

English for Commerce



Level 2

Series 2 2004

(Code 2042)

Model Answers

English for Commerce 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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QUESTION 1

Write about 300 words on one of the following subjects:

- (a) What points should be taken into consideration when choosing a site for a manufacturing business?
- (b) What advice would you give to a friend who has an interview for a job?
- (c) Describe how the Internet can be useful for businesses, and how this is changing the way that people do business.
- (d) What do you consider to be the advantages and disadvantages of large out-of-town shopping malls?
- (e) What do you believe are workers' greatest fears and concerns in today's economic climate?
- (f) Giving examples to illustrate your answer, explain what is meant by 'planned obsolescence'.

(40 marks)

Model Answers to Question 1

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

- (a)
 - Availability of raw materials
 - Access to effective transport systems
 - Availability of a sufficiently skilled workforce
 - Cost of site
 - Quality of services such as water, electricity etc.
- (b)
 - Find out as much as possible about the job you have applied for
 - Find out about the company offering the job
 - Dress appropriately
 - Arrive on time
 - Listen carefully to the interviewer's questions
 - Answer confidently (but not over-confidently)
- (c)
 - Emails are quicker than letters and less intrusive than phone calls
 - It is easy to send the same email to a large number of people
 - Sending bulky documents via the Internet (eg results of large surveys undertaken by market research firms) is quicker, cheaper and more reliable than using a courier service. (However the client will probably need to print them themselves)
 - Marketing firms can advertise on the Internet
 - Marketing firms can accept orders and payments via the Internet if they have a secure site

Model Answers to Question 1 continued

(d) Advantages

- Customers can get all that they need in a small area in shopping malls
- Customers can get a wide variety of goods in shopping malls
- Customers are protected from the weather in shopping malls
- Parking is cheaper (and usually easier) in out-of-town shopping malls
- Rents are usually cheaper for shopkeepers in out-of-town shopping malls

Disadvantages

- People who don't have cars may find it difficult to get to out-of-town shopping malls
 - Retailers may find it difficult to get staff because the journey to the out-of-town shopping mall is too long to make on a regular basis
 - Most of the shops in out-of-town shopping malls belong to large chains. Smaller shops find it difficult to compete with them so it is difficult for customers to find something that is unusual and interesting.
- (e)
- Fear of losing their jobs because of competition from developing countries (eg IT work sent to India, call centres set up in India)
 - Fear of losing their jobs or being forced into accepting poorer conditions because of the availability of workers from former communist countries in Eastern Europe
 - Unhappiness about having to adapt to changes in their jobs
 - Concerns about occupational pensions
 - Concerns about retirement age being raised

(Candidates outside Europe may have other concerns)

- (f)
- Manufacturers deliberately make things which are not meant to last and will have to be replaced
 - Examples of planned obsolescence which are acceptable to the consumer are disposable razors, disposable cameras etc. They are convenient to use.
 - Computer manufacturers promote models which they know will soon become out-of-date because they are developing technological improvements to future models. (Also DVDs and other electrical goods)
 - The fashion industry produces clothes and accessories in styles and colours which will soon be out-of-date.

These answers are only suggestions. Accept any points that are reasonable.

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.

Even in these days of fierce competition, many people are still attracted by the idea of running their own business as a newsagent, confectioner and tobacconist. How pleasant, they reason, to be one's own boss, to retain all the profits that are made, and to decide the hours that one works. This is, however, a one-sided view; the reality is very different.

Competition in this business does not come from supermarkets and other large stores only; it comes also from smaller traders. It is not uncommon to see - often in town high streets - small shops offering cut-price sweets, tobacco, cigarettes and magazines. Many petrol stations sell these commodities too. So the competition is very stiff indeed.

One of the first and most important tasks of the would-be newsagent is to find a wholesaler to provide newspapers and magazines. Some of these are very fussy about who they supply. If there is a competitor close by, they may not agree to supply the newcomer, on the grounds that there is insufficient trade for two shops in the neighbourhood. The prospective shopkeeper should make certain that, initially at least, he or she is supplied on a 'sale or return' basis - that is, you do not have to pay for copies of newspapers and magazines which remain unsold. This is a reasonable arrangement until the number of copies regularly sold is established. However, sale or return is operated permanently by some newspapers because they are fighting a circulation war with their rivals.

Ideally, a newsagent should be an early riser so that the shop is open at a time of day to enable people who have to go to work at an early hour to collect their papers and magazines on their way to their place of employment. Once the shop's opening hours have been decided it is important to maintain these times at all costs. One sure way to lose customers is to let it be known that the shop is open for business at certain times and then for them to find it is closed; illness or family bereavement are the only reasons a shop should be closed during opening hours.

Friendly relationships should be maintained with representatives of confectionery and tobacco companies because they know what is happening in the trade, what is selling well and what is new on the market.

The job is hard, challenging, tiring, but also rewarding for those determined to work hard and win through.

(30 marks)

Model Answers to Question 2

An acceptable summary would be:

Title: Running One's Own Shop.

To run one's own shop selling periodicals, confectionery and smoking materials sounds delightful.

However, tough competition comes from stores of all sizes selling cut-price items.

Initially the budding newsagent must contact a wholesaler to supply magazines and newspapers on a 'sale or return' agreement. This should apply until it is known how many copies are sold regularly.

The shop should open early enough to suit customers who have to begin their employment early. Regular opening hours are essential otherwise customers will be lost. Shops should be closed during business hours only for sickness or death in the family.

Cordial connections should be kept with sweet and tobacco firms' agents as they can keep one up to date with trade information.

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.

R L WILLIAMS & CO LTD

20 - 28 Temple Gate Road

Dover

Kent DO45 5XX

22 April 2004

Mr M Paul
Brentwood Estates
75 Bramley Avenue
Brentwood
Essex
BR68 8JP

Dear Mr Paul

Thank you for your letter saying that you wish to have your old office windows replaced with double-glazed modern windows, and that you are seeking several quotations for this work. I assure you that we have an excellent reputation for high quality work at extremely competitive prices.

Would you please let me know when it will be convenient for Arthur Palmer, our Commercial Premises Representative, to call on you to measure your windows and work out a quotation? When would you like the work to be done? Will you need your offices to remain open while the work is in progress? Is it your intention, at the moment, to pay in cash or by instalments?

I look forward to hearing from you with the answers to these questions and any other information you think relevant.

Yours sincerely

Richard L Williams

Richard L Williams
Managing Director

(30 marks)

Model Answer to Question 3

This is an example of an acceptable letter

Brentwood Estates
75 Bramley Avenue
Brentwood
Essex
BR68 8JP

26 April 2004

Mr R L Williams
Managing Director
R L Williams Co Ltd
20-28 Temple Gate Road
Dover
Kent DO45 5XX

Dear Mr Williams

Thank you for your letter concerning replacing our office windows.

Your Commercial Premises Representative, Arthur Palmer, may call at any time during business hours to measure our windows in order to give us a quotation. However, we would appreciate it if he could give us three days' notice of his arrival.

I am hoping to have the work completed within the next three months if possible. My company will be working while the work is taking place as we close only on Christmas Day throughout the year.

I shall be happy to pay by cash when the work is completed satisfactorily.

I enclose a map of Brentwood showing where my office is located. There is ample parking space at the rear of my premises for Mr Palmer when he calls.

Yours sincerely

Malcolm Paul
Managing Director

Enc

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
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