

English for Business



Level 1

Series 2 2003

(Code 1041)

Model Answers

English for Business Level 1

Series 2 2003

How to use this booklet

Model Answers have been developed by LCCIEB to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCIEB examinations. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

The London Chamber of Commerce and Industry Examinations Board provides Model Answers to help candidates gain a general understanding of the standard required. The Board accepts that candidates may offer other answers that could be equally valid.

© Education Development International plc 2003

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the Publisher. The book may not be lent, resold, hired out or otherwise disposed of by way of trade in any form of binding or cover, other than that in which it is published, without the prior consent of the Publisher.

English for Business Level 1

Series 2 2003

QUESTION 1

Situation:

You work as the Despatch Manager of a large mail order firm, Goods From Home Ltd. Your address is: Birchwood Estate, Warrington WA3 7GA.

Recently you have received a lot of complaints from customers about delivery of ordered goods. The complaints include:

- damaged goods and packaging
- goods delivered later than promised
- goods left in rear gardens and outhouses
- goods not delivered at all

This has cost your firm money in customer compensation, and a lot of time to keep customers happy. Your firm sub-contracts delivery arrangements to National Deliveries Ltd, whose Head Office is at 20 Homer Road, Solihull, West Midlands B91 3LT.

Task:

Write a letter of between 150 – 200 words to the Managing Director of the delivery firm. Give details of some of the complaints and the difficulties these cause. Ask for an explanation, and what proposals he has to improve the situation.

You may invent any details you think are necessary.

Write your letter in the space below.

QUESTION 1 CONTINUED

You may continue writing your letter in the space below:

A large, empty rectangular box with a thin black border, intended for the student to continue writing their letter. The box occupies most of the page's vertical space.

(30 marks)

Model Answer to Question 1

A suitable answer would be as follows:

GOODS FROM HOME LTD
BIRCHWOOD ESTATE
WARRINGTON
WA3 7GA

2 April 2003

The Managing Director
National Deliveries Ltd
20 Homer Road
SOLIHULL
West Midlands
B91 3LT

Dear Sir

Our company has recently received a large number of customer complaints about poor delivery. The nature of the complaints is as follows:

- goods ordered (or their packaging) have been damaged in transit
- goods have been delivered 2 or 3 days later than scheduled
- goods have been left in unsafe places – in rear gardens or outhouses which have no security
- goods have not been received at all.

I wish to point out to you that this poor service has cost us a great deal of money in compensation, and much staff time in maintaining customer confidence. We are, as a result, far from happy with the present situation.

I should be grateful if you would offer me an explanation for the poor quality of your service. Perhaps you also have some proposals to ensure that the service improves at once.

We have no wish to cancel our contract with you and find another delivery service. We must, however, protect our interests.

Please give this matter your urgent attention.

I look forward to your early, and positive, reply.

Yours faithfully

A Candidate

QUESTION 2

Situation:

You are preparing an article on changes in the British Tourist Industry.

Task:

Read carefully the article entitled “British Tourism – Where Next?” which appears on the opposite page, then say whether the following statements are **TRUE** or **FALSE**. Then write down **only the words or phrases** from the passage that support your answer. Do not write more than 6 supporting words for each answer. You will lose marks if you write more than 6 supporting words.

Example:

Statement: Foot and mouth was not seen as important and profits from tourism remained high

Answer: False. Big story / loss of revenue

Write your answers on the lines marked A.

1 Tourists today have little money and are not aware of the choices they have.

A _____

2 Many tourists now prefer low cost travel and an inexpensive place to stay.

A _____

3 The foot-and-mouth disease resulted in the closure of many large hotel chains.

A _____

4 Despite a shortage of tourists, many places did not change their practice.

A _____

5 Holidays in Britain cost a lot, but the tourist industry ignores the fact.

A _____

6 All hotel chains offer a full refund to dissatisfied customers.

A _____

7 The “full refund” has meant losses of money and staff.

A _____

8 Many people in the UK tourist industry expect tourists to accept what they offer without question.

A _____

9 The article advises all hotels to adopt the “full refund” system.

A _____

10 Foot-and-mouth affected the tourist industry in all areas, but the precise cost is not known.

A _____

(30 marks)

QUESTION 2 CONTINUED

BRITISH TOURISM – WHERE NEXT?

The big story in British tourism in 2001 was the effect of foot-and-mouth disease. The loss of revenue was estimated at between £1.5 and £2 billion pounds. Many smaller hotels and guest houses up and down the country simply went out of business. The larger hotel chains, for the most part, lost money but stayed in business.

Many smaller establishments did not, however, help themselves. Many inns simply shut on Sundays. Some owners insisted on a minimum 3- or 4-night stay, when customers wanted only one or 2 nights. Their loss was the gain of hoteliers who adapted to suit the customers.

Habits in the tourist industry are changing. Cheap airline tickets are now very popular, and travellers want equally cheap and value-for-money accommodation. A comfortable room with a bath or a shower at an affordable price is what most people want, particularly when they are travelling.

Britain is still expensive, even compared to such countries as Sweden and Switzerland, and the tourist trade in general needs to recognise the fact. People want to feel they are being fairly treated. They are not short of money, but if they feel they are not getting value for their cash, they will go somewhere else. This is why one budget hotel chain offers a full refund if you do not sleep well in their rooms. Very few customers actually claim the refund. The system works because the staff work hard to meet customer needs, such as extra pillows on request, or a quiet environment during the night. Staff turnover has dropped dramatically. Other hotel groups should follow this approach.

In the end the UK tourist industry can no longer say “Here we are – take it or leave it!” The customers will simply leave it. People today know what their options are, and if Britain does not provide what they want, Britain will be the loser!

Model Answers to Question 2

- 1 Tourists today have little money and are not aware of the choices they have.
A False not short / know their options
- 2 Many tourists now prefer low cost travel and an inexpensive place to stay.
A True cheap tickets / cheap accommodation
- 3 The foot-and-mouth disease resulted in the closure of many large hotel chains.
A False stayed in business
- 4 Despite a shortage of tourists, many places did not change their practice.
A True shut Sundays / insisted on minimum stay
- 5 Holidays in Britain cost a lot, but the tourist industry ignores the fact.
A True expensive / needs to recognise
- 6 All hotel chains offer a full refund to dissatisfied customers.
A False one budget / hotel chain
- 7 The “full refund” has meant losses of money and staff.
A False few claim / staff turnover dropped
- 8 Many people in the UK tourist industry expect tourists to accept what they offer without question.
A True take it / or leave it
- 9 The article advises all hotels to adopt the “full refund” system.
A True should follow / this approach
- 10 Foot-and-mouth affected the tourist industry in all areas, but the precise cost is not known.
A True up and down the country / estimated

QUESTION 3

Situation:

Your publishing company is about to launch a new magazine for young people, and your manager wants you to check the current market in magazines.

Task:

Study carefully the chart on the next page entitled “Magazines for the Young” then **answer the questions below. Write your answer as a name, or a single word or figure in the answer column.** You will lose marks if you write more than this.

		ANSWERS
1	How many magazines started after 1998?	
2	Which magazine featuring fashion costs the least?	
3	How many monthly magazines feature pop music?	
4	Which magazine will be 10 years old in 2003?	
5	How many publishers have a magazine costing less than €1.90?	
6	Which magazine featuring star gossip costs the most?	
7	How many magazines started in the 21st century?	
8	Is Teenscene both younger and cheaper than Upfront?	
9	Is ATC’s monthly magazine cheaper than Borg’s monthly magazine?	
10	Which magazine started 2 years before FabFabFab?	
11	How many magazines featuring beauty cost less than €2.00?	
12	Are there more weekly magazines under €1.80 than there are monthly magazines over €2.80?	
13	Which is the oldest monthly magazine which features fashion?	
14	How many publishers have a weekly magazine featuring pop music?	
15	Is Coolboy the only Daniel’s magazine to feature fashion?	
16	Is Snippets the most recent weekly magazine published by ATC?	
17	One weekly magazine costs more than any monthly magazine. Is this true?	
18	In the table are there more weekly or more monthly magazines started before 2000?	
19	How many weekly magazines costing less than €1.50 feature star gossip?	
20	Do the Daniel’s magazines feature fashion more than any other publisher?	

(20 marks)

QUESTION 3 CONTINUED**MAGAZINES FOR THE YOUNG**

MAGAZINE	PUBLISHED	STARTED	FEATURES	PUBLISHER	COST: (EUROS) €
Upfront	weekly	1990	fashion & beauty	Daniels	1.30
Teenscene	weekly	1993	pop music	Reedmax	1.40
Snippets	monthly	2000	star gossip	ATC	2.80
Girlzone	monthly	2001	fashion & beauty	Borg	3.60
FabFabFab	monthly	1999	pop music	Topmags	3.00
Whoosh!	weekly	1998	fashion & pop music	ATC	1.90
Startime	weekly	2000	star gossip & fashion	Reedmax	1.70
Who's In?	weekly	2000	star gossip	Borg	1.70
Coolboy	monthly	1997	fashion	Daniels	2.90

Model Answers to Question 3

		ANSWERS
1	How many magazines started after 1998?	5
2	Which magazine featuring fashion costs the least?	Upfront
3	How many monthly magazines feature pop music?	1
4	Which magazine will be 10 years old in 2003?	Teenscene
5	How many publishers have a magazine costing less than €1.90?	3
6	Which magazine featuring star gossip costs the most?	Snippets
7	How many magazines started in the 21st century?	4
8	Is Teenscene both younger and cheaper than Upfront?	No
9	Is ATC's monthly magazine cheaper than Borg's monthly magazine?	Yes
10	Which magazine started 2 years before FabFabFab?	Coolboy
11	How many magazines featuring beauty cost less than €2.00?	1
12	Are there more weekly magazines under €1.80 than there are monthly magazines over €2.80?	Yes
13	Which is the oldest monthly magazine which features fashion?	Coolboy
14	How many publishers have a weekly magazine featuring pop music?	2
15	Is Coolboy the only Daniel's magazine to feature fashion?	No
16	Is Snippets the most recent weekly magazine published by ATC?	No
17	One weekly magazine costs more than any monthly magazine. Is this true?	No
18	In the table are there more weekly or more monthly magazines started before 2000?	Yes
19	How many weekly magazines costing less than €1.50 feature star gossip?	Weekly
20	Do the Daniel's magazines feature fashion more than any other publisher?	Yes

QUESTION 4

Situation:

You have just joined the Marketing Department of Universal Golf Products. The company sells golf equipment and clothing from trade stalls at major golf competitions in the UK. Your manager, Mr Alec Hoad, comes into the office and says:

“This is a busy month for us. There are several important competitions where we have a trade stand in the next few weeks. The largest is the Scottish Open, starting on the 19th. It lasts 5 days. I think John Doogan should be our salesperson there – he did a good job at Ayr last year. The Scottish Open starts the day after the final day of the Home Counties Championship at East Grinstead. The latter is a 4-day event with lots of top golfers. I’ll cover that one myself. The Cheshire Ladies’ Competition would be a good one for you to start on. That begins on the 8th and runs for 3 days at Mobberley. You’ll learn a lot there. You and I can do the Hogan Cup in Ipswich together. The Hogan Cup is for amateur golfers and runs for 3 days. It always starts the day after the Scottish Open’s final day. Did I mention that the Scottish Open this year will be played at Dundee? It changes venue every year.”

Task:

Use the information above to complete the chart below **in date order**.

GOLF VENUES FOR MARCH

COMPETITION	VENUE	START DATE	FINISH DATE	SALESPERSON

(20 marks)

Model Answer to Question 4

GOLF VENUES FOR MARCH

COMPETITION	VENUE	START DATE	FINISH DATE	SALESPERSON
Cheshire Ladies	Mobberley	8th	10th	Candidate
Home Counties Championship	East Grinstead	15th	18th	Alec Hoad
Scottish Open	Dundee	19th	23rd	John Doogan
Hogan Cup	Ipswich	24th	26th	Alec Hoad Candidate



**EXAMINATIONS
BOARD**

London Chamber of Commerce and Industry Examinations Board

Athena House 112 Station Road

Sidcup Kent DA15 7BJ United Kingdom

Facsimile: +44 (0) 20 8302 4169/+44 (0) 20 8309 5169

Website: www.lccieb.com

Customer Service Team Tel: +44 (0) 20 8309 3000 email: custserv@lccieb.org.uk

© Education Development International plc 2003