

English for Commerce



Level 1

Series 2 2003

(Code 1042)

Model Answers

English for Commerce 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.

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English for Commerce Level 1

Series 2 2003

QUESTION 1

Write about 200 words on ONE of the following topics:

- (a) Describe an industrial area that you know, and say what you think is good and bad about it.
- (b) How important is the music industry (for example, recordings, concerts, television and radio performances, etc) in the economic life of your country?
- (c) What qualities and skills does a manager need?
- (d) Some friends from another country want to visit your country to study tourism. Give them advice about where to go and what to see, and say why.
- (e) Describe some of the ways in which companies advertise cars, and say how successful you think they are.
- (f) What are the advantages and disadvantages of working in an office?

(40 marks)

Model Answer to Question 1

(a) **Possible description:**

- edge of town
- separated from houses
- near a busy major road
- quite close to the railway and on a bus route
- some very big, modern factories and warehouses
- some smaller buildings for new businesses
- variety of industries eg engineering, food-processing, plastics
- a few big do-it-yourself, kitchen equipment and tile shops in the same area

Possible good and bad aspects:

- good variety of companies and jobs
- not enough buses visit the area
- trees and flowers make the area look pleasant and well-kept
- only one café to serve hundreds of workers
- very little noise or smell
- not enough parking for lorries

(b) **Possible points:**

- creates employment for musicians
- stimulates activity in concert halls and theatres
- creates employment in the recording and broadcasting industries for people with technical skills
- record and music shops create economic activity
- music important in the advertising and film industries
- employment for journalists in the music press
- big export market for music

(c) **Possible points:**

- needs up-to-date knowledge of business
- needs experience in several companies/organisations
- should have the ability to get on well with people
- should be able to make decisions
- needs to be a good listener
- should be able to negotiate and compromise when necessary
- should lead by example
- should know the employees
- should be able to motivate people
- should look to the future for new products/markets/developments

(d) **Possible points if the friends are visiting Britain:**

They should visit places where British and/or foreign tourists go:

- some traditional coastal resorts
- theme parks
- safari parks and zoos
- museums and galleries
- areas of great natural beauty - parts of Scotland, Wales, the Lake District, etc
- canals
- historic cities and country houses

They should explore the facilities tourists use:

- hotels
- cafés and restaurants
- pubs

Model Answer to Question 1 continued

They should look at public transport

- special fares at weekends and off-peak times
- park-and-ride schemes for cities which are especially popular with tourists

They should study the benefits of special events:

- festivals eg Edinburgh Festival (music, drama, comedy, dance, painting, etc)
- carnivals eg Notting Hill in London

(e) Possible description of different ways of advertising cars:

- television, radio, newspapers, magazines with a general appeal and specialised motor magazines
- some advertisements focus on characteristics and qualities of cars - design, speed, acceleration, fuel economy, luggage space, road-holding, safety, ease of parking
- some focus on money and offer special financial deals to encourage sales
- some focus on attractive life-styles (associated with owning certain cars) with beautiful men and women, rich and fashionable people, famous people, expensive houses
- some focus on excitement and drama, showing the car in a dramatic landscape (on top of a mountain, at the edge of a precipice), or a car driven ahead of volcanic lava, or a car driven through a flood or storm
- some focus on humour, showing a car dropped from the air by a crane, or a car accidentally in the middle of a carnival procession

Possible reasons for success:

- advertisers use different media to find their customers
- they appeal to different tastes and interests
- they are easy to remember
- they touch on people's dreams of wealth, happiness, popularity and success

(f) Possible advantages:

- comfortable, safe environment
- companionship of other workers
- variety.....almost all companies and organisations need office workers
- regular hours of work
- there are usually opportunities to keep up-to-date with new developments in office technology, etc

Possible disadvantages:

- stressful environment - noise, people in open-plan offices without privacy or quiet
- unhealthy environment - colds and coughs spread quickly, atmosphere often hot and dry, often too little daylight or fresh air, usually located in cities and towns where life is busy and the air is polluted, etc

QUESTION 2

Read the following passage carefully, and then answer the questions, **using your own words where possible**. Write your answers in **complete sentences** (except for Question 15).

THE JAPANESE CITIES OF OSAKA AND KOBE

People go to live in places where they can work. So millions of people moved to Osaka and Kobe. They worked in the oil, steel and many other industries. Big banks and other companies now have their offices in the city centres. To serve the 5 million inhabitants, there are major shopping and entertainment centres.

But the cities grew too quickly. No-one had planned for the population, the offices, the factories and the traffic.

The biggest problem was that Osaka and Kobe were on flat land, but there wasn't much of it. On one side was the sea (Osaka Bay) and on the other side were steep hills. There wasn't enough space in Osaka so up to 10,000 people lived in each square kilometre. Their houses were small. Osaka was a busy port too. 1,500 ships arrived every day with cargoes of oil and raw materials for industry. Either they processed these raw materials there or transported them to other places. Consequently, there were so many cars and lorries that there were always traffic jams.

The Japanese have solved these problems. To find space for houses they built a new island (Rokko Island) in Osaka Bay. It is a new town with bigger houses than in Osaka and Kobe. But it is expensive.

They also made more space for industry. They levelled some of the hills behind Osaka. There, and on more new land in the bay, they built "Science Cities" for hi-tech and research companies.

Even the port is bigger now. They built Port Island on man-made land too, 7 km out in the water.

Now, instead of using their cars, many people go to work on Shinkashen trains. These are the fastest trains in the world. They are controlled by computers; they are frequent (there is one every 7 minutes) and always punctual.

Finally, in 1994, they built Kansai Airport on another man-made island in the bay. It is open 24 hours a day, and it can take 30 million passengers a year.

- 1 Why did people choose to live in Osaka and Kobe? (1 mark)
- 2 Name **2** of the industries in Osaka and Kobe. (2 marks)
- 3 What is the population of Osaka and Kobe? (1 mark)
- 4 Why were houses in Osaka small? (1 mark)
- 5 How many ships used the port of Osaka each day? (1 mark)
- 6 How did the Japanese solve the housing problem? (2 marks)
- 7 Give **one** advantage and **one** disadvantage of living on Rokko Island. (2 marks)
- 8 Give **2** ways in which they made more space for industry. (2 marks)
- 9 Why did they call the new industrial areas "Science Cities"? (2 marks)
- 10 How did they make the port bigger? (1 mark)
- 11 Give **3** advantages of Shinkashen trains. (3 marks)

QUESTION 2 CONTINUED

- 12 How are Shinkashen trains
- (a) very modern? (1 mark)
 - (b) different from trains in other countries? (1 mark)
- 13 When **and** where was the new airport built? (2 marks)
- 14 Which **2** statements suggest that the airport is very busy? (2 marks)
- 15 Choose **3** of the following words, then find the word in the paragraph indicated which has a similar meaning:
- (a) big and important (paragraph 1)
 - (b) carried; moved (paragraph 3)
 - (c) made flat (paragraph 5)
 - (d) on time (paragraph 7)

(6 marks)

(Total 30 marks)

Model Answer to Question 2

Appropriate answers would be as follows:

- 1 People lived in Osaka and Kobe because there were **jobs** there.
- 2 In Osaka and Kobe there were the **steel** and **oil** industries.
- 3 The population is **5 million**.
- 4 Houses were small because there was **very little space**.
- 5 **1,500** ships used the port each day.
- 6 They solved the problem **by making a new island** in Osaka Bay **and building a new town on it**.
- 7 An advantage is that the houses are **bigger**, but the disadvantage is that they are **expensive**.
- 8 They **flattened some of the hills** and **made new land in the bay**.
- 9 They called them "Science Cities" because **research** and **hi-tech companies** came there.
- 10 To make the port bigger they **built another island**.
- 11 Shinkashen trains are **on time**, they are **fast**, and there is **one every 7 minutes**.
- 12 (a) The trains are **computer-controlled**.
(b) They are **faster** than other trains.
- 13 The airport was built **on a man-made island in the bay** in **1994**.
- 14 It seems busy because it **can take 30 million passengers each year**, and is **open day and night**.
- 15 (a) major
(b) transported
(c) levelled
(d) punctual

QUESTION 3

There is going to be a big exhibition of office furniture and equipment at the Exhibition Centre in your area next month. There are also going to be some lectures and films. The lectures are, "The History of the Computer" and "Working in an Office in 1953 and 2003." The films are called "Modern Office Design" and "Training Office Workers."

You and a group of colleagues would like to go. Tickets for the exhibition, the lectures and films are free, but you have to book them in advance.

Write a letter of about 100 words to the Exhibition Director, Mr Bernard Siow, telling him when you would like to visit, how many people are in your group, and which films and lectures they would like to attend.

Your friends want you to ask for a plan of the exhibition and some information on restaurants in the area. Two of your colleagues use wheelchairs, so you also need to ask if there will be any problems getting into the film and lecture theatres.

You should make up suitable addresses.

(30 marks)

Model Answer to Question 3

A suitable answer would be:

22 Back Lane
Salford
SM14 7TF

7 April 2003

Bernard Siow
Exhibition Director
Millennium Exhibition Centre
Futures Park
Manchester
MM1 5AB

Dear Mr Siow

Request for tickets – Office Furniture & Equipment Exhibition

My colleagues and I, who work for an insurance company, are extremely interested in the exhibition at the Millennium Exhibition Centre next month.

A group of us (10 people) would like to come on 15 May from 9.30 am. We would, therefore, be grateful for 10 tickets for the exhibition, 10 for the lecture on computers and 5 for each of the films.

To help us enjoy the day we would appreciate it if you could also recommend some restaurants in the area, send us a plan of the exhibition, and tell me if there is wheelchair access to the film and lecture theatres.

I look forward to hearing from you.

Yours sincerely

Peter Smith

Peter Smith



**EXAMINATIONS
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