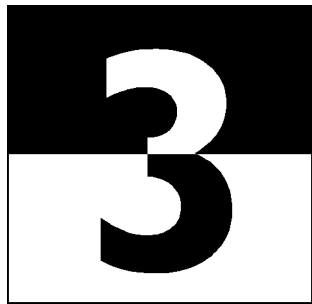


English for Business



Level 3

Series 2 2003

(Code 3041)

Model Answers

English for Business Level 3

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 Level 3

Series 2 2003

QUESTION 1

Situation

You are employed by Fruity Foods UK, a manufacturer of speciality jams, preserves and other bottled and tinned fruit products, based in Kent in England. The company exports its products all over the world but ensures that they can only be purchased at selected outlets. The products could be said to be at the prestige end of the market; the company makes rigorous checks on potential suppliers to ensure that they conform to the highest standards and are always associated with high quality merchandise.

You work in the Sales and Marketing Department and the Sales Manager is Ms Miriam Mafuta. This morning Ms Mafuta hands you this letter.

WOZNIAK STORES
18 Wiolinowa Street
Warsaw 02-786
Poland

6 April 2003

Dear Sir or Madam

You will know that your products are very popular in Central Europe. In Poland we are fully aware of the high quality of your jams and preserves, which are only currently available to be purchased by mail order. Wozniak Stores are often asked why we do not stock your products and we would now like to do so.

I would be grateful if you could supply us with your catalogue and price list and your terms of trade.

I should add that ours is the most respected specialist food shop in Warsaw, if not in our country, and I am sure that a collaboration would be of great benefit to both our companies.

Yours faithfully

Dariusz Molska

Dariusz Molska (Mr)
Manager

Ms Mafuta says to you:

“This is interesting. As you know we rarely respond to unsolicited requests like this other than to thank enquirers for their interest. Oddly enough, we are currently investigating the possibility of expanding our sales in this part of the world, and our discreet enquiries have suggested that Wozniak Stores could be a possible outlet. We’d better not mention this specifically as people can be sensitive to enquiries being made about them, of course.

“Could you write to Mr Molska please? Don’t promise anything but say we’re interested. You’d better let him know that exporting to a new country is never easy – we’ll have to check all the various Polish regulations about food imports. It’s always much easier for us to trade with a European Union country but, who knows, Poland might join the EU some day – I know their government would like to.

QUESTION 1 CONTINUED

“Anyway, what I’ll do is ask one of our contacts in the area to look into this. I’ll probably ask Lothar Kraus in Berlin and we’ll get back to Mr Molska later. Tell him not to worry if this takes a little time, and say how pleased we were to hear from him. I know you’re good at this.”

Task

Write the letter to Mr Dariusz Molska as requested. You can assume that your company’s headed notepaper is used.

(25 marks)

Model Answer to Question 1

A suitable answer would be as follows.

<p>Headed paper</p>
<p>10 April 2003</p>
<p>Mr Dariusz Molska Manager Wozniak Stores 18 Wiolinowa Street Warsaw 02-786 Poland</p>
<p>Dear Mr Molska</p>
<p>Fruity Foods products in Poland</p>
<p>Thank you for your letter dated 6 April 2003. We are always pleased to hear from potential suppliers.</p>
<p>As you may be aware, it is not our usual policy to respond to unsolicited requests to be suppliers of our products. We normally approach selected companies after making rigorous checks on their suitability. We are proud of our very high world-wide reputation and only those organisations that comply with the very highest standards of service and reputation are selected.</p>
<p>However, I can say that we are currently very interested in extending our sales in Central Europe and we will be making further investigations about this. Extending our range of products into a new country, particularly one not currently enjoying membership of the European Union, can be a lengthy business as we need to take into account the various government regulations on the import and export of foodstuffs. One of our representatives in Central Europe, Mr Lothar Kraus, will be assisting us with our investigations and you will probably be hearing from him in due course.</p>
<p>May we thank you once again for your interest in our company and its products.</p>
<p>Yours sincerely</p>
<p>A Candidate</p>
<p>A Candidate (Mr / Mrs / Ms) Sales and Marketing Department</p>

NOTE:

A letter should always contain:

- sender's address (or letterhead)
- receiver's address
- date
- appropriate salutation and close
- sender's signature and name

QUESTION 2

Situation

You work for KA International, a large manufacturing company. Recently the manager of the company, Mr Inderjit Singh, said to you:

“I’ve just spent a couple of hours going through the emails I have received and there seems to be a growing number of unsolicited messages – ‘junk mail’, I think it’s called. Most of this stuff is useless, companies trying to sell us things we don’t want or making announcements which don’t interest us at all. I’m not the only one receiving these; I’ve spoken to various colleagues and they all say the same.

“Would you please look into this issue? I’d like you to investigate how much of a problem this has become and produce a report for me on the subject. If you can, I’d like you to recommend what we can do to stop us receiving junk email.”

You investigate the issue and the notes of your investigations are as follows:

From: Interview with the company’s Legal Department

“This is a very complicated matter legally. Basically, sending junk emails is not against the law. There are some rules in our country about sending, for example, obscene or libellous emails, but not many emails come into this category. The problem is that emails can be sent from anywhere in the world and the law in each country varies. Perhaps we need some world-wide action here. But even if someone sending an email is acting illegally, it’s an expensive and time-consuming process to go to the law for the solution. So legally, there’s very little we can do about junk emails. Sorry!”

Results of investigations of incoming emails – week 10 (March 10 – 14)

Staff were asked to check incoming emails for a working week. Of the total number of staff who can receive emails, 92% responded.

The results were as follows:

24% of all incoming emails were unsolicited.

Of these, 98% were considered to be “junk” (ie of no value)

- 54% were from finance companies (banks, insurance companies etc)
- 29% were from other companies wishing to be suppliers
- 11% were announcements from government departments and other companies with no relevance to KA International
- 6% were from other sources.

QUESTION 2 CONTINUED

From: Email from service provider

As your Internet service provider, we can't prevent all junk mail from getting through, but if you let us know which senders or other servers you do not wish to receive from, we can block these.

I should also advise you not to respond to junk mail – just delete them straight away. Don't reply to the senders and ask them to remove your name from their list. This only confirms that the address is valid, resulting in even more emails.

From: Discussion with Head of Finance Department

"We know all about junk mail – we get more than anybody else in our company. But there are a couple of points I can add. Not all unsolicited mail is junk. Occasionally, a genuine offer can appear – we reduced our costs when we moved our accounts to a bank with lower charges last year as the result of an unsolicited email. So it might be better to ask someone to go through these quickly before they are deleted. But **please** don't print them out. The cost of paper and ink is just not worth it."

Task

Write the report for Mr Singh, as requested.

(25 marks)

Model Answer to Question 2

A suitable answer would be

To: Mr Inderjit Singh, Manager
From: A Candidate
Date: 10 April 2003
Subject: **Unsolicited emails received**

Introduction

I was asked to investigate

- the extent to which staff in the company are receiving unsolicited emails
- the problem that these cause, and
- the possible solutions to the problem.

Findings

- 1 The results of a survey of staff produced some worrying results. 92% of staff responded to the survey and it appears that:
 - 27% of all emails are unsolicited
 - 98% of these are of no value (considered to be 'junk')
 - most unsolicited emails were from similar sources, mainly finance companies (54%) potential suppliers (29%) and announcements with no relevance to KA International (11%).
- 2 The main departmental recipient, the Finance Department, added the following points:
 - occasionally, although rarely, a genuine offer or communication arrives via unsolicited mail (eg the current money-saving banking provision)
 - printing out junk mail is very expensive in terms of ink and paper.
- 3 The Legal Department made the following observations:
 - this is a complex legal area, mainly because email sending cuts across national boundaries and legal systems
 - although the law in this country does not allow certain types of email to be sent (eg libellous or obscene material) there is no practical way of legally preventing junk mail being received.
- 4 The service provider added the following observations:
 - it is better not to respond at all to junk emails as this can lead to a greater volume in future
 - emails from particular senders can be blocked by the service provider.

Recommendations

- 1 Staff should quickly scan all unsolicited emails and retain any that could be of value.
- 2 All other junk emails should be immediately deleted and on no account should be printed in hard copy.
- 3 Any regular sender of junk emails should be reported to the service provider via the company's office so the sender can be blocked.
- 4 Any obscene, libellous or otherwise offensive emails should be reported to the Legal Department for further possible action.

QUESTION 3

Situation

You are employed by a large company manufacturing electrical goods in your area. In recent years the company has been involved in a number of legal disputes resulting from customer complaints, failures by suppliers to deliver on time, and a rival company infringing copyright laws. Each of these disputes led to expensive and time-consuming court cases and unfortunately the company was not always successful.

Your company has just been notified that a new service is available in your area. This is called **mediation** and it is a simple way of solving disputes that does not involve the law or going to court. The two sides in the dispute meet with a trained neutral mediator in a confidential meeting and the job of the mediator is to help the two sides agree a solution to the dispute.

You have been asked to investigate the process of mediation further before your company considers its use. You decide that the easiest way to do this is to compare **mediation** with **litigation**, the system that uses the law. Your findings are as follows:

MEDIATION	LITIGATION
<ul style="list-style-type: none">• Although there is some cost, mediation is usually quite inexpensive. Meetings typically last for a day at the most and fees are shared between the parties.• Usually a compromise is reached which satisfies both sides of the dispute.• After mediation, both sides recognise that they have achieved a fair outcome and they can usually revert to having a good relationship.• Mediation is positive and forward-looking. The aim is to resolve the dispute now and to make sure it doesn't happen again in the future.• Mediation is flexible. There are few rules on how the settlement is reached. As long as they agree, the sides can use any method.	<ul style="list-style-type: none">• This is expensive. Lawyers are expensive to employ and legal cases are often long and drawn out affairs which can last for weeks or months.• In a court, each side pushes its own case in as strong a way as possible. You rarely look for the aspects of your opponent's case that you accept, but both sides try to win.• After litigation, the relationship between the sides is often destroyed forever as one side has to "win".• Litigation goes over what has happened in the past in great detail. The aim is not to protect the future interests of the parties.• Litigation has to follow the rules laid down by the legal system. These are often difficult for the non-specialist to understand, which is why expensive legal advice has to be given.
<p>The results of mediation can be binding on both sides if this is agreed in advance, but this is not usually necessary as both sides have agreed to the solution.</p> <p>Mediation does not always work. Sometimes the two sides just cannot agree. However, in this case nothing is lost, apart from the modest cost of mediation. If mediation fails, both sides can still then go to litigation, but over 80% of cases that go to mediation are solved without the law being involved.</p>	

QUESTION 3 CONTINUED

Task

Answer the questions that follow, **in your own words as far as possible**, to show your understanding of the information you have gathered.

- (a) If a dispute goes to *litigation*, what does this mean? (2 marks)
- (b) What is the main purpose of mediation? (4 marks)
- (c) What is meant when it is said that a mediator is *neutral*? (2 marks)
- (d) Why is mediation much less expensive than litigation? (3 marks)
- (e) Why does mediation usually result in the two sides enjoying a good relationship in future? (3 marks)
- (f) It could be said that one system is *adversarial* and one is *consensual*. Which phrases apply to each system? (1 mark)
- (g) Why is litigation inflexible when compared to mediation? (4 marks)
- (h) Why are the results of mediation usually accepted voluntarily by each side? (3 marks)
- (i) Why is it suggested that little is lost if mediation fails? (3 marks)

(Total 25 marks)

Model Answer to Question 3

Suitable answers would be:

- (a) If one or both of the parties in a dispute attempts to find a legal resolution, the process that takes place is called litigation.
- (b) Mediation is the process by which a third party attempts to resolve a dispute without recourse to the law.
- (c) A 'neutral' mediator is one who is not involved in a dispute between two parties and can therefore take a dispassionate view of the dispute.
- (d) Litigation involves the employment of expensive lawyers in a time consuming process. Mediation usually involves brief meetings and speedy resolution to a problem.
- (e) Unlike in litigation, the result of mediation is usually a compromise or a solution accepted by both parties, so the ill feeling brought about by the 'winner and loser' result of litigation is often avoided.
- (f) Litigation = adversarial
Mediation = consensual.
- (g) Litigation has to follow laws and the rules of the legal system. This is unlike the flexible mediation system where few rigid rules apply and the main priority is to reach a satisfactory conclusion to the dispute.
- (h) The result of mediation is usually a compromise or mutually acceptable resolution. Both sides in the dispute are likely to accept this as otherwise, they could face expensive litigation with the chance that they could lose the case.
- (i) If mediation fails the parties can still resort to litigation so little is lost other than the modest cost of the mediation process.

NOTE:

Candidates are not asked to write in full sentences, so any answers that are clear, concise and which give an adequate response will be accepted.

QUESTION 4

Situation

You are employed as the manager of the Enquiry Office of a motor car service and repair company, Rapid Repairs. The owner of the company, Mr Gregory de Silva, has just announced that in future all members of staff will be required to wear an identity badge giving their full name. He says this is part of an overall plan to improve customer service. Customers will be able to say who dealt with them should there be any problems or confusion in future.

When you announce this to your staff, there is a strong reaction to it. You feel that your staff have a difficult job dealing with customers and although you have no strong views personally on the identity badge issue, you do know your staff will not work as well if they are unhappy.

You speak to the staff individually and their reactions are as follows:

"I don't think this is a good idea at all. My sister worked as a receptionist in the tax office and they don't wear badges with their full names any more; there have been cases of angry clients finding out their home addresses from the names and intimidating them at home. I know this is unlikely in our company but staff deserve some protection." (Mr T)

"I don't see how there could be confusion. There are only 5 of us who work in reception – 3 women and 2 men. We all look different, so if we have to be identified, customers can easily say, for example, 'I spoke to the tall, young man' or 'it was the short woman with long hair'." (Miss G).

"There's no way I'm going to wear a badge. I bet Mr de Silva will not wear one! I'm going to 'lose' mine or wear it under my coat where it can't be seen." (Mr L)

"It doesn't bother me, really. At the last company I worked for we all wore our identity badges and nobody took much notice of them. However, I know my colleagues aren't happy. Perhaps we could just wear badges with our first names. Customers could then identify us, but they wouldn't know our full details." (Ms P)

"This seems like a waste of time – and money. I know it probably won't cost a lot to supply us all with badges, but the money could be better spent. The carpet in the reception area is worn out and we've reported this many times. Why can't they spend the money on this?" (Mrs K)

Task

Write a memo to Mr de Silva expressing the concerns of yourself and your staff.

(25 marks)

Model Answer to Question 4

A suitable answer would be:

To: Mr Gregory de Silva
From: A Candidate
Date: 10 April 2003
Subject: Proposed identity badges

I have spoken to my staff in the Enquiry Office and I would like to report that we all have various concerns about the proposal that all staff should wear identity badges bearing our full names.

We fully appreciate the importance of good customer service in Rapid Repairs. Enquiry Office staff have always been at the forefront of the company's customer service operation; their full time job is to meet customers and satisfy their enquiries. Some of these enquiries are actually complaints and staff are concerned that angry customers who know the staff member's name could take further action against them. There are documented cases in the area where this has happened.

At the moment, it is easy for customers to identify which member of staff dealt with their enquiries because they all look quite different. However, I appreciate that this might not always be the case in future and I'm sure that my staff would accept the idea of wearing a badge with their first name only and not their full name. This could assist identification but could not lead to later reprisals or problems.

I believe that the staff of the Enquiry Office do a potentially difficult job extremely well and I would not wish to damage this goodwill. If a name badge policy has to be imposed, my staff could accept a first-name-only badge, particularly if this coincides with other customer service improvements such as the replacement of the worn-out carpet in the Enquiry Office.

I hope my comments are helpful.



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