

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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