

English for Business



Level 1

Series 2 2004

(Code 1041)

Model Answers

English for Business Level 1

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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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QUESTION 1

Situation:

You work as an Assistant Manager in a small packing warehouse. Part of your responsibility is the internal safety of the premises. This includes:

- the fixtures and fittings
- safety equipment
- staff safety training.

The annual inspection of your premises is due in a few weeks' time and you have conducted a survey of the present safety situation in the warehouse.

Task:

Write a memo of between 150 and 200 words to your Warehouse Manager, reminding him of the coming inspection. Give him details about what needs to be done in order to meet the inspector's expectations in the safety areas listed above.

Lay out your answer as a **memo** in the space below.

Write your memo in the space below.

MEMORANDUM
TO:
FROM:
DATE:
SUBJECT:

QUESTION 1 CONTINUED

You may continue writing your memo in the space below:

(30 marks)

Model Answer to Question 1

A suitable answer would be:

MEMORANDUM

TO: PETER SCHMEIKEL (WAREHOUSE MANAGER)
FROM: A CANDIDATE
DATE: TUESDAY 20 APRIL
SUBJECT: ANNUAL SAFETY INSPECTION

I want to remind you that our annual safety inspection is due quite soon. The local Safety Officer has been in contact about a suitable date.

I have already had a good look round at the state of our internal situation. I am pleased to tell you that on the whole we do not have much to do. There are, however, one or two matters which may give the Safety Officer cause for concern.

First, the fire doors are left open nearly all the time. This is because the porters like to push their trolleys through the corridors easily. They keep the doors open to allow this. I suggest we put new notices on all fire doors and speak to the porters.

Our safety equipment is all in good order with one exception. The fire extinguishers have not been tested recently. I think we should check these and replace faulty items.

Finally, staff training. New employees do not know the fire procedure. I suggest a half day safety training programme to cover all aspects. We can then run a fire drill to make sure the system works.

Please let me know how you wish to proceed.

QUESTION 2

You work for an international recruitment agency. A colleague has written an advertisement, and it is your job to check his work before it is placed in various newspapers.

Task

Read the advertisement below, then say whether the statements on the next page are **TRUE** or **FALSE**. Then **quote** the words or phrases from the passage that support your answer. Do **not** write more than 6 support words for each answer. You will lose marks if you write more than this.

Example:

Statement: The Global Recorder Weekly is published every day and contains the latest news.

Answer: FALSE weekly/general interest

Deputy Editor: Contract 2 years

The Global Recorder Weekly (GRW) is an international newspaper with a circulation of 125,000 readers across the world. The newspaper contains articles from 3 international daily newspapers – The London Star, The New York Mail and the Paris Gazette.

We are looking for a Deputy Editor to join the small friendly team based in London which publishes the newspaper. The team selects the articles which have appeared in the 3 daily newspapers over the last week. The articles are of general interest rather than front page news items. The main areas are world politics, the environment, and important personal achievements of individuals across all nations.

Your main responsibilities will be to choose stories and pictures, and lay out the pages for the weekly paper. As Deputy Editor you will have to edit the paper from time to time, when the Editor is absent. You will also have to meet the publication deadlines for the three main distribution centres of London, New York and Paris. The completed paper, which is printed in English, is emailed to the distribution centres.

The person appointed must have at least 3 years' experience in newspaper publishing, and must be able to lead and motivate the production team. There will be times when your decision will be final. You must be up-to-date in world affairs, and a good knowledge of French is essential.

The salary will be not less than £25K depending on age and experience.

The closing date for applications (which may be emailed to *editor@grw.co.uk*) is 28 April. Please quote reference GRW1 and include a detailed CV. Address your application to The Editor, The London Star, Borough Road, London E12 5SD. We regret that we cannot acknowledge receipt of applications. Successful applicants will be invited for interview in late May.

QUESTION 2 CONTINUED

Write your answers on the lines marked A.

- 1 The Deputy Editor’s biggest job is the selection and organisation of material.
A _____
- 2 The GRW is just as likely to report the success of a person born in Malaysia as the success of someone born in London.
A _____
- 3 Applicants for the post of Deputy Editor should write to the Editor of the GRW who will let them know that their application has been received.
A _____
- 4 The GRW is printed in several languages and contains articles from one source only.
A _____
- 5 The Deputy Editor has many helpers; all decisions are made on a group basis.
A _____
- 6 Articles published in the GRW are usually less than a fortnight old; they are read by people everywhere.
A _____
- 7 The GRW is sent by airmail to the 7 main distribution centres.
A _____
- 8 The Deputy Editor will know what is going on in the world, and will understand French well.
A _____
- 9 The starting salary will be £25k or more depending on age and experience.
A _____
- 10 The Deputy Editor must observe a strict publishing timetable, and must take full charge of the team.
A _____

(30 marks)

Model Answer to Question 2

Suitable answers would be:

- 1 TRUE choose (stories) lay out (pages)
- 2 TRUE personal achievements across all nations NB: across the world
- 3 FALSE (Editor) London Star cannot acknowledge
- 4 FALSE English 3 newspapers **OR** Star, Mail, Gazette
- 5 FALSE small (friendly) team **your** decision final
- 6 TRUE over last week across the world (all nations –0)
- 7 FALSE emailed three
- 8 TRUE up-to-date good knowledge
- 9 TRUE not less than £25K
- 10 TRUE meet deadlines lead and motivate

QUESTION 3

Situation

Your manager has asked you to produce a report on the in-house training records of a number of staff.

Task

Study the information in the table below, then answer the questions on the next page. **Write your answer as a single word, a name or a figure in the answer column.**

IN-HOUSE TRAINING RECORDS
(days in each year)

		2002	2001	2000	1999	1998	TOTAL
SALES	JIMMY KO	4	2	2	4	7	19
	JANE SAYNER	1	5	3	3	5	17
	ZUBER PATEL	7	4	4	2	1	18
	RICK WOLFF	6	6	4	2	2	20
	SONIA BALL	5	1	2	3	4	15
DESPATCH	KEITH BOLTON	4	1	1	3	1	10
	TONY GREEN	3	1	1	2	2	9
PRODUCTION	HEIDI SCHMIDT	5	1	1	2	3	12
	ROGER LEVER	3	3	2	3	6	17
	LUCY CHAN	3	4	4	4	1	16
ADMINISTRATION	BRIAN FOX	5	5	1	2	5	18
	ELLIE PARKER	4	7	7	1	6	25
	KLAUS HEINE	3	5	7	2	2	19
	MIKE SIMMS	7	6	3	4	6	26
MANAGEMENT	EDDIE KAHN	4	4	2	1	4	15
	TANYA LEGGE	5	1	5	4	3	18
TOTALS		69	56	49	42	58	274

Model Answer to Question 3

- 1 2
- 2 Sonia Ball
- 3 Jimmy Ko
- 4 Ellie Parker
- 5 Yes
- 6 2000
- 7 No
- 8 6
- 9 Lucy Chan
- 10 1998
- 11 8
- 12 Zuber Patel
- 13 Administration
- 14 2001
- 15 Rick Wolff
- 16 None
- 17 2
- 18 Jane Sayner
- 19 4
- 20 2002

QUESTION 4

You work in the Human Resources Department of a large manufacturing firm. Part of your job is to keep staff records up to date. Your manager has just left you a message on your voicemail about some members of staff who have recently taken examinations in a number of subjects.

Task

Use the information on the voicemail printed below to complete the candidates' results list below. When completing the list **use only the abbreviations in the key**. Do not answer in words or you will lose marks.

KEY: D = distinction; C = credit; P = pass; F = fail; A = absent.

Voicemail message:

I expected Danielle to do well in all her exams. She got credits in the same subjects taken by Charles, but she never went to her Personnel exam. Robert managed a pass in all 3 of his – Marketing, Personnel and ICT, but Thomas failed miserably in the 2 last-mentioned. Allan and Dan equalled each other with a distinction in Sales, and between them they received a credit in ICT and a pass in Customer Care. Allan got the pass.

Janet only took one exam, Customer Care, and managed a grade higher than Allan. Charles, as we all expected, did very well and achieved distinctions in ICT and Accounting. Richard's result in Accounting was a grade lower than Charles's result, and he also just scraped a pass in ICT.

Little Tanya excelled herself with distinctions in the 2 subjects that Thomas did so badly in. She also equalled Richard in Accounting.

Very pleasing overall, I think.

CANDIDATES' RESULTS LIST

	ICT	MARKETING	PERSONNEL	SALES	ACCOUNTING	CUSTOMER CARE
DANIELLE						
JANET						
TANYA						
ALLAN						
CHARLES						
DAN						
RICHARD						
ROBERT						
THOMAS						

(20 marks)

Model Answer to Question 4

CANDIDATES' RESULTS LIST

	ICT	MARKETING	PERSONNEL	SALES	ACCOUNTING	CUSTOMER CARE
DANIELLE	C		A		C	
JANET						C
TANYA	D		D		C	
ALLAN				D		P
CHARLES	D				D	
DAN	C			D		
RICHARD	P				C	
ROBERT	P	P	P			
THOMAS	F		F			



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