

Centre Number	Candidate Number	Candidate Name
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**NAMIBIA SENIOR SECONDARY CERTIFICATE**

**FIRST LANGUAGE ENGLISH ORDINARY LEVEL**

**4102/1**

PAPER 1 Reading and Directed Writing

2 hours 30 minutes

Marks 70

**2020**

Additional Materials: Answer Book

**INSTRUCTIONS AND INFORMATION TO CANDIDATES**

- Write your answers in the Answer Book provided.
- Write your Centre Number, Candidate Number and Name in the spaces on the Answer Book.
- Write with blue or black pen.
- Do not use correction fluid.
  
- Answer **all** questions.
- Dictionaries are not permitted.
  
- The number of marks is given in brackets [ ] at the end of each question or part question.

ORDINARY LEVEL

This document consists of **6** printed pages and **2** blank pages.



Republic of Namibia

**MINISTRY OF EDUCATION, ARTS AND CULTURE**

**PART 1****Passage A**

Read the passage below and answer the questions that follow.

**Coffee Culture is Catching On in Tea-Steeped China**

Leaving Fundan University's Centre for American Studies after my first day of class last summer, I was exhausted – most likely the result of my brain operating in Chinese for the previous three hours and Shanghai's notoriously humid summers. But at only half past noon, my day was not nearly over. Like any good American, I knew the solution: I needed coffee.

Relying on my phone as a navigator, I set out in search of the nearest Starbucks (known locally as Xingbake). A decade ago, this might have proven a challenge. But lucky for me, international chains like Starbucks have recently come to see the potential in China's coffee market. The country is now home to 1 500 Starbucks stores in 90 cities. Other brands have followed Starbucks' lead, Starbucks, including Costa Coffee from the UK and Maan Coffee and Caffé Bene from South Korea.

When the familiar mermaid logo came into view, my heart leaped with joy – but these coffee shops are not primarily targeting expats like me. Rather, the main coffee market in China is the young and upwardly-mobile middle class who live in big cities like Shanghai and Beijing. And though the Chinese drink an average of four cups of coffee a year, which pales in comparison to the U.S. citizen's average of four cups a day, the sheer size of China's population ensures a large customer base.

Coffee is not really new to China. Some historians trace coffee's first appearance in the region to the late 19th century, when it was introduced by French missionaries to the Yunnan province. More than two hundred years later, the first Starbucks opened in Beijing in 1999. Since then, coffee's climb to the top of the beverage food chain has been swift. Today, Starbucks plans to double its store count in the country by 2019. Costa and McDonald's McCafe are expanding as well, and even KFC is throwing its hat into the cuppa ring.

But it's not just the big chains that see China as an attractive coffee market. An independent coffee scene is brewing. Local coffee shops tend to boast higher quality coffee in order to attract customers. The independent coffee culture has especially gained popularity in urban areas like Shanghai's Jing'an district and Beijing's traditional alleyways (known locally as hutongs), where coffee has been around for longer. Still, big chains are king: Starbucks commands 60 percent of the market, with McCafe controlling 13 percent and Costa 11 percent.

In a culture that has favoured tea for about 2 700 years, why this sudden thirst for coffee? The trend seems in part a result of China's rapid urbanisation and growing overseas travel, which has exposed more people to the drink. But Starbucks does not owe all of its success to western influence. The company has thrived in part due to its ability to tailor its business to the whims of local culture.

Most Chinese people have still yet to adjust to coffee's bitter taste. Sweet and milky drinks like frappuccinos (iced, blended coffee) and lattes (coffee mixed with milk) are local favourites. In addition to the lattes and espressos typical of Starbucks around the world, you'll find unique items such as green tea frappuccinos and red bean scones on the menu. During the Mid-Autumn Festival and the Dragon Boat Festival, Starbucks even serve mooncakes and zongzi, the traditional foods of these festivals, respectively.

For most customers, Starbucks' high price tag includes more than a caffeine fix. A *grande latte* in China typically costs about 30RMB (\$4.83), the equivalent of two or three cheap meals – or a day's worth of food. By comparison, a grande latte costs \$3.45 in American Starbucks stores. This puts a regular cup of coffee out of the price range of most Chinese people. But in China, price often signifies quality, and so a high price only helps Starbucks to cultivate its image as a luxury brand. For those who can afford it, the expense is often worth toting an iconic Starbucks cup in hand.

And unlike in America, where we love to take our coffee to-go, Starbucks stores in China are hallowed as a kind of "third place" – somewhere to go that isn't work or home; Chinese customers enter a Starbucks with the intention of savouring their coffee and relaxing, or of lounging on the stores' couches and chatting with friends. In other words, a Starbucks in China is a destination, rather than a stop along the way.

(Taken and adapted from: <https://www.nationalgeographic.com/people-and-culture/food/the-plate/2015/07/14/coffee-culture-is-catching-on-in-tea-steeped-china>)

- 1 Choose the correct answer to the questions that follow from the options provided. Write down only the letter of your choice.
- (a) The word "notoriously" (paragraph 1) means
- A a well-known bad quality.
  - B a well-known good quality.
  - C something difficult to understand.
  - D something easy to understand. [1]
- (b) In 2019, how many Starbucks stores will there be in China?
- A 1 500
  - B 1 700
  - C 3 000
  - D 4 000 [1]
- (c) One way that the Chinese counteract coffee's bitter taste is by
- A eating mooncakes.
  - B eating traditional foods.
  - C ordering milky, sweet drinks.
  - D ordering red bean scones. [1]
- 2 What **three** factors does the author say are attributed to the growing popularity of coffee? (Use your own words) [2]
- 3 What does the author mean when she says that "*the expense is often worth toting an iconic Starbucks cup in hand*"? (paragraph 8) [2]
- 4 What does the author think about the new popularity of coffee in China? Give reasons for your answer, based on the text. [3]

[10]

5 Imagine you are a student in China.

You have decided to write a **letter to your friend** in Namibia, explaining what you have learnt about coffee in China.

You should write between **1** and **1 ½** pages, depending on the size of your handwriting.

**[20]**

**PART 2**

Read the passage below and follow the instructions given.

**Passage B****The new tea revolution: is the humble cup of tea losing its appeal?**

Could a shift in consumer tastes end the UK's longstanding love affair with the traditional teabag?

In 1657 a rumour went echoing around London. A new elixir had arrived from the east: a leaf that, when drunk, had seemingly magical qualities. It made the body "clean and lusty"; it vanquished illness and invigorated drowsy minds. The leaf was available from Garway's Coffee House in Change Alley at 16 to 50 shillings per pound. It was called "by the Chinese Tcha, and by other nations Tay, alias Tee."

So began our love affair with tea, a drink that has remained at the heart of British life for three and a half centuries. But a recent report suggests that now the industry is contracting. According to Mintel (a UK tea manufacturer), tea sales in the UK have dropped by 6% in the past five years.

However, Bill Gorman, the executive chairman of the UK Tea and Infusions Association, says: "If you went back to the average kitchen cupboard 20 years ago, you would find one box of tea. If you go to that same cupboard today, you'll find six or seven different boxes in there – infusions or fruit teas. The industry's innovation over the last few years has been quite striking."

Gorman is optimistic about the tea industry's future and excited by the new experimental culture that has appeared in recent years. This is typified by London tea bar Amanzi, which sells a huge range of speciality teas from its stores in Marylebone and Soho. Owner David Elghanayan, an entrepreneur with roots in the drinks industry, says tea bars offer something different in a capital city dominated by the coffee culture.

The challenge for tea bars like Amanzi, Gorman points out, is that "86% of all tea is drunk at home" – drinkers are not as trusting with a cup of tea in a café as they are with a cup of coffee. But it is an alluring challenge. "If you look at how well Starbucks do when they are serving 40% of the adult population, how well could a tea shop do?" says Gorman.

Bethan Thomas, a tea buyer at Whittard, has been in the industry for a decade and has watched the shift from "traditional tea bags to speciality teas". She says: "I think in Britain we are very proud of our tea but a bit behind the times. People will say 'Oh yes! I like Earl Grey'. But people are realising that there is more to tea than milk and sugar."

Thomas's job at Whittard has involved repositioning a traditional brand for this new market. One of her favourite creative challenges is inventing blends "with a real story". "A lot of the teas we have created come from wacky notions," she says. "We research the market, but we also see if we could make something more interesting. Chocolate is quite a trend. Red velvet cake has been very popular over the last few years and I wanted to make something that tastes like that. It's not something that your gran drank with her tea cosy anymore. Now it can be a whole experience: fun and exciting."

But this is only one part of tea's new appeal, Thomas explains. Equally important for the 21st-century drinker is a reconnection with the ancient culture. Just as coffee drinkers have invested in sophisticated equipment, become curious about the origin of the beans and the method of grinding and serving, so tea drinkers are becoming interested in the rich Eastern culture and artisan craft.

James Thirlwall is one of those exploring this emerging market. Thirlwall is optimistic about what is quietly being talked about as the new tea revolution. In London, David Elghanayan has the same feeling. He has ambitious plans for Amanzi. In the next year he aims to open two more stores. "It's all about improving the model, then we'll be ready to do a full roll-out programme," he says, "and we're looking at international franchising too."

*(Taken and adapted from: <https://www.theguardian.com/small-business-network/2015/nov/13/new-tea-revolution-humble-cuppa-losing-its-appeal>)*

- 6** Read **Passage B** and re-read **Passage A**. Using material from both passages, summarise the **reasons for the changing popularity of both coffee in China and tea in the UK**.

You should write **1 to 1½** pages, depending on the size of your handwriting. **[20]**

- 7** Imagine that you are a business person who would like to open a tea bar in your local town. You require a loan from the bank to open the tea bar.

Based on the information in **Passage B**, write a letter to the General Manager of Bank Windhoek, requesting a loan for your tea bar. In your letter, you should mention why you think the community would enjoy such an innovative business.

You should write **1 to 1½** pages, depending on the size of your handwriting.

**[20]**

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