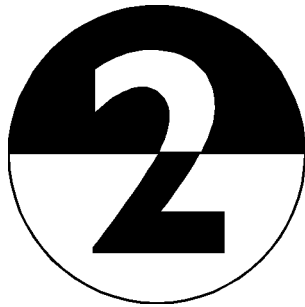


English for Commerce



Level 2

Series 2 2003

(Code 2042)

Model Answers

English for Commerce 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.

© 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 Commerce

Series 2 2003

QUESTION 1

Write about 300 words on ONE of the following subjects:

- (a) What is "job satisfaction"? Give examples to illustrate your answer.
- (b) What are the advantages and the disadvantages of sea transport for business?
- (c) What is meant by saying that a country has "a free press"?
- (d) Outline some of the reasons why a company may decide to close down one or more of its branches.
- (e) Give your views on the skills and personal qualities required by a person working in a modern office.
- (f) Giving reasons for your answer, state if you would prefer a regular salary or payment by commission on sales, if you were a salesperson.

(40 marks)

Model Answers to Question 1

The following are examples of suitable points that could be covered in the essay.

- (a)
 - **Job satisfaction** is contentment, enjoyment, pleasure associated with one's work.
 - A person who has job satisfaction is not always looking at the clock, hoping that it is almost time to finish for the day.
 - He/she does not show discontent with work but enjoys doing it.
 - Job satisfaction can be felt about any job but it is most often imagined to be greatest among people whose jobs involve helping other people, eg nurses, doctors, social workers, ministers of religion.
 - People like these are not simply working to help a company make money, but are helping people more unfortunate than themselves.

(b) **Advantages**

- Can carry heavier loads than other forms of transport.
- Bulky articles present no problems because space is plentiful.
- Cheaper than aircraft – although slower – for country-to-country journeys.
- 'Containerisation' has reduced pilfering of cargoes which used to be common.

Disadvantages

- It is expensive.
- It is slow and would be unsuitable for perishable goods, eg fruit, unless refrigeration units used.
- So when speed is important sea transport is not considered.
- Ports are expensive and delays are not uncommon.
- The possibility of deterioration of cargo is great because sea water is corrosive, and also liable to affect the quality of cargoes.

Model Answers to Question 1 continued

- (c)
- A “free press” is one that has no government interference.
 - In some countries there is a form of censorship on the press so there are restrictions on what is published.
 - With a free press anything can be published – subject to the country’s libel laws.
 - Although a country has a free press this does not prevent some newspapers from printing “slanted” news and opinions as in countries where the press is not free.
- (d)
- The company is losing money and wishes to make economies.
 - It has problems with unions eg no redundancies policy.
 - It has faced a series of strikes which has lost much money for the company.
 - It has decided to “down-size” as a matter of policy.
 - It has been taken over by another company and the new owner has decided that a branch/the particular branches are superfluous to requirements.
- (e)
- Intelligence because of some of the equipment used, ie it requires intelligence to understand its working.
 - Is able to understand computers and to operate them.
 - Has a good/reasonable/adequate command of language.
 - Can spell in case the spellcheck breaks down on the computer.
 - Has the ability to get on with and co-operate with colleagues.
 - Has a full understanding of the business the office is involved in.
- (f) **Regular salary**
- With a regular salary you know exactly what your income each week/month is going to be and you can budget accordingly.
 - If sales drop for some reason you are guaranteed the same income.
 - Peace of mind – you do not worry or get stressed about possible fluctuations of income.

Commission on sales

- Instead of being “locked in” to a certain wage/salary, the sky’s the limit, so to speak.
- The harder you work, the more sales you make, the more money you earn.
- In very good sales periods you can put aside some money to help in periods when sales slacken.

NOTE:

The points above are, of course, not the only ones that may be presented. Any other points that are valid would be accepted.

QUESTION 2

Carefully read the following passage, which contains about 400 words. Then, using your own words as far as possible, write a summary of it in not more than 120 words. Finally, supply an appropriate title for your summary.

What are the qualities that go towards making an outstanding personal assistant (PA)?

Several people have listed what they consider to be the essential attributes of PAs. For example, a prominent officer of the Industrial Society believes that a top PA should possess first class secretarial skills, fast typing, shorthand speeds of 100 to 120 words per minute, be familiar with a number of information technology (IT) packages, and have business administration and management skills.

Chief Executive officers usually concentrate on the overall picture of events, so they must be absolutely certain that their PA is very careful and precise when tying up loose ends in connection with meetings, deals and other items of business, in order to make certain that everything goes smoothly. As mistakes, or errors, at board level will not show the PA's boss or the company image in a good light, a PA to a Chief Executive must have tact and be able to pay particular attention to detail.

It is essential that PAs should at all times be honest with their bosses and let them know what is going on, because PAs are the bosses' right-hand in ensuring that they are kept aware of problems about which they might be otherwise ignorant. It is also necessary that PAs are proactive and capable of thinking ahead. For example, they should check the diary regularly to see if there are potential clashes before they take place, and endeavour to forestall any unnecessary temporary difficulties that lie in wait for the unprepared. Obviously PAs should know how the business in which they are employed works, and be capable of making decisions in the boss's absence.

Observing strict confidentiality is another essential. This rule must be observed at all times; it must never be ignored, for example, when the temptation to breach it, perhaps among friends, is felt strongly. Because of this confidentiality, some people believe that top PAs should avoid social contact at work but sometimes this can give them a feeling of isolation, of being alone.

Finally, a PA to the Chief Executive of a business with an annual turnover of, say, £100 million, and who attends many company functions, should consider that, as a top PA, a good dress sense is most important.

The requirements for making an outstanding PA are many and tough, but the satisfaction of doing a vital job – plus excellent remuneration – is adequate compensation.

(30 marks)

Model Answers to Question 2

An acceptable summary would be:

Title: Top Personal Assistants' Qualities

Top PAs need qualities which include excellent secretarial and managerial skills, as well as being tactful and scrupulous over detail.

CEOs should trust their PAs' care and precision, and their ability to ensure that business runs error-free. They must always be truthful with their bosses, informing them of what is happening, and be able to think ahead. They should also understand the working of their company and make decisions when their CEOs are away from work.

As confidentiality is a necessity, some people believe that PAs should not associate with colleagues. A fitting dress sense is also important.

Although the qualities required for PAs are numerous and hard, the work they do and the salaries they receive are rewarding.

NOTE:

- A summary should contain the main points of the original but ignore the inessential details.
- Certain words or expressions can be transferred verbatim, but the essence of a summary is the ability to paraphrase.

QUESTION 3

Write a correctly laid out reply, in 120-150 words, to the following letter which has just been received by your company. Date your letter appropriately.

Stevenson Furniture

1 Hall Road
Southampton
SO39 12VV

14 April 2003

Mr R Jeffries
Managing Director
Allingham & Co Ltd
Campion Avenue
Plymstock
Plymouth
Devon
PL89 9RB

Dear Mr Jeffries

When your order No 34026 arrived at my store 5 days ago I opened the packages and found that nothing of what I had ordered was there. Furthermore, the invoice was made out to "R Stephenson".

I telephoned your company and was greeted by a recorded voice. I explained what had happened and stressed that the matter was urgent. I have had no communication from you, hence this letter.

The items I ordered are wanted most urgently by customers, some of whom are threatening to go elsewhere if the goods do not arrive soon.

Please deal with this at once and explain to me what has happened to cause this mix-up.

Yours sincerely

Ruth Stevenson

Ruth Stevenson

(30 marks)

Model Answer to Question 3

This is an example of an acceptable letter

Allingham & Co Ltd
Campion Avenue
Plymstock
Plymouth
Devon
PL89 9RB

22 April 2003

Ms Ruth Stevenson
Stevenson Furniture
1 Hall Road
Southampton
SO39 12VV

Dear Ms Stevenson

Order No 34026

Thank you for your letter of 14 April 2003.

I sincerely apologise for what happened with order No 34026 in which wrong goods were sent to you. I have made exhaustive enquiries and have discovered that the confusion arose because your name "Stevenson" was confused with the order of another customer named "Stephenson" who lives in the same area as you. The fault was entirely that of our Despatch Department and we have tightened our procedures there to ensure that such an event does not happen again.

Your correct order has been sent by express delivery and will arrive tomorrow.

Unfortunately our telephone broke down on the day you phoned.

Apologies once again.

Yours sincerely

Richard Jeffries
Managing Director

NOTE:

A business letter should always contain the following:

- sender's address (can be letterhead)
- receiver's address
- date
- appropriate salutation and close
- subject and body of letter
- signature, name and title



**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