

# English for Business



*Level 3*

*Series 2 2004*

*(Code 3041)*

**Model Answers**



# English for Business Level 3

## 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 3

## Series 2 2004

### QUESTION 1

#### Situation

You are employed as Assistant Manager in a local branch of the *First Providential Bank (FPB)* in the small town of Crossroads. The bank's head offices are in the capital city of your country.

The FPB head office has sent your Manager, Ms Sophie Van Dyke, the following letter. The hand-written comments were added by the Customer Services Manager at head office, Mr Robert Sibonga.

21 April 2004

86 Central Avenue  
Crossroads

Dear Sir or Madam

*Would you write to this person, please? I've sent him a response thanking him for his letter but I said that you would give a more detailed reply.*

#### **Poor service at the Crossroads branch of FPB**

I have been a client of FPB for over 25 years but I am becoming increasingly unhappy about the poor service I am receiving at my local branch. I visit other parts of the country and I seem to continue to receive the expected quality of service in all other branches.

The main problem is the slow service at the Crossroads branch. There are always long queues – on my last visit I had to wait 20 minutes to be served. And some of the staff are not very polite. When I complained about the time I had waited, the clerk (Thomas, according to his name badge) was quite abusive.

There was also a problem recently about your new High Interest Savings Bond. This was advertised widely but the staff at Crossroads seemed to know nothing about it.

Unless the service improves I must seriously consider moving my account to another bank,

Yours faithfully

**John Lee**

John Lee

*The High Interest Savings Bond fiasco was the fault of head office, I'm afraid. We postponed the launch for a week so we could notify all branches of the details in full but the national advertising campaign still went ahead. So it is true, customers saw the adverts before staff in the branches knew about it. Sorry about this.*

Ms Van Dyke asks you to draft a letter to Mr Lee as customer relations is one of your responsibilities. She says this to you:

"I'm glad head office has admitted that they made a mistake about the High Interest Savings Bond. I'm surprised that we didn't receive more complaints about this.

### **QUESTION 1 CONTINUED**

"He does have a point about delays. We have been short-staffed for some time now. In fact this was partly head office's fault because they took a long time to sanction the replacements when 2 of our staff retired 3 months ago. I'm surprised he had to wait 20 minutes, though. I suspect he's exaggerating but we'd better be careful what we say. You could point out that if he switches his accounts to our postal or e-banking service he will not have to visit the branch as often. Send him some leaflets about these. However, now we're back to our full complement of staff, I hope the queues will not be as long.

"I'm not surprised it was Thomas who was, allegedly, rude to him! I've spoken to Thomas before as not everyone appreciates his sense of humour.

"Be as tactful as you can to Mr Lee; we don't want to lose his accounts as he has a large amount invested with us. You can explain that it's not really the branch's fault, but don't forget that we'll have to send a copy to head office."

#### **Task**

**Write the letter** as instructed. You can assume that the bank's headed paper is used.

**(25 marks)**

## Model Answer to Question 1

Headed Paper

28 April 2004

Mr John Lee  
86 Central Avenue  
Crossroads

Dear Mr Lee

### **Service at the Crossroads branch of FPB**

Your letter concerning the service at the Crossroads branch of the bank has been passed to me by our head office and I will attempt to respond to your comments.

We are very conscious of the need to provide excellent customer service and we regret that you feel our standards have not been maintained recently. Unfortunately we have faced problems of staff shortages at our branches which has meant that at peak times our customers have had to face queues and delays. We are very sorry about this, but we are pleased to say that we have now filled the staff vacancies so our service levels should quickly return to normal. I am sorry if one of our less experienced members of staff was not as polite as he should have been, but all our staff are now aware of the importance of good customer relations.

The company deeply regrets the problems caused when the High Interest Savings Bond was introduced. This was a national problem caused by the advertised campaign preceding the information being sent to branches. This has now been resolved. I am pleased to send you full details and an application form for the Bond, and I am sure you will find the terms attractive.

I also enclose details of our postal and on-line banking services. Making use of these facilities would greatly reduce your need to visit any branches of the bank.

I hope that we have now resolved these issues and we are grateful to you for bringing them to our attention.

Yours sincerely

A Candidate  
(Assistant Manager)

Encs

### **NOTE:**

A business letter should always contain:

- sender's address (or letterhead)
- date
- receiver's name, title, and address
- appropriate salutation
- subject line
- body of the letter (with appropriate paragraphs)
- matching close, signature, name and title

**QUESTION 2**

**Situation**

You are employed in the Administration Section of a local government department. The manager of the department has recently been informed that not all of the budget for training has been spent and funds are available for various aspects of staff training and development.

The manager of the department, Ms Sylvia Rabino, has suggested that lunchtime staff development sessions for all staff could be re-introduced. These were offered several years ago but ended when funding expired. Various courses were provided for staff during the lunch hour. These were popular and well attended.

Ms Rabino has asked you to investigate if providing these courses again would be popular, and if so how they could be organised and what topics should be offered. You therefore interviewed the Training Manager, surveyed staff opinion, and obtained the views of members of staff of the department.

The results of your investigation are as follows:

**Interview with Training Manager**

“I’ve done the sums on this. We have funding up to the end of August and we could afford to offer 10 hours of training which would be free to staff.

At lunchtime, we are constrained by the time available. By the time they have had their lunch, staff only have time for a 30-minute session. If we started in mid-June, we could offer two 30-minute sessions on different days of the week for 10 weeks. However, there are various ways of delivering this, but what worked well before was that we organised programmes of 5 sessions. So, we could offer 4 programmes, each of 5 sessions on 2 different lunchtimes, starting mid-June and going on until the end of August. I hope this makes sense.”

**From survey of staff.**

Would you be interested in lunchtime training sessions?  
Yes 81% No 15% Don’t know 4%

If offered, which lunchtimes would you prefer?

Monday	10%
Tuesday	31%
Wednesday	18%
Thursday	38%
Friday	3%

Which topics would interest you? (NB: staff could choose more than one)

Foreign languages	46%
Keep fit / Yoga etc	47%
Home maintenance / car maintenance	6%
Literature / drama	19%
Cooking / diets	27%
Politics / current affairs	15%

## QUESTION 2 CONTINUED

### Selected comments from staff.

“Oh yes! The lunchtime staff development sessions were excellent. We all enjoyed them. As long as they are purely recreational and not directly to do with work I'm sure there would be a lot of support.”

“I would certainly be interested. I get bored at lunchtime once I've had lunch.”

“It's a good idea, but not everyone stays at work at lunchtime. I have family commitments and have to go home. I know there aren't many like me but we do miss out on these things.”

“No – classes don't interest me. Too much like school. I like to relax at lunchtime.”

“This is a wonderful idea. Not only do we learn something but we get to know each other better. It's very good for staff morale.”

### Task

**Write the report** as requested by Ms Rabino, with appropriate recommendations.

**(25 marks)**

## Model Answer to Question 2

To Ms Sylvia Rabino  
From A Candidate  
Date 28 April 2004

### Lunchtime Staff Development Sessions

I was asked to investigate if staff would support the reintroduction of lunchtime staff development sessions and if so how they could be organised and what topics would be covered.

### Findings

- 1 These sessions have been offered very successfully in the past and there appears to be a high proportion of staff (81%) who would support such a programme. Only 15% would not wish to support it.
- 2 According to the training budget, which is available up to the end of August 2004, 10 hours of learning could be provided. The Training Manager suggests that 30-minute sessions are the optimum length and 5-session programmes have proved to be most successful.
- 3 Of those interested, the majority of staff prefer Tuesday lunchtime (31%) or Thursday lunchtime (38%). Monday and Friday would have little support.
- 4 Of the possible topics, home maintenance / car maintenance was the most popular with 61% of the staff showing an interest. Keep fit / yoga etc (47%) and Foreign languages (46%) were also popular, with others less so.
- 5 Staff generally were very supportive of the introduction of these sessions but the following points should be taken into consideration:
  - 5.1 To be successful, tutors must be encouraged to adopt an appropriate learning strategy to ensure the sessions are not seen as similar to school.
  - 5.2 Tutors should also be reminded that the social aspect of the session is very important as this assists staff motivation and enjoyment.
  - 5.3 It must be clear to staff that sessions are not part of their specific vocational training but more part of their personal development.
  - 5.4 Staff who choose or are unable to remain on the premises might feel some resentment that they are unable to enjoy these programmes.

### Recommendations

- 1 It is clear that these sessions would be popular, if introduced.
- 2 The programme could be arranged to commence in mid-June with 2 sessions of 30 minutes for 5 weeks on each of Tuesday or Thursday lunchtimes.
- 3 If these sessions are popular, there should be a follow-on programme with similar arrangements.
- 4 There could be further investigations to ascertain the viability of evening sessions to satisfy the needs of those who cannot avail themselves of lunchtime sessions.
- 5 The first session should be on the topics of home or car maintenance and keep fit / yoga. The follow-up sessions could continue with these topics or further subjects such as a foreign languages could be introduced. The Training Officer will organise the details.
- 6 Tutors should be fully briefed as to the requirements of the students and the teaching styles to be adopted.

### QUESTION 3

#### Situation

You are employed in the sales department of a large company, Purposeful Products. The company trades substantially on-line by making use of its website as an advertising and selling system.

Purposeful Products employs a range of staff with high levels of expertise in this area, but few of your colleagues have much experience of eCommerce abuse or fraud. At a recent meeting a member of staff from one of the largest companies in the area indicated some of the problems that can arise from deliberate or accidental abuse by other organisations or individuals. They recommended that you contact a local firm of lawyers who offer a service to companies in the area.

You speak to Mr Dennis Rochefort, a senior partner in the law firm, who says this to you:

“eCommerce abuse is big business. It’s estimated that this costs companies worldwide about \$25 billion every year. There’s a whole range of problems that can arise. A common problem is that what we call a *cybersquatter* registers a website with a similar name to your organisation and so picks up many people who want to visit your site. Then there are unscrupulous organisations that register sites with names that include all possible typing or spelling errors that visitors to your site could make. Don’t be surprised if your rival companies are doing this to try to steal your customers. I could go on. Individuals with sites find other ways to your site, without your authorisation or knowledge, in order to gain access to your site’s visitors. Some of these sites contain information that is objectionable, and you could be affected by customers associating your name with this kind of material.

“Can I draw your attention to our Brand Check Services? There are various things we can do to help. I’ll send you our leaflet and please get back to me if you need any further assistance.”

This is the leaflet you received.

#### Brand Check Services

We can now offer a new solution to your eCommerce abuse problems – problems you probably do not realise you have! We combine the latest international legal advice with state-of-the-art technical advice to offer 3 services.

- 1 **Site check:** We can identify up to 100 websites that might be linking to your site without your being aware of this. We then report on how they are using this access.
- 2 **Quick search:** We make a check to see if anyone has registered a site name which is the same or similar to yours.
- 3 **Full search:** This is the most extensive and most expensive service. Not only do we search the net for names that are similar to yours but we identify any abuse of the names and provide a full service of advice on how to combat abuse.

As the World Wide Web crosses national boundaries, laws on abuse vary in different parts of the world. However, our expert team of legal advisors is constantly updating its knowledge and can provide solutions that apply wherever the abuse originates.

### QUESTION 3 CONTINUED

#### Task

Answer the following questions in your own words as far as possible to show your understanding of this aspect of eCommerce abuse.

- (a) What is a cybersquatter?  
(3 marks)
- (b) State which of the services on offer is most likely to detect cybersquatters.  
(1 mark)
- (c) Why do unscrupulous companies register names that include all possible errors that could be made by visitors to a rival's site?  
(3 marks)
- (d) Why can it be bad for companies when unauthorised links are made to their websites?  
(3 marks)
- (e) What is the difference between the **Site check** and the **Quick search** services?  
(3 marks)
- (f) What 2 different forms of expertise are offered by Brand Check Services?  
(4 marks)
- (g) Why is the law on eCommerce abuse particularly complicated?  
(3 marks)
- (h) Your colleagues believe that some rival companies might be linking to your site to access your customers. Say which of the services on offer is likely to be the most appropriate one to use and give reasons for your choice.  
(5 marks)

**(Total 25 marks)**

#### Model Answer to Question 3

- (a) A cybersquatter is someone who registers a website with a name similar or identical to another company.
- (b) Quick search.
- (c) Unscrupulous companies do this, so anyone who attempts to access a rival's site but makes an error, will then visit their own.
- (d) If unauthorised links are made visitors who intend to visit a site might find themselves linked to other sites which could include unpleasant material.
- (e) Site check identifies sites that are linked to a company's site whereas Quick search looks for sites' names which are similar.
- (f) Technical expertise about the sites themselves is combined with legal advice about how laws are broken by companies.
- (g) The World Wide Web contains sites created all over the world and is accessed by people in many countries. Laws are not international but vary in each country.
- (h) I would suggest the Site check is used. This will identify the extent of potential abuse by identifying who is linking to the site. If the extent of abuse is seen to be substantial, a full search might then be required.

## QUESTION 4

### Situation

You are the Sales Manager of a large company, *Vokation*. You are responsible for a team of 20 sales staff who are in constant contact with customers in many parts of the world. The sales staff constantly travel to visit customers.

Because communication with the sales staff is so important to *Vokation* they have been issued with state of the art mobile or cell phones with text facilities to enable them to remain in contact with customers and the company.

Recently you have been contacted by the company's Health and Safety Officer, Ms Claudia Wosniak, and also the company's Chief Executive, Mr Ben Shearer, who have brought to your attention 2 separate but related issues.

Ms Wosniak said this to you:

"One of my jobs is to check reports of any accidents involving company staff or property. There have been 2 minor motoring accidents concerning your staff recently, as you probably know. Fortunately neither was serious and no-one was hurt but it does seem that both these accidents could have been caused because the drivers' concentration lapsed when they were using a mobile phone.

"I'm worried about this. It's against the law everywhere to drive without taking due care and attention and if you're using a phone when driving – well, it's asking for trouble.

"I know your staff must be contactable but they must be made aware of the risks they take unless they have a 'hands-free' adaptation in their cars. Even then it's a bit risky to have an intense conversation which could distract them from the road. I'll leave it up to you how you handle this but I'd rather we did something now before we get into more serious trouble".

The Chief Executive says to you:

"Look, I know how hard your team works and it's great to see our sales figures improving every year. But I'm sorry to say that I've just come from a meeting with our directors and one of them, Michael Gray, was very angry. He was returning from holiday with his family and was waiting in the lounge at Changi Airport in Singapore. He said that the young man sitting next to him was using his mobile phone and it soon became clear that it was one of your sales team. He picked up the name 'David' and from the description I would guess it was David Levy. They've never met so they didn't recognise each other, of course.

"Apparently this David was not very discreet and everyone could hear details of the conversations. Mr Gray felt it was better not to cause any embarrassment at the time so he said nothing, but was concerned that anyone could have picked up information about the company which should have remained confidential.

"Mr Gray doesn't want his name mentioned and please don't accuse any particular member of the team as I'm sure young David isn't the only one guilty of this. But could you remind your team to be a little more careful about when and how they use their mobile phones?"

You feel that this is now an appropriate time to remind your staff about the dangers of incorrect mobile phone usage. You know that your staff work hard and how important it is that they remain in contact with customers.

### Task

**Write a memo** that could be sent to all members of the sales team. You should try to offer positive suggestions as well as drawing their attention to the problem issues.

**(25 marks)**

#### Model Answer to Question 4

To: All members of the sales team  
From: A Candidate  
Subject: Mobile phone usage  
Date: 28 April 2004

I am well aware of the importance to the sales team of good and reliable communication with customers and head office. I am also aware of how much the use of the mobile phone has contributed to effective communications and it would now be difficult to imagine how we could manage without them.

However, I must draw to your attention that as well as these considerable benefits there are potential dangers in the inappropriate usage of the mobile phone. I know most of the team are experienced drivers covering tens of thousands of kilometres each year, but even the most experienced driver can lose concentration when using a mobile phone. Two recent car accidents, fortunately minor, could be attributed to this. Even if you are able to receive calls "hands free" please remember that driving whilst talking may be considered as not taking due care and attention, which is a motoring offence. If you must accept calls whilst on the road, try to pull over and stop to avoid danger.

Could I also please remind you to take particular care when you are using a phone in a public place, such as a train or at an airport? You never know who might be listening to what you say. In fact, one of our directors recently reported that he had overheard several calls from one of the team in one of those public places. This is not only annoying to other people but there is always the danger that someone, who should not have access to it, could overhear sensitive information. Please try to ensure that you are not overheard, perhaps by moving to a quieter area when making or receiving calls.

I should stress that I am fully aware of the importance of good and effective communications but I would suggest that a slightly more thoughtful use of the mobile phone will actually improve this.





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