

2016-DSE
ENG LANG

PAPER 4

6.3

EXAMINER

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION 2016

ENGLISH LANGUAGE PAPER 4

PART A Group Interaction

Below is an extract taken from a Hong Kong newspaper :

Teddy bear-themed coffee shops to open in China

From Japan's Hello Kitty to America's Charlie Brown, themed coffee shops are increasing in mainland cities, where most coffee drinkers still tend to focus more on the café experience than the coffee itself.

Adding to that list is the Great British Teddy Bear, a new company that aims to open 100 coffee shops in 12 mainland cities. There is a growing interest in British culture on the mainland, where British-style school uniforms and British TV dramas have remained popular.

Besides coffee, desserts and traditional British afternoon tea, the cafés will feature famous character bears including Sherlock Holmes, The Queen, the British policeman and Shakespeare.

Customers can drink tea and eat cucumber sandwiches from old-style British cups and plates. Police helmets will be used as lampshades in the coffee shops, with bowler hats as wall lights, while illuminated windows will reveal famous British views including Big Ben and the Houses of Parliament.

Teddy bear-themed coffee shops are not new to major Chinese cities, but company founder Paul Jessup believes there is still a place in the market for an authentic British brand. "More Chinese are learning to appreciate Western culture as they seek greater quality in their life. We find the time has arrived to offer the public something truly British."



As part of an extra-curricular Business Studies course, your group is going to present ideas for a Hong Kong-themed coffee shop in Shanghai. You may want to talk about:

- what items you could sell in the coffee shop
- what you would like to promote about Hong Kong
- how you would decorate the coffee shop
- anything else you think is important

PART B Individual Response

1. Do you go to coffee shops?
2. Would you like to go to a teddy bear coffee shop?
3. Do you think there are too many western-style coffee shops in Hong Kong?
4. Why do you think western-style coffee shops are so popular in Hong Kong?
5. Do you think a Hong Kong-themed coffee shop would be popular in China?
6. Do you think a teddy bear coffee shop would be popular in Hong Kong?
7. What theme would be popular in a coffee shop in Hong Kong?
8. How important is the atmosphere of a coffee shop?

Note Grid – Your Notes for the Discussion

1. what items you could sell in the coffee shop	2. what you would like to promote about Hong Kong
3. how you would decorate the coffee shop	4. anything else you think is important

Note Grid – Your Notes for Part B Individual Response Questions

Question: _____	Question: _____
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St. Joseph's Anglo-Chinese School

Form 5 English Language

Paper 4 Speaking – Exam Practice (DSE 2016 Set 6.3)

Warm-up – Two Easier Part B Questions (6 minutes, in pairs)

Both partners answer the same question. Push for a time, a reason and one detail — not a one-word answer. This is where you hear their Level 3 baseline.

Question 1	Do you go to coffee shops?	What to listen for
Model answer	Yes, mostly to study — a café is quieter than home, but I buy one drink and stay three hours.	How often, what for, and whether they mention how long they stay.
Question 2	Would you like to go to a teddy bear coffee shop?	
Model answer	Once, for the photos — but I would not go back just for the coffee.	Whether they separate the experience from the food and drink.

► Upgrade opportunity — take what they say and lift it

“What I usually say”	Upgrade (useful for Part A and Part B)	Where it pays off
"The coffee shop is nice."	The atmosphere is what draws me in.	Part A bullet 3, Part B Q8
"People like coffee shops."	Customers come for the whole café experience, not just the coffee.	Part A bullet 2, Part B Q4
"I would put Chinese food there."	I would serve a short menu of Hong Kong classics — egg tarts and pineapple buns.	Part A bullet 1
"Hong Kong has a nice culture."	The décor could promote Hong Kong's cultural heritage.	Part A bullets 2 and 3

Part A – The Discussion Task (10 min preparation, 8 min discussion)

As part of an extra-curricular Business Studies course, your group is going to present ideas for a Hong Kong-themed coffee shop in Shanghai. You may want to talk about:

► Say it another way — synonyms to replace the question's own wording

Students who recycle the paper's words score lower than students who paraphrase. Put these on the board and ban the left-hand column.

The question says...	Say instead	Model sentence
items	what goes on the menu · the products and merchandise · the signature dishes and drinks	<i>The menu should feature egg tarts and a milk-tea latte.</i>
promote	show off · introduce to customers · showcase · celebrate	<i>The walls could showcase classic Hong Kong cinema posters.</i>
decorate	fit out · design the interior · dress the space · give it a look	<i>The whole space should be fitted out like a 1960s Hong Kong teahouse.</i>
a theme	a concept · a running idea · a unifying identity	<i>The theme should be a retro Hong Kong street scene.</i>
customers	diners · visitors · our target audience · guests	<i>Our target audience is young office workers who grew up watching Hong Kong films.</i>
anything else you think is important	one thing often overlooked · what also matters here · a further consideration	<i>One thing often overlooked is where the guests will queue at lunchtime.</i>

Ideas for the Note Grid – Noun Phrases per Question, with a Model Example (the same sets appear on the deck: Q1–Q3, then Part B Q7–Q8)

Give the noun phrase first (it is what they write in the grid), then the model example (it is what they say). The points in each set are deliberately different in kind, so a group cannot make the same point twice. Where a question has two sides, the set is built in two halves, so the group always has both sides ready.

1. what items you could sell in the coffee shop

• Hong Kong-style drinks	<i>e.g. A milk-tea latte and iced lemon tea give the menu an identity no other café can copy.</i>
• classic local snacks	<i>e.g. Egg tarts and pineapple buns are cheap, familiar and photogenic.</i>
• branded merchandise	<i>e.g. Cups, tote bags and postcards turn a visit into something a customer can take home.</i>

2. what you would like to promote about Hong Kong

• the food culture	<i>e.g. Cha chaan teng classics let people taste Hong Kong rather than only read about it.</i>
• the look of the city	<i>e.g. Neon signs, trams and the harbour give the shop a style that is instantly recognisable.</i>
• Cantonese language and culture	<i>e.g. Cantonese phrases on the wall and classic Cantopop create the atmosphere before the first sip.</i>

3. how you would decorate the coffee shop

• a retro Hong Kong interior	<i>e.g. Old-style tiles, vintage furniture and bamboo chairs make the room feel like a 1960s teahouse.</i>
• neon signage and a photo corner	<i>e.g. A neon wall and an Instagram corner would attract young customers and free publicity.</i>
• a Cantopop soundtrack	<i>e.g. Classic Cantopop played quietly keeps the atmosphere unmistakably Hong Kong.</i>
• a Hong Kong art wall	<i>e.g. Murals of the Star Ferry and Temple Street tell the story without a word of explanation.</i>

Note: the fourth bullet (anything else you think is important) has no slide — it is the group's open floor. If they stall, ask them to raise one thing the paper never mentions, or to disagree with the group's best idea so far.

Part B – Individual Response: Questions 7 and 8 (1 minute each)

Q7. What theme would be popular in a coffee shop in Hong Kong?

4 noun-phrase ideas	Model example
• a retro Hong Kong theme	<i>Old tiles, neon signs and vintage furniture are endlessly photogenic.</i>
• a film or cartoon character theme	<i>Teddy bears and superheroes give customers something to look at and photograph.</i>
• an arts and music theme	<i>Local artists and live acoustic sets would give people a reason to come back.</i>
• a pet-friendly theme	<i>Cat cafés are always full, because the animals themselves are the attraction.</i>

► Upgrade opportunity for Q7

“What I usually say”	Upgrade	Why it scores
"I like a nice theme."	A strong visual theme gives customers a reason to come and to post.	Links the theme to business value

"Photos are important."	An Instagram corner is free advertising — every guest becomes our marketer.	Cause plus benefit
"Food is important."	The menu has to match the theme, or the concept feels hollow.	Sets a condition

Q8. How important is the atmosphere of a coffee shop?

2 noun-phrase ideas (IMPORTANT · NOT IMPORTANT)	Model example
• IMPORTANT: people pay for the experience	<i>Customers judge a café on the seats, the music and the Wi-Fi as much as on the coffee.</i>
• NOT IMPORTANT: the drink must still be good	<i>A beautiful room with weak coffee gets one visit, and then the reviews kill it.</i>

► Upgrade opportunity for Q8

"What I usually say"	Upgrade	Why it scores
"It is very important."	The atmosphere is what allows a café in Shanghai to charge Shanghai prices.	Business framing
"Coffee matters more."	A themed café still has to deliver a decent cup, or the concept is just decoration.	Condition plus judgement
"Both matter."	On balance, the experience brings customers in, but the coffee brings them back.	Weighs both sides

DSE PAPER 4 • SPEAKING PRACTICE

Menu, Hong Kong culture
and how to decorate the space

DSE 2016 Paper 4 Set 6.3 • Lesson 7

HK CAFÉ IN SHANGHAI



What goes on the menu?

Two questions to get you talking



QUESTION 1 (Student A)

Do you go to coffee shops?

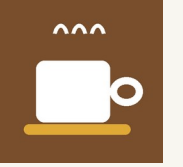
QUESTION 2 (Student B)

Would you like to go to a teddy bear coffee shop?

Your discussion task

As part of an extra-curricular Business Studies course, your group is going to present ideas for a Hong Kong-themed coffee shop in Shanghai. You may want to talk about:

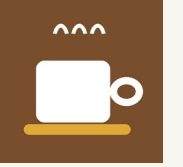
- what items you could sell in the coffee shop
- what you would like to promote about Hong Kong
- how you would decorate the coffee shop
- anything else you think is important



Q1 What items could you sell in the coffee shop?

SUGGESTED IDEAS — noun phrases

- Hong Kong-style drinks
- classic local snacks
- branded merchandise



Q2 What you would like to promote about Hong Kong

SUGGESTED IDEAS — noun phrases

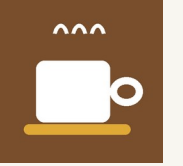
- the food culture
- the look of the city
- Cantonese language and culture



Q3 How would you decorate the coffee shop?

SUGGESTED IDEAS — noun phrases

- a retro Hong Kong interior
- neon signage and a photo corner
- a Cantopop soundtrack
- a Hong Kong art wall



Part B – Question 7

What theme would be popular in a coffee shop in Hong Kong?

SUGGESTED IDEAS — noun phrases

- a retro Hong Kong theme
- a film or cartoon character theme
- an arts and music theme
- a pet-friendly theme

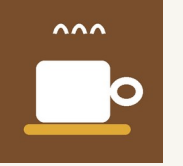


Part B – Question 8

How important is the atmosphere of a coffee shop?

SUGGESTED IDEAS — noun phrases

- **IMPORTANT:** people pay for the experience
- **NOT IMPORTANT:** the drink must still be good



Say it like this — from the lesson

The atmosphere is what **draws me in**.

Customers come for **the whole café experience**, not just the coffee.

I would serve a short menu of **Hong Kong classics** — egg tarts and pineapple buns.

The décor could promote Hong Kong's **cultural heritage**.

A strong visual theme gives customers **a reason to come and to post**.

An Instagram corner is **free advertising** — every guest becomes our marketer.

The atmosphere is what allows the café to charge **premium prices**.

The experience brings customers in, but the coffee **brings them back**.