

# English for Business



***Level 1***

*Series 3 2003*

*(Code 1041)*

**Model Answers**



# English for Business Level 1

## Series 3 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.

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**English for Business Level 1**  
**Series 3 2003**

**QUESTION 1**

**Situation:**

You work as the Assistant Promotions Manager for Wisebuy Supermarkets plc. The company plans to open a new superstore in one of your major cities, and your manager wants to invite a famous pop star, who has just won an international award, to open the new store. This will bring the company a lot of TV and press publicity.

**Task:**

**Write a letter of invitation (of between 150 and 200 words)** to the agent of the pop star. Mention the date, time and place, details of the arrangements and procedure for the opening, a suitable fee for the appearance, and why you think the star is a good choice.

You should make up suitable names and addresses.

**Write your letter in the space below.**

## Model Answer to Question 1

A suitable answer would be:

**WISEBUY SUPERMARKETS PLC**

HEAD OFFICE  
Wisebuy House  
Henley on Thames  
Oxfordshire  
OX9 HL5

5 June 2003

Mr Rory Calloway  
Suite 34  
Tanhouse Buildings  
Clapham  
London  
SW11 6JY

Dear Mr Calloway

**Opening of new superstore**

Everyone at Wisebuy was delighted to hear about the success of Mickey Gordano at the German Pop Festival.

Wisebuy Supermarkets will shortly open a new superstore in Norwich, and we would be delighted if Mickey will accept an invitation to open the store for us. I am sure all his fans in the area would be very excited to see him in person. He is such a popular singer.

The date for the opening is 17 July at the new site in Norwich town centre. We hope to open the store at 11 am and have 2 hours of tours and shows involving local organisations. The mayor will be present and we have been promised full coverage by the local TV station and, of course, the press.

I am sure that Mickey would be the ideal choice, and I very much hope that he will accept this invitation. We will, of course, pay his usual appearance fee.

I look forward to your early reply.

Yours sincerely

Rubina Qreshi  
Assistant Promotions Manager

**QUESTION 2**

**Task:**

Read the passage entitled **GIANT STORES plc: CUSTOMER DELIVERY** on the page opposite, then say whether the following statements are **TRUE or FALSE**. Then **write down only the words or phrases** that support your answer. Do **NOT** write more than 6 words for each answer. You will lose marks if you write down more than 6 supporting words. The words or phrases that you need may be in different parts of the passage.

**Example:**

Statement: The box van delivers heavy goods; the crane lorry works on slopes.

Answer: False – lighter items / reasonably level ground.

**Write your answers on the lines marked A.**

1 Giant Stores will deliver goods to your house seven days a week.

A \_\_\_\_\_

2 As soon as you order, Giant Stores will tell you what time of day to expect delivery.

A \_\_\_\_\_

3 Drivers will always bring goods through your front door.

A \_\_\_\_\_

4 Giant Stores make no charge if they have to make a second delivery.

A \_\_\_\_\_

5 The crane lorry can do a lot of harm to your property

A \_\_\_\_\_

6 Customers should tell sales staff about matters which may make delivery difficult.

A \_\_\_\_\_

7 Both delivery vehicles are operated by a single person.

A \_\_\_\_\_

8 You should inspect goods thoroughly before giving written acceptance.

A \_\_\_\_\_

9 Giant are happy when customers ask drivers to unload bricks on their driveway.

A \_\_\_\_\_

10 The driver must make enough room to set down goods brought past the front door.

A \_\_\_\_\_

**(30 marks)**

### **GIANT STORES plc: CUSTOMER DELIVERY**

Our delivery service operates from 0700 to 1700 Monday to Saturday only. Deliveries to specific areas are covered on different days. Please consult your local store for details.

Giant Stores aim to deliver all goods currently in stock as soon as possible, but we cannot give definite times for any delivery. If you contact the store on the day of delivery, we can tell you whether your order will arrive in the morning or the afternoon.

#### **BOX VAN SERVICE**

This service is for lighter items that can be carried to the point of delivery.

Please advise our sales staff of possible problems, including narrow streets or driveways, steep steps or narrow entrances.

When the entrance to a property is shared, as in a block of apartments, we will only deliver to the main front door. If the driver thinks it is unsafe (steep steps etc) he will only deliver your goods to the nearest point. The driver will deliver all bulky items only as far as the main front door. In certain circumstances (disabled or infirm householder) the driver will place goods inside the front door. It is the customer's responsibility to make sure that there is a clear space for the goods.

Please check the goods carefully before you sign for them. We will not leave goods where there is no-one to sign. We will charge half the original fee for re-delivery.

#### **CRANE LORRY SERVICE**

This service is for bulk items (bricks or slabs etc) which are too heavy to be carried by the driver and an assistant. The vehicle weight can cause serious damage to driveways and underground drains. Consequently our drivers are not allowed to enter the customer's grounds or property with the crane lorry; please do not ask them to do so.

This lorry operates only on reasonably level ground.

### **Model Answer to Question 2**

Suitable answers would be:

- 1 False Monday to Saturday only
- 2 False day of delivery
- 3 False in certain circumstances/disabled OR infirm
- 4 False half the original fee for redelivery
- 5 True serious damage/drains OR driveways
- 6 True advise/(possible) problems
- 7 False crane or lorry/driver and assistant
- 8 True check carefully before you sign
- 9 False (drivers) not allowed/do not ask
- 10 False customer's responsibility/make sure/clear space

**QUESTION 3**

**Situation:**

You work for a music store. Your Manager is considering the idea of developing the store as a video outlet as well. He asks you to assess the market.

**Task:**

Study the table entitled **Regional Video Stores** on the opposite page, then answer the questions below. **Write your answer as a single word, a name or figure.**

		<b>ANSWERS</b>
1	Which chain has the highest weekly rental figure?	
2	How many chains started operating in the 1990s?	
3	Are there more special Children's sections than Adventure sections?	
4	How many N.West and London chains have DVDs?	
5	Which S.West chain has the most outlets?	
6	Does Easyview have the highest weekly rental in the N.East?	
7	How many chains which started after 1997 have DVDs?	
8	Do the 2 chains with the largest weekly rental both have more than 20 outlets?	
9	Which chain from those in the S.West or N.East has been in business the longest?	
10	How many chains with special Children's sections also have DVDs?	
11	Which chain started before 2001 has fewer than 12 shops?	
12	Are there more chains with DVDs than there are chains with 20-plus outlets?	
13	Do all N.West chains have a higher weekly rental than all S.East chains?	
14	How many chains with Science-fiction or Foreign sections started before 1997?	
15	Which chain started in 2000 has DVDs and more than 20 outlets?	
16	Of the chains with Science-fiction, does Universal have the most outlets?	
17	How many chains opened after 1997 have DVDs and a Children's section?	
18	Which chain without DVDs has the fewest outlets?	
19	Which chain with DVDs and Science-fiction opened before 1996?	
20	Were both the London chains opened before Easyview?	

**(20 marks)**

### REGIONAL VIDEO STORES

CHAIN NAME	REGION	OUTLETS	STARTED	WEEKLY RENTALS	DVDs	SPECIAL SECTION
TOPVIDEO	N.WEST	20	1995	20,000	YES	FOREIGN
STARTIME	S.WEST	25	2000	25,000	YES	CHILDREN'S
VIDEO UK	S.EAST	22	1996	30,000	NO	ADVENTURE
UNIVERSAL	N.WEST	15	1992	29,000	NO	SCIENCE-FICTION
GALAXY	LONDON	10	1998	15,000	YES	FOREIGN
A1 VIDEO	N.EAST	12	2001	10,000	YES	CHILDREN'S
TROJAN	S.WEST	30	2000	35,000	NO	CARTOON
VID-U-LIKE	LONDON	25	1995	28,000	YES	SCIENCE-FICTION
EASYVIEW	N.EAST	16	1989	18,000	NO	CHILDREN'S
VIDEO-24	S.EAST	15	2000	20,000	YES	ADVENTURE

#### Model Answer to Question 3

- 1 Trojan
- 2 5
- 3 Yes
- 4 3
- 5 Trojan
- 6 Yes
- 7 4
- 8 Yes
- 9 Easyview
- 10 2
- 11 Galaxy
- 12 Yes
- 13 No
- 14 3
- 15 Startime
- 16 No
- 17 2
- 18 Universal
- 19 Vid-u-like
- 20 No

#### QUESTION 4

##### Situation:

You work in the Marketing Department of a large book retailer with shops in all major UK cities. Your department is planning a series of personal appearances by top chefs to promote their new books. They will take place over a 4-week period in Birmingham, Bristol, Glasgow and Manchester. Your manager comes into the office and says:

“That was Penny Molyneux, one of our chefs, on the phone. She is happy with the dates as long as she can be in Manchester on the 14th. You can start to plan the programme now. I’ve written a few notes for you – names, book titles, preferred dates etc. Let me see it when you’ve finished.”

##### Task:

Using the information above, and the following notes, complete the Summer Cookery Promotion Timetable.

CHEFS	BOOK TITLES
John Povey	Summer Cooking
Joao Domingo	Pratos de verao
Penny Molyneux	Picnic Parties
Ralph Lenoir	Menus de campagne

##### Notes:

Each chef will visit all 4 cities.

Visits to Bristol will be in alphabetical order of **family** name (Domingo on the 7th).

John wants to start in Manchester and make Glasgow his third visit.

Ralph prefers to go to Birmingham before he visits Bristol. He also wants to be in Manchester the week after Penny.

#### SUMMER COOKERY PROMOTION TIMETABLE (COMPLETE IN CAPITALS)

NAME OF CHEF	BOOK TITLE	7 JULY CITY	14 JULY CITY	21 JULY CITY	28 JULY CITY
	PRATOS DE VERAO	BRISTOL			
RALPH LENOIR	MENUS DE CAMPAGNE				

**Model Answer to Question 4**

**SUMMER COOKERY PROMOTION TIMETABLE**

<b>NAME OF CHEF</b>	<b>BOOK TITLE</b>	<b>7 JULY CITY</b>	<b>14 JULY CITY</b>	<b>21 JULY CITY</b>	<b>28 JULY CITY</b>
JOAIO DOMINGO	PRATOS DE VERAO	BRISTOL	GLASGOW	BIRMINGHAM	MANCHESTER
RALPH LENOIR	MENUS DE CAMPAGNE	BIRMINGHAM	BRISTOL	MANCHESTER	GLASGOW
PENNY MOLYNEUX	PICNIC PARTIES	GLASGOW	MANCHESTER	BRISTOL	BIRMINGHAM
JOHN POVEY	SUMMER COOKING	MANCHESTER	BIRMINGHAM	GLASGOW	BRISTOL



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