

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.

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 before Bubblegum arrive in Hong Kong in May.

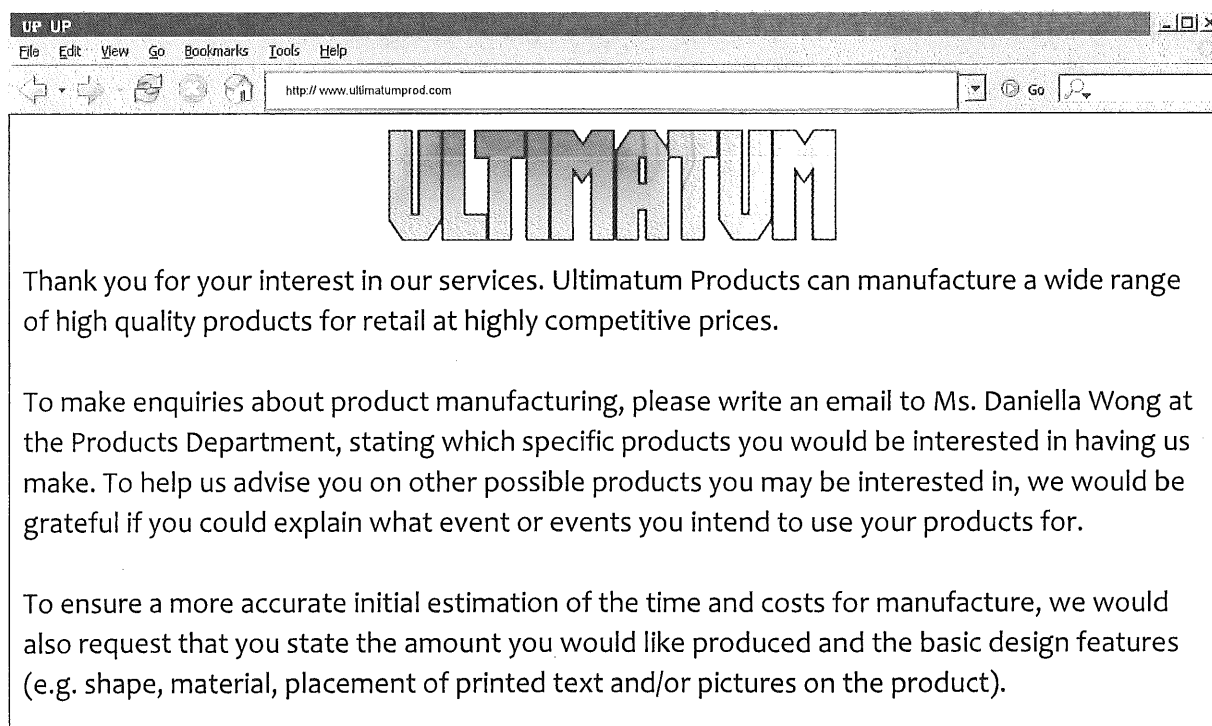
Write an email to Ultimatum Products and tell them which products we'd like made. Make sure you ask them for a quote. I'll send you the Ultimatum Products' information page so you know what to include. You could have a look at the Bubblegum MyFace page that we set up and then select the items which are 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 19th 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.ultimatuprod.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 **add idea** 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 Bubbegum 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 |

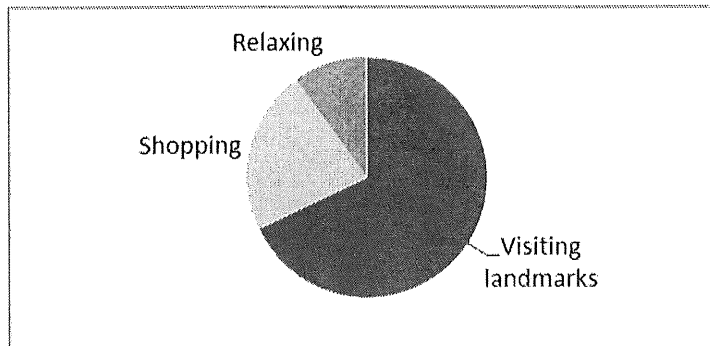
SOURCE: © The Hong Kong Tourism Working Group

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) 14th 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.