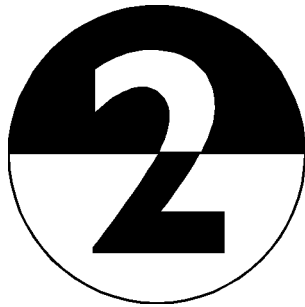


English for Business



Level 2

Series 2 2003

(Code 2041)

Model Answers

English for Business Level 2

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.

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English for Business

Series 2 2003

QUESTION 1

Write on ONE of the following subjects:

Option (a)

You work at Beechdale Public Library where you have responsibility for the Reference Library. During the past month, all users of the Reference Library have been asked to write down any comments that they wish to make and to suggest improvements on what is offered to them. You have to **write a report** on the findings for the next meeting of the Library Committee.

Here are your notes:

Only 30 users actually wrote anything!

Some complained of:

times of opening *(Reference Library opens 30 minutes after Main Library – closes 30 minutes before Main Library – users want us to open at the same times)*

lack of space to study *(problem – especially weekdays after schools close + Saturdays)
(need more tables/desks/seats/space – open an additional study room?)*

REQUESTS for: *more computer software (and more computers)
easier use of photocopier (at present – users have to ask a member of staff for permission)*

MOST ARE SATISFIED

*(Another problem is NOISE – especially LOUD talking
– NOT always children!)*

Write the report.

(40 marks)

Model Answer to Question 1(a)

The task is to write a **REPORT**.

A suitable answer would be:

Users' views on shortcomings at the Beechdale Public Library:

Terms of Reference

The Library Committee of Beechdale Public Library requested a report on what users think of the Reference Library. Recommendations for improvement were asked for. The report was to be ready for the next meeting of the Committee.

Proceedings

All users were asked to write their comments and to submit them to me.

Findings

- The number of respondents was low: 30.
- Most had no complaint or recommendation for improvement.

A few adverse comments were made about:

- the Reference Library not opening until half an hour later than the Main Library and closing half an hour earlier
- the size of the room being insufficient at busy times
- the lack of availability of computers and accompanying software
- the poor access to a photocopier
- the high level of general noise, particularly loud conversation.

Conclusions

- The present arrangements were acceptable to many users.
- A few users made reasonable and justified complaints.

Recommendations

The Library Committee may wish to consider:

- 1 having identical opening hours for the Main and the Reference Libraries
- 2 opening an 'overspill' study room at busy periods
- 3 furnishing the 'overspill' room appropriately
- 4 improving the provision of computer hardware and software
- 5 making a photocopier available to the public at a reasonable charge
- 6 strongly requesting users to appreciate the need for a quiet environment.

A Candidate

(date)

Model Answer to Question 1(a) continued

NOTE:

Various layouts/formats are acceptable, but the one recommended in “How To Pass English For Business Level 2” includes the following:

- title
- terms of reference
- proceedings
- findings
- conclusions
- recommendations
- signature
- date

QUESTION 1 CONTINUED

Option (b)

You and Mrs Greta Festa, the Head of Customer Services at your firm, are worried by complaints that you have received from customers about impoliteness of staff. Mrs Festa asks you to attach a **memo** to the next salary slip stating clearly how members of staff should deal with the public. She says, "I am sure that most of our staff know how to be professional ... We have a good history of pleasing our customers ... Unfortunately, even one member of staff being unreasonable can ruin the good work of everyone else."

Here are your notes:

*PLEASANT and FRIENDLY in all circumstances - discuss any problem
That customers have but NEVER quarrel WHATEVER the
Situation/difficulty/provocation etc.*

*REPORT AT ONCE to Head of Department/Section etc anything you
Cannot deal with.*

*(They should tell the customer that this will be done, and tell the customer
the name of whoever will deal with the problem/complaint etc)*

*REMIND STAFF – they have to be friendly/pleasant.
REMIND STAFF – TACT!*

*If we annoy customers, we lose them. If we lose customers, we
lose business. If we lose business, our jobs are at risk!*

*We want to be efficient. We want to be helpful.
We want to keep our jobs!*

Write the memo.

(40 marks)

Model Answer to Question 1(b)

The task is to write a **MEMO**.

A suitable answer would be:

MEMORANDUM

To All staff
From A Candidate
Subject Being diplomatic in our dealings with the public
Date 3 April 2003

Most of us treat our customers with exemplary courtesy and tact. However, there have been occasional complaints, and it is essential that we all take them seriously in order to avoid any negative comments.

Pleasantness and diplomacy are necessary at all times. Discourtesy can never be accepted.

We may need to correct misunderstandings of customers but this must be done with care. Confrontation has to be avoided.

If you come across a problem that you cannot answer, or a situation that you cannot deal with:

- 1 ask a Head of Department to take over from you
- 2 inform the customer that you are doing this
- 3 give full details of the procedure being followed
- 4 tell the customer the name of the person who will deal with the matter.

We need to remember that dissatisfied customers may lead to loss of trade and eventually to redundancies.

NOTE:

A memo should always include:

- To
- From
- Date
- Subject

The style should be concise, with appropriate use of paragraphing and/or bullet points.

QUESTION 1 CONTINUED

Option (c)

Recently, the firm for which you work, Perex Computers (UK) has become part of the largest computer group in the world: Bespoke Worldwide. You have been asked to **write a leaflet** that will be posted to all existing customers telling them of the change. You have a meeting with representatives of 2 of the departments at Perex (UK) to discuss the contents of the leaflet.

Here is part of the discussion:

<u>You</u>	So what should we say are the advantages to customers of our joining Bespoke Worldwide?
<u>Advertising Representative</u>	I wrote down some of the obvious ones. Firstly, we are now bigger, so we can negotiate better deals with manufacturers, and we can offer customers a wider choice.
<u>Sales Representative</u>	I agree. We will be able to offer greater value to our customers, but they are going to be worried that we will not be offering the good service that they have previously had from us.
<u>You</u>	Well, the Sales Director has already told me that the leaflet must make it clear that we will maintain the promises that we have usually made to our customers ... you know ... since Perex has so many years' experience ... 15 years now ... we look after our customers and their computers ... we are professionals ... we promise good after-sales service ...
<u>Advertising Representative</u>	I think we should mention the fact that the after-sales service is free for three years ...
<u>Sales Representative</u>	Yes. Remember too that the Sales Director, Siegfried Hettner, insists that his name is printed somewhere on any leaflet that is sent to customers.
<u>You</u>	Fine, but can you check that I have the contact details correct? The address is Perex (UK), Department UK1, PO Box 333, Dartford, Kent DA1 4EF. The phone number is 01322 542689, and the fax number 01322 542690.
<u>Advertising Representative</u>	Those are all correct, but you need to mention the website and the email addresses: www.perexcomputers.co.uk is our website and custserve@perex.co.uk is the email address.

Write the leaflet.

(40 marks)

Model Answer to Question 1(c)

The task is to write a **LEAFLET**.

A suitable answer would be:

PEREX COMPUTERS (UK)

Since you are among our most valued customers, we thought you would like to know that

WE ARE BIGGER!

NOW, *PEREX* IS PART OF THE WORLD'S LARGEST COMPUTER GROUP:
BESPOKE COMPUTERS WORLDWIDE.

This means that we have greater buying power, and you have a greater choice plus even better value.

OUR PROMISES TO YOU REMAIN THE SAME:

- We are experts. We have been designing and building personal computers for over 15 years.
- With our excellent after sales service, we shall support you for as long as you own the computer. (This undertaking is free for the first three years.)

If we can provide you with any service or advice, please contact us in the usual ways:

PEREX (UK)

Dept UK1
PO Box 333
DARTFORD
Kent
DA1 4EF

Telephone

01322 542689

Fax

01322 542690

Email

custserv@perex.co.uk

Website

www.perexcomputers.co.uk

Siegfried Hettner
Sales Director
Perex (UK)
(February 2003)

NOTE:

- Full sentences are not essential in a leaflet
- Pictures and colouring, although not forbidden, do not score marks

A variety of techniques may be used, including:

- centralising text
- capital letters, bold, italics and size of lettering to add emphasis
- bullet points
- questions which are then answered
- short sentences, slogans etc.

QUESTION 2

Miss Catherine Hodgkiss, the Sales Manager, asks you to draft an answer to the following **letter**. She says, "I shall want to sign it myself. Mr Bonnacorsi and I discussed his interest in buying shoes from us. I think that Calderon may become important customers. Tell him that we shall be happy for him to come to see us."

Calderon

Via Calderon 32 Villa d'Asolo Italy 31040
Telephone 39 0423 940952

3 April 2003

Crocket & Smith Ltd
Unit 6
Cedar Industrial Park
Northampton
NN2 6RM
England

Dear Sirs

Visit to Crocket & Smith

As I explained to Miss Hodgkiss in my introductory telephone call last week, Calderon is a leading wholesaler of shoes and footwear. We supply shops and stores throughout Italy.

Recently, clients have expressed an interest in hand-made shoes. The shoes would need to be of the highest possible quality in materials and design.

Crocket & Smith were recommended to me by Epitome of Paris. The Senior Manager of that company said that your footwear is the best that she has seen!

Miss Hodgkiss offered to send a representative to Italy to show examples of the products and to discuss prices. However, I am coming to England for a week in August, arriving Saturday 23. Would it be possible for me to come to you some time that week? I shall be staying with relatives in Banbury. Is that close to Northampton?

I look forward to your reply.

Yours faithfully

Arturo Bonnacorsi

Arturo Bonnacorsi
Manager

QUESTION 2 CONTINUED

You and Miss Hodgkiss discuss what should be in the reply.

Here are your notes:

Any day in the week mentioned (NOT Sunday!)

*Banbury to Northampton 1 hour approximately by car – 50 kilometres.
We shall arrange for a car to and from Banbury.*

*Mr Bonnacorsi to tell us best day for him. Show him the whole of
Crocket & Smith – how materials (usually leather) chosen – cutting – sewing
– finishing – whole process. (Remember to visit QUALITY CONTROL.)*

Well-known for quality.

Epitome of Paris – glad they recommend.

Spend day with us – lunch?

Bonnacorsi to tell us preference – we shall make all arrangements.

DO NOT FORGET – WE NEED DATE – AND ADDRESS IN BANBURY.

Write the letter.

(30 marks)

Model Answer to Question 2

A suitable answer would be:

<p style="text-align: center;">Crocket & Smith Ltd Unit 6 Cedar Industrial Park Northampton NN2 6RM England</p> <p>Arturo Bonnacorsi Manager Calderon Via Calderon 32 Villa d'Asolo Italy 31040</p> <p>3 April 2003</p> <p>Dear Mr Bonnacorsi</p> <p>Your possible visit to Crocket & Smith</p> <p>Thank you for your letter of 28 March. We welcome the suggestion of your coming to see us and we shall do everything to make the visit pleasurable and productive.</p> <p>In the week that you mentioned, beginning 23 August, any day except Sunday will suit us. Our production team works from Monday to Saturday but, on Sundays, only maintenance work takes place.</p> <p>If it is possible for you, we recommend that you spend a whole day with us so that we can show you the full process that we follow in order to maintain our reputation for the finest quality footwear. We are especially proud of our quality control that ensures that your customers will always be delighted with their purchases.</p> <p>There are also some excellent local restaurants providing superb lunches.</p> <p>Banbury is about an hour away by car from Northampton. If you can let us have your contact address and phone number in England, we shall be delighted to collect you from your relatives' home and to return you there. Please allow us to make all the arrangements.</p> <p>We look forward to your confirmation that we shall have the chance to show you our work at Crocket & Smith; we are proud of what we do. Let us know your preferred date and how we can contact you in Banbury.</p> <p>Yours sincerely</p> <p>Catherine Hodgkiss (Miss) Sales Manager</p>

NOTE:

Letters should be laid out appropriately, and include:

- sender's address (can be a letterhead)
- receiver's address
- date (either above or below receiver's address)
- salutation and matching close
- subject and body of letter
- signature, name and position.

QUESTION 3

“This leaflet advertises a service that may interest me,” says Natalia Berkovic, proprietor of the firm where you work. “I think this type of advice will help us. Please, **make a list of the main points of the message** ... so that I can refer to it if I contact Mr Shaw.”

**Do you want to be NOTICED?
Are you a small to middle-sized firm that wants to be BIG?**

Do your advertising efforts frequently fail?

I can get you noticed.

What exactly do I do?

That is a good question, and the answer will depend on
YOUR BUSINESS AND GOALS.

You may need to have an email campaign designed and written for you.
It may be that your current adverts need to be rewritten to get a better response.

You may be looking for design for a brochure.

You may just want some ideas to create more business opportunities.

In fact, whatever it is that you need, I intend to make sure that

IT INCREASES BUSINESS...YOUR BUSINESS!

Here is how I work for you. First of all, we talk on the phone or via email. I ask you a few questions in order to help you to achieve your goals quickly. I shall then send you a list of questions to help me to get a clearer idea of the wider picture.

What do you have to do? Be honest with me and tell me the problems you are facing in your business. I shall get back to you if I need more information, but if I have enough, I shall come back to you with some solid proposals for your business.

GUARANTEE: If at any time you want a refund due to the fact you are not happy with my work, just tell me. Your investment will be returned without further question.

If you want to be noticed, you really do need my advice. Talk to me today on **(44) 01902 646446** or phone my mobile on **07880 967234**. If you prefer to email me, send your details to my email address adrian@businessadviceandcopy.co.uk now.

My ordinary mail address is:

**Adrian Shaw, Business Advice and Copy,
212 Bloxwich Road, Wolverhampton WV6 8RK**

Write the list.

(30 marks)

Model Answer to Question 3

A suitable answer would be:

<u>Main points from the leaflet</u>	
SERVICE OFFERED BY ADRIAN SHAW of BUSINESS ADVICE AND COPY	
Address	Business Advice and Copy 212 Bloxwich Road Wolverhampton WV6 8RK
Telephone	01902 646446
Adrian Shaw mobile phone	07880 967234
Email	adrian@businessadviceandcopy.co.uk
Offers advice	1 on advertising - general - copy - campaign design etc 2 on creation of 'business opportunities' 3 on how to expand business.
The advice is specific to the client's own business and the difficulties it faces.	
The firm specialises in smaller businesses wishing to expand.	
Method	<ul style="list-style-type: none">• Email or phone Mr Shaw.• Answer a few questions.• Be honest about the firm's situation.• Complementary questions may be necessary.• Recommendations will be made.
Guarantee	<ul style="list-style-type: none">• There is a full 'no quibble' guarantee that operates at any time.

NOTE:

The essence of a list is brevity and clarity.

The following techniques may be useful:

- headings (with capitals or bold or underline for emphasis)
- bullet points
- numbering



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