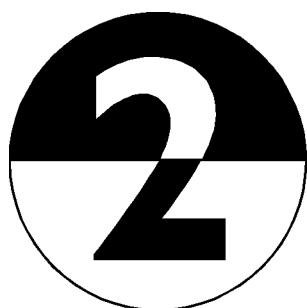


English for Business



Level 2

Series 2 2004

(Code 2041)

Model Answers

English for Business Level 2

Series 2 2004

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 2

Series 2 2004

QUESTION 1

Write on ONE of the following subjects:

Option (a)

Situation

You are a member of the Management Committee of Longford House Hospital, Conway, North Wales. At a recent meeting, part of the discussion concerned the notices placed around the building:

David: *I think that there are too many notices. No-one is going to read them all, and some of the information is out of date!*

Helen: *I agree. In the Reception Area, for example, there are notices that welcome visitors ... state that members of staff are not allowed to accept gifts ... advise patients to keep their valuables in our safe ...*

You: *... yes, and notices giving the allowed visiting times: any time!*

Helen: *... another notice says that between 8 o'clock in the evening and 10 o'clock in the morning, visitors must report to the Reception Desk before ...*

You: *I believe the actual times are between 10 in the evening and 8 in the morning. They were changed 2 weeks ago.*

Helen: *Yes, you are right, and yet the notice by the main entrance still gives the old times.*

You: *I shall take down all the old notices in the Reception Area and **write a notice** ... just one ... that will give all the necessary information.*

David: *I have had a request from the cook. Can you add to the notice that any diet/menu requests should be made as soon as a patient is admitted? ... It's too late when the food has been cooked and served!*

You: *Certainly. Do you think I should make any more small additions to any of the information that you have so far mentioned?*

David: *It would be better if patients' valuables were left at home ... but you would need to be tactful in how you expressed it.*

Helen: *I would like to add that donations to charities are always welcome.*

Task

Write the notice.

(40 marks)

Model Answer to Question 1(a)

A suitable answer would be as follows:

<p style="text-align: center;">Welcome to</p> <p style="text-align: center;">Longford House Hospital, your hospital.</p> <p style="text-align: center;">At Longford House, our aim is to welcome all patients, visitors and other guests. If you are a patient, we shall do everything that we can to make</p> <p style="text-align: center;">YOUR STAY AS COMFORTABLE AS POSSIBLE.</p> <p style="text-align: center;">Please tell us if anything is not satisfactory. We are genuinely here to help.</p> <p style="text-align: center;">We cater for all SPECIAL DIETS and FOOD PREFERENCES. Simply tell us what you need when you first arrive at Longford House so that we can be sure to satisfy your requests.</p> <p style="text-align: center;">We are fully covered by insurances of all kinds. For your own peace of mind, however, you will probably prefer to keep your valuables at home. Otherwise, we recommend that you ask for them to be placed in our safe until you want them.</p> <p style="text-align: center;">VISITING TIMES ARE ALL DAY AND ANY DAY. Come and go at any times to suit you and the person you are visiting. All we ask is that, IF YOU VISIT AT A TIME BETWEEN 10 pm and 8 am, PLEASE TELL US AT THE RECEPTION DESK so that in case of an emergency we know who is in the building.</p> <p style="text-align: center;">Many people are so satisfied with their stay at Longford House that they offer small gifts to members of staff. After long consideration, we have decided to recommend that any such kind gestures are in the form of a small donation to a charity.</p> <p style="text-align: center;">A Candidate Patient and Visitor Services Manager (date)</p>
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NOTE:

A successful notice is clear and concise.

A variety of techniques can be used, including:

- putting text in the centre of the page
- using capital letters/underlining
- using bullet points/numbered points

Pictures and colouring are allowed, but they do not gain extra marks.

QUESTION 1 CONTINUED

Option (b)

Situation

"I liked the article that you wrote for our customers' monthly magazine, *Amicable Amity*," says Mrs Patel, the Customer Liaison Manager at Amity Enterprises. "Several customers have written to the Editor asking if you will be contributing any more articles. Will you **write an article** on Amity's complaints procedure? You know better than I do what should be included ... we know complaining is sometimes difficult ... don't be worried ... friendly ... we want to help ... we actually listen ..."

You agree to write the article and here are some of the notes that you make:

Amity and complaints

Deal with them immediately – usually!

Customers must say clearly what is annoying them – we cannot solve a problem, if we do not understand what it is. (I need to say that more tactfully.) Complain – write ... phone ... visit us (any branch) etc.

What does the customer want us to do?

Stages of complaints

1. *complain immediately – to person/department etc that is at fault*

- *that person/department acknowledges complaint in 3 working days*

- *answers complaint in 10 working days*

If customer not happy:

2. *ask for complaint to go to a senior manager*

- *10 working days*

If customer not happy:

3. *complaint goes to Regional Director of Amity*

- *invites customer (within 15 working days) to a meeting*

- *discuss and agree solution*

If customer not happy:

NEVER HAPPENED! ALWAYS AGREEMENT!

"We always listen ...it helps us." – (customer confidence).

NOTE 1 : I may decide to change my ideas and/or add to them.

NOTE 2 : Amicable Amity usually likes articles to be short – about 4 or 5 paragraphs.

Task

Write the article.

(40 marks)

Model Answer to Question 1(b)

A suitable answer would be as follows:

How we at Amity will deal with your complaint.

We realise that making a complaint is stressful for anyone. It is natural to feel worried about telling someone that you are not satisfied with the work done or service offered. At Amity, we try to ease the process. We believe that listening to your complaints is a way of improving what we offer. All members of staff are told to deal with complaints constructively, and that if we are at fault to admit it! This approach allows us to ensure that our service is of the highest quality. More importantly, we hope that it gives our customers and clients confidence in us.

In most cases, our staff will be able to respond sympathetically to your complaint directly. However, if that is not the case, and you still feel dissatisfied, you can make your complaint via telephone or email, by writing to us, or in person at any of our offices. No-one at Amity will ever make you feel awkward simply because you are complaining!

To help us to understand exactly what you feel is wrong, when you are making a complaint, be sure to describe as clearly as possible what you are complaining about. This should include all relevant details, together with a simple statement of what you think we should do to put matters right.

Within 3 working days, we will acknowledge your complaint, and within 10 working days make a full response to the complaint. If you are not happy with the outcome, you can ask for your complaint to be dealt with by a senior officer of Amity. This officer will need a further 10 working days to examine the problem and to notify you of the decision. If you are still dissatisfied, your complaint can be referred to the Regional Director. After a maximum of 15 working days, you will be invited to a meeting to discuss the issues and a course of action will be agreed.

What happens after that, if there is still disagreement? I'm sorry, I do not know; in our 30 years of serving our clients and customers, we have yet to fail to reach an amicable agreement!

A Candidate Customer Liaison Department Amity

QUESTION 1 CONTINUED

Option (c)

Situation

Mrs Margot Parmentier, the Managing Director of Parmentier Studiocrfts, is very angry that a head of department has sent her an email that has many spelling and grammatical errors. She says, "He cannot possibly have used his computer's spellchecker, and he must have sent the message to me without reading it first! ... What is even worse, is that he starts the email 'Dear Margie!' I prefer to be called Mrs Parmentier, or Margot by people who know me well ... never Margie!" She adds, "I shall speak to the person who sent me the email, but I want you to **write a memo** to all heads of department stating the 3 main rules of Parmentier Studiocrft's policy on email etiquette."

She emphasises that the message must not mention her specifically.

Here are your notes:

EMAILS

- 3 rules – use formal name in greeting (until they receive an email in reply which will show the the name the person prefers). Otherwise danger of causing anger.
- GRAMMAR/SPELLING – accurate as possible (mistakes will still happen!)
- third rule (not mentioned by Mrs Parmentier) = do not reveal other people's email addresses when sending message to several people (eg using mailing list) – again can annoy/anger. Each email should reveal ONLY the address of the person it is being sent to.

Task

Write the memo.

(40 marks)

Model Answer to Question 1(c)

A suitable answer would be as follows:

MEMO

To Heads of Department
From A Candidate, Office Manager
Date 21 April 2004

Email etiquette

The following rules of etiquette apply to any email, internal or external, sent from Parmentier Studiocrats.

Don't be too familiar in your use of a person's name

You may cause annoyance if you use a shortened version of a name when sending emails. In your first emails to a person, it is safer to use a formal form of his or her name. When you have received a reply, you will know the preferred form of name by the way that the email is 'signed off'.

Don't show other people's email addresses without their permission

If you want to email a large number of people (for instance, on a mailing list), don't paste all the email addresses into the cc field of your email program. If you do that, each person will be able to see the email addresses of *all the other recipients*. This can be very annoying, as people often may not want their email address to be disclosed.

Take care in your grammar and spelling

All messages should be accurate in their spelling and grammar. Anyone can make mistakes, especially in an instant medium like an email. However, all of us need to check our spelling and grammar, first by running a *Spellchecker*, then by quickly reviewing the message for obvious errors.

Please note that this policy decision comes into immediate effect.

AC

NOTE:

A memo should always include:

- To
- From
- Subject (either as a heading or as a separate subject line)
- Date

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

QUESTION 2

Mr Pietr Fenyk, the owner of Omega Fashions (telephone 0117 942 2861), hands you the following letter. He says, "I have spoken with Pierre on the telephone, and with his tutors at university. They say that he was an excellent student. **Write a letter** inviting him to interview."

**17 rue de la Gare 62800 Lens France
Telephone 03.21.14.74.09**

16 April 2004

Mr Pietr Fenyk
Omega Fashions
Clevedon Road
Bristol
BR2 6CL

Dear Mr Fenyk

Vacancy for a Trainee Designer

Following our telephone conversation yesterday, I have decided that I would very much like to be considered for the post of Trainee Designer at Omega Fashions that was advertised in the magazine *Fashion and Fabrics International*.

I am 23 years old and have recently completed a 4-year degree course in Textiles at the University of Lens.

I would welcome the chance to work and train in a fashion house with the high reputation of Omega Fashions.

Yours sincerely

Pierre Giraud

Pierre Giraud

QUESTION 2 CONTINUED

Mr Fenyk adds, "Pierre speaks excellent English and has the necessary qualifications. I have made a few notes of what to include in your letter."

Here are Mr Fenyk's notes:

Interview = 17 April – start at 10.30 am – 4 candidates.

Informal visit day before - does he want to visit am or pm? Ask him.

Does he want us to find a hotel?

*We pay expenses – travel (including taxis) - meals
– accommodation*

Tell him to contact us for any questions/answers – also to say if he will come to interview!

Hope to appoint 1 (possibly 2).

Must bring examples of his design/textiles work at University.

Task

Write the letter.

(30 marks)

Model Answer to Question 2

A suitable answer would be as follows:

Omega Fashions		
Telephone	0117 942 2861	Clevedon Road Bristol BR2 6CL
21 April 2004		
Mr Pierre Giraud 17 rue de la Gare 62800 Lens France		
Dear Mr Giraud		
Interview for trainee designer		
Thank you for your letter of application. We are happy to tell you that you are 1 of 4 candidates that we are inviting to come for interview. Mr Fenyk hopes that we shall be able to make at least one appointment, possibly two.		
The interviews will take place from 10.30 am on Wednesday 19 May with an informal tour of Omega Fashions on the previous day. Please let us know if you will be able to attend the interview and whether you prefer to make the preliminary tour in the morning or afternoon.		
At the interview, we shall ask you to show us some relevant examples of the textile and design work that you have done at university.		
We shall pay all your expenses for attending the interview: meals, accommodation, travel (including taxis). Let us know if you need help in choosing or booking a suitable hotel in Bristol.		
We look forward to meeting you.		
Yours sincerely		
Alan Candidate		
Alan Candidate Assistant Manager		

NOTE

Formal letters should be laid out appropriately and include:

- sender's address (can be a letterhead)
- date
- receiver's name and address (if appropriate)
- salutation
- subject heading
- body of letter (with appropriate paragraphs)
- ending, writer's name, title (and signature, if appropriate)

QUESTION 3

You work in a senior position at Kudos Financial Services, Perth, Western Australia. The City Beach University has invited you to speak to students about careers for graduates at Kudos Financial Services. Having looked at the firm's Employees' Handbook you decide to **write a list** of the main points from the following extract about fixed benefits so that you can refer to it during your talk.

Kudos Finance Services – Graduate Employees – Fixed benefits

Fixed benefits are those that come as a part of your job and usually they are permanent. You are entitled to them as part of your Contract of Employment. At Kudos Financial Services, all employees receive 24 days' holiday. You can also choose to 'save' holidays through our 'extended holiday scheme' which allows you to take a long holiday by not using all your entitlement in previous years. For example in Year 1, you can decide to use only 14 days of your entitlement, and in Year 2 have 34 days' holiday. (The days must be saved. You cannot borrow from future years.)

When you are employed at Kudos, you will join our contributory pension scheme (which is regarded as one of the best in the country) and you can apply for loans at special rates, normally 3% lower than those offered to our clients. Interest-free season ticket loans are also available for travel to and from work. Our bonus scheme pays a financial bonus to employees once a year, depending on how well the company has done. As a guide, in April 2003, employees received a payment of 9.3% of their salary as a bonus.

When you have completed two years' unbroken service, you can apply for an 'employment break'. This can be from one to five years and can be used for many reasons, such as caring for a sick or elderly relative, study, further education, childcare etc. You will not be paid during this time, but your job will be safeguarded for the agreed period.

We are committed to other forms of flexible working too, wherever it meets both your needs and the needs of the business. You will have a flexible contract, with normal working hours falling within the period 8 am – 8 pm. There are many options, such as flexi-time, part-time working and job-sharing.

Task

Write the list.

(30 marks)

Model Answer to Question 3

A suitable answer would be as follows:

Fixed Benefits for Graduate Employees of KFS	
Fixed benefits are an integral part of a contract of employment. At KFS they include:	
Holidays	<ul style="list-style-type: none">• 24 days per year• 'extended holiday scheme' – save holiday days for future use
Financial Benefits	<ul style="list-style-type: none">• excellent contributory pension• loans at very preferential rates• interest-free loans for buying travel season tickets• lump sum annual bonus
Flexible Working	<ul style="list-style-type: none">• between 8 am and 8 pm• flexi-time• part-time• job-sharing• employment breaks (after 2 years at KFS)<ul style="list-style-type: none">- break of from 1 to 5 years- for any personal purpose- unpaid leave- job kept safe for agreed period

NOTE:

A list must be clear and concise.

The following techniques may be useful:

- a simple, numerical or bulleted list
- a 'semi-structured' list with headings/sub-headings
- a 'structured' list with introductory comments, plus headings and sub-headings



**EXAMINATIONS
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