8: Email to Ultimatum Products** (18 marks)

Write an email to Ultimatum Products using information from the B2 Data File and your notes. Write around 120 words.

To: Daniella Wong (Ultimatum Products)

Subject:

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Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

**END OF TASK 8**

Please stick the barcode label here.

**Task 9: Email to The Peak Sky Deck** (18 marks)

Write an email to the manager at The Peak Sky Deck using information from the B2 Data File and your notes. Write around 180 words.

To: Anca Ma

Subject:

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Answers written in the margins will not be marked.

**END OF TASK 9**

**Task 10: Article** (18 marks)

Write a short article about the incident involving Mark Nelson for the Hong Kong fans' website using information from the B2 Data File. Write around 200 words.

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Answers written in the margins will not be marked.

**END OF TASK 10**

**END OF PART B2**

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY  
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2015

## 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

- (1) The Question-Answer Book for Part B2 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<br>end of the examination session |
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## Part B

### Situation

You are Starsky Chung. You work for North Star Artists, an international agency that manages a range of pop music bands and singers.

Your boss is Malcolm Parker, who works in the London office of North Star Artists. He is sending a British pop band called Bubblegum to Hong Kong to do some promotions for their next CD. You need to look after them while they are here.

You will listen to a Skype conference call between Malcolm Parker, a music video director – Eduardo de Luca – and yourself.

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.



### Contents

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| 3. Information page for Ultimatum Products.....  | 4    |
| 4. Bubblegum MyFace Page.....  | 5    |
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| 6. Article from <i>The Hong Kong Economic Times</i> .....                                    | 7    |
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**Performance at Atlantic Plaza**

**Music Video (May 19)**

**Rules about interviews with band**

**Merchandise / Souvenirs for Asian Tour**

### Email from Malcolm Parker to Starsky Chung

To: Starsky Chung  
From: Malcolm Parker  
Date: 14 April 2015  
Subject: Things to do

Dear Starsky

I need you to do a few things before Bubblegum arrive in Hong Kong in May.

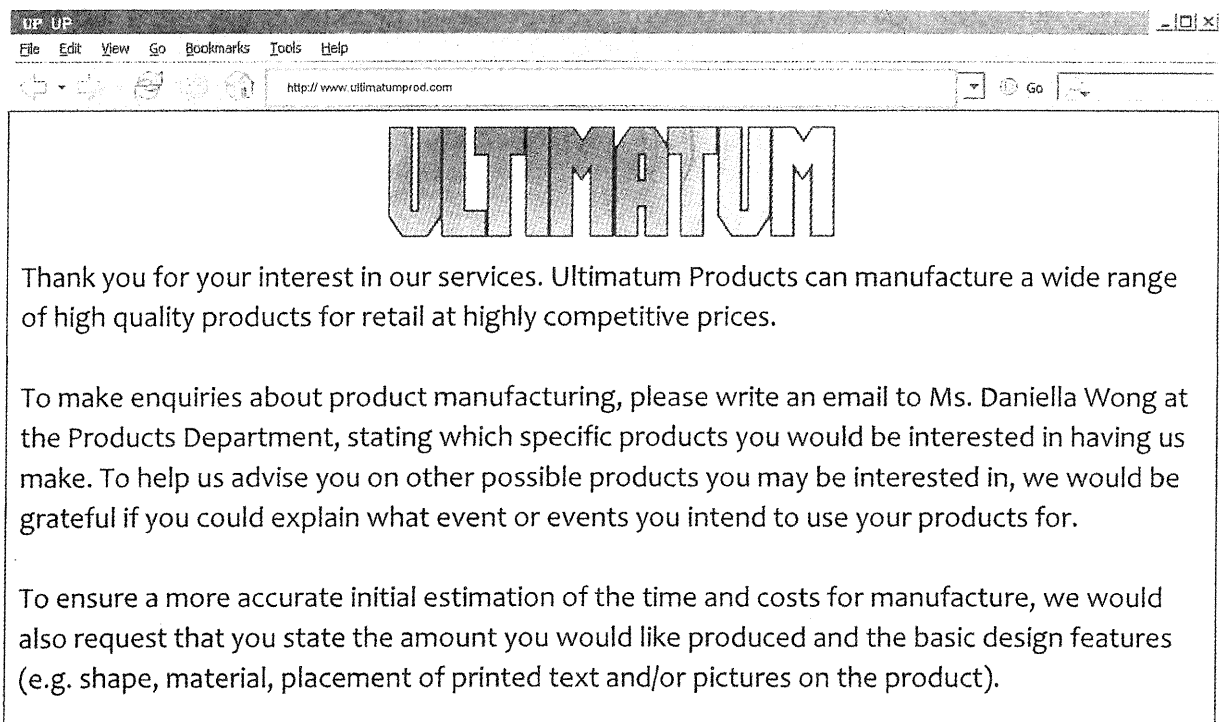
Write an email to Ultimatum Products and tell them which products we'd like made. Make sure you ask them for a quote. I'll send you the Ultimatum Products' information page so you know what to include. You could have a look at the Bubblegum MyFace page that we set up and then select the items which are popular with the fans and follow their suggestions in the comments section. Don't forget what was said in the Skype conference too.

Next, I read Ms. Ma's response to your enquiry about filming the video on 19<sup>th</sup> May at The Peak Sky Deck. Can you email her to address her questions and concerns to help persuade her to grant our request?

We also have to deal with all the negative publicity surrounding Mark Nelson over that incident with the photographer from Gossip Week. Can you write a short article for the Hong Kong fans' website? Start with a brief summary of the incident, then respond to what Gossip Week claims happened. Finish the article by briefly describing similar incidents that have happened to other celebrities. And, please don't quote directly. We want this article to be factual, not "he said, she said".

Malcolm

### Information page for Ultimatum Products



UP UP

File Edit View Go Bookmarks Tools Help

http://www.ultimatumprod.com


**ULTIMATUM**

Thank you for your interest in our services. Ultimatum Products can manufacture a wide range of high quality products for retail at highly competitive prices.



To make enquiries about product manufacturing, please write an email to Ms. Daniella Wong at the Products Department, stating which specific products you would be interested in having us make. To help us advise you on other possible products you may be interested in, we would be grateful if you could explain what event or events you intend to use your products for.


To ensure a more accurate initial estimation of the time and costs for manufacture, we would also request that you state the amount you would like produced and the basic design features (e.g. shape, material, placement of printed text and/or pictures on the product).

## Bubblegum MyFace Page

**Bubblegum**  
8 days ago

Hi there Bubblegummers! We're coming to Hong Kong and Asia next month and we'd love to know what kind of goodies and souvenirs you'd like. Let's hear your suggestions...

Click  to suggest items    Click 😊 or ☹️ to vote    Click  to leave comments

**add idea**

**Annie Chan** Cool! Let's have a selection of Bubblegum clothes.  
😊 234    ☹️ 3


**Zombiegirlz** How about some lipstick for all us girl fans?  
😊 5    ☹️ 677

**Bubblegirl46** Love to have Bubblegum soft toy animals. So cute!!!  
😊 430    ☹️ 2

**SinnyLooper** I love cool temporary tattoos – let's have Bubblegum tattoos. We can print them on our arms.  
😊 899    ☹️ 6

**Rita Sanchez** Bubblegum crisps anyone?  
😊 1    ☹️ 145

**Pony** I want to have Bubblegum key chains.  
😊 567    ☹️ 6

**comments**

**Harry Sun** Clothes are cool. But in different colours, right? Why are they always white!

**Liam Brown** Yeah – different colours! Good idea! What's with the lipstick idea!!! Ug!!

**Nancy Kipkirui** Bubblegum lipstick – horrible!

**Kashif Chachar** Soft toys are my favourite idea. Love Teddy bears... how about different animals as well?

**Sweet Bean** Awesome idea. Also pandas 'cos Bubblegum are coming to China. And have the Bubblegum logo. Where? On the belly! I'd also buy key chains.

**Maggie Wang** Key chains are cool but metal NOT plastic!!!!

**Email from Anca Ma to Starsky Chung**

To: Starsky Chung  
From: Anca Ma  
Date: 10 April 2015  
Subject:

Dear Ms. Chung

Thank you for your enquiry about filming a pop video at The Peak Sky Deck. The matter is still under discussion with the board. To be perfectly honest, we do not normally entertain such requests and so we would like some more information from you before reaching our final decision.

We would very much like to know why you wish to film here specifically and how it would benefit The Peak Sky Deck or even Hong Kong tourism in general. Another issue is the actual filming. We would require further details. In particular, we are rather worried that your filming will be too disruptive to our operations (e.g. security issues, etc.). We would also need to know what heavy equipment you intend to bring (i.e. individual items that weigh over 40kg).

Yours sincerely

Ms. Anca Ma

Manager  
The Peak Sky Deck

----- Original Message -----

To: Anca Ma <anca.ma@psd.com.hk>  
From: Starsky Chung <starsky.chung@northstarartists.com.hk>  
Date: 2 April, 2015  
Subject:

Dear Ms. Ma

I am writing to make an initial enquiry about the possibility of filming a video of the British pop group Bubblegum at The Peak Sky Deck. The date of the filming would be May 19 this year.

Yours sincerely

Starsky Chung  
Administrative Officer  
North Star Artists

### Hong Kong's landmarks still not on the tourist map

A survey recently conducted by the Hong Kong Tourism Working Group, in which international tourists transiting through Hong Kong's airport were asked to identify world-famous landmarks, has shown that Hong Kong is still not on the map for many overseas tourists. The results below speak for themselves.

**TABLE 1: Most recognized landmarks in major world cities**

| Landmark                  | City      | Country | % of respondents who recognized it | Where did they recognize it from? |
|---------------------------|-----------|---------|------------------------------------|-----------------------------------|
| Statue of Liberty         | New York  | USA     | 98%                                | TV, movies and music videos       |
| The Great Wall of China   | Beijing   | China   | 94%                                | TV, movies and music videos       |
| Tsim Sha Tsui Clock Tower | Hong Kong | China   | 31%                                | tourist brochures                 |
| The Peak Sky Deck         | Hong Kong | China   | 27%                                | tourist brochures                 |

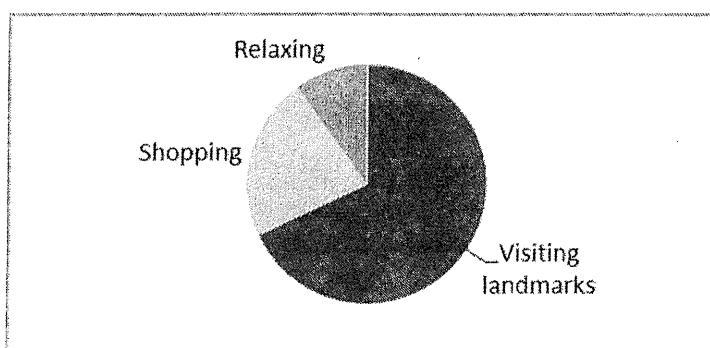
SOURCE: © The Hong Kong Tourism Working Group

Commenting on the results at a press conference held last week, spokesman for the Hong Kong Tourism Working Group, Harold Tam, gave his views on the findings of the survey.

"The results are disappointing. It shows us that unlike New York, Hong Kong does not have its own equivalent of the Statue of Liberty. The question we need to ask ourselves is how can we make our landmarks known around the world?"

And why is it so important to have a world-famous landmark? Another recent survey, which questioned thousands of people from the USA and Europe who had recently bought airline tickets to a foreign country, showed what they most enjoyed about visiting another country:

**FIGURE 1: Activities most enjoyed by tourists from USA and Europe visiting foreign countries**



SOURCE: © The Hong Kong Tourism Working Group

## Skype chat between Eduardo de Luca and Malcolm Parker

Eduardo de Luca

Skype Contacts Conversation Call View Tools Help

Show messages from: **yesterday** | 7 days | 30 days | 3 months | 6 months

**Yesterday, Monday, April 13, 2015**

**Eduardo:** Did Starsky get in touch with the people at The Peak Sky Deck? 8:03 PM

**Malcolm:** Yeah. They haven't committed yet. 8:03 PM

**Eduardo:** Funny coz I would have thought they would have bitten our hand off. You'd imagine they'd be really keen. 8:04 PM

**Malcolm:** Mm. But I think we need to think about how we can reassure them that the filming won't create too many problems for them. 8:04 PM

**Eduardo:** Yes, I know. Did you hear what happened when we were in New York at the Statue of Liberty last week? We had to hire 100 extra security guards. Because we had all these crazy fans turning up. Is that the road we want to go down in Hong Kong? 8:08 PM

**Malcolm:** I wouldn't have thought so. Not in Hong Kong. It'll all be very secret – no one will know about the location apart from us. So no tweets, no Facebook from anybody. I guess you'll need to close The Peak Sky Deck while you film though. 8:08 PM

**Eduardo:** Yes, we'll have to close off the whole building. What we did in New York might be the answer though. There, we filmed from midnight after everything closed, after business hours – we can suggest this to The Peak Sky Deck. It should only take six hours to film too. 8:11 PM

**Malcolm:** Oh, The Peak Sky Deck Manager wants to know the weight of the equipment you'll be using. Can you send me that? 8:17 PM

**Eduardo:** No problem. I'll send you an email now. What about Mark Nelson though? I read about him in Gossip Week. Is he really so violent? 8:18 PM

**Malcolm:** Come on Eduardo, don't believe that rubbish. Mark's a good kid. Gentle as a lamb. Ask anyone who knows him. He's never done anything like this in his life. That photographer from Gossip Week is a liar. 8:37 PM

**Eduardo:** I guess you're right. Catch you later. 8:39 PM

## Nelson Leaves His Mark on our Photographer

*Mad Mark's done it this time as he leaves one of our photographers in the gutter along with his reputation*

By Bob Murdoch (London) 14<sup>th</sup> March 2015 8:35pmGMT

Mark Nelson of the hip new pop band Bubblegum will have something to chew on over the next few weeks.

According to one of our *Gossip Week* photographers, Ruari King, Nelson went for him like a vicious animal yesterday.

"I was down in Notting Hill taking some photos of the celebrities that live there. Then I saw that Mark from Bubblegum, so I went over to take his picture. He went crazy and pushed me over," King said.

The latest victim of celebrity violence, King is now worried about the physical harm Nelson has done to him.

"He's done me some real serious injuries. Violent people like him are a danger to honest hard working people like myself. My legs are so sore that I can't walk."



Fellow photographers rush to the aid of *Gossip Week* photographer Ruari King after Mark Nelson of Bubblegum attacked him

## Email from Eduardo de Luca to Malcolm Parker

To: Malcolm Parker  
From: Eduardo de Luca  
Date: 13 April 2015  
Subject: Equipment list

Hi Malcolm

Here's the screenshot of the equipment list for the video shoot as you requested.

| Equipment                 | Weight (approx.) |
|---------------------------|------------------|
| Cameras (x2)              | 6kg              |
| Camera crane              | 60kg             |
| Cloth backdrops and frame | 10kg             |
| Costumes for band         | 10kg             |
| Lights with stands        | 45kg             |
| Make-up box               | 3kg              |
| Microphone boom and stick | 4kg              |

Looking forward to seeing you in Hong Kong.

Ciao!

Eduardo

**REPORTER**

Well, if you've been following the newspapers this week, one big story that everyone is talking about is the violent incidents involving celebrities and the paparazzi. TV actor Bernie Lee is still recovering from one incident he had with a photographer while he and his wife were trying to enjoy a quiet meal in a seafood restaurant in South London.

**BERNIE LEE**

Well, erm, we had just finished our meal and erm in, in runs this photographer and starts to take pictures, click, click, click. When I, I tried... tried to make the man leave, erm, he... he pushed the camera into my face and... Ouch!... he cuts my nose with the camera. I wouldn't mind but I had a photo shoot the next day I had to cancel.

**POLICE SERGEANT ARNOLD WILLIAMS**

We are becoming increasingly concerned about how photographers conduct themselves. Yes. Particularly around celebrities. Some feel vulnerable. The singer Donna Rae for example. The poor woman felt so threatened... so afraid. Especially when she was followed late at night. She has called us on several occasions.

**DONNA RAE**

I had to call. Had to. These photographers, you know, they make me so angry, so angry. I called because I felt I needed protection. I'm frightened to leave the house. Ah, it's an outrage.

**REPORTER**

In a worrying development photographers seem to be deliberately making it look like celebrities are attacking them. As can be seen in the recent case of Mark Nelson from the pop band Bubblegum.

**MARK NELSON**

It was shockin'. I was just walkin' near my home, havin' a bit of a chat to my girlfriend on my mobile and, like, this photographer comes up right into my face with his big camera flashin' away. Then before I know it – whhaamm! – he falls over. Total idiot. Wasn't looking. Walkin' backwards takin' pictures like that – of course, he's goin' to trip over. So what do I do? I try to do the right thing, you know, give him a hand, like, to help him up. But then, then he starts shoutin' at me, shoutin' and sayin' I pushed him. Before I know it, he's back on his feet, runnin' around and takin' pictures of me again. Unbelievable!

**THIS IS THE LAST PAGE OF THE PART B2 DATA FILE**

Sources of materials used in this paper will be acknowledged in the *Examination Report and Question Papers* published by the Hong Kong Examinations and Assessment Authority at a later stage.