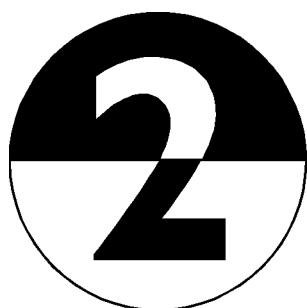


# English for Business



*Level 2*

*Series 3 3003*

*(Code 2041)*

**Model Answers**



## **English for Business Level 2**

### **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 2

### Series 3 2003

#### QUESTION 1

Write on ONE of the following subjects:

##### Option (a)

Mr John Renshaw, the Financial Director of Leamore Plastics, Sydney, Australia, talks with you about his forthcoming business trip to Singapore. He says, "Someone ... I forget who ... has recommended Scotts Premier Hotel to me. Can you see if you can contact the hotel? Find out where it is ... I prefer to be near Orchard Road ... and it must be easy to get to the financial district ... the restaurant must be no-smoking ... I shall need to be there for 3 nights ... let me see ... Tuesday, Wednesday and Thursday nights, 12 to 14 August. Don't make a definite booking, but **write a memo** to me telling me what you find out."

You telephone the hotel and make the following notes:

Scotts Premier Hotel, 160 Orchard Road, Singapore Telephone 6299 2798

Five star hotel - modern – 24-hour room service – hotel at corner of Scotts Road and Orchard Road – five kilometres to financial district – excellent restaurant (international cooking) – no-smoking anywhere in hotel

Mass Rapid Transit (MRT) train station 50 metres away (direct to financial district)

Room available all three nights – if interested

- book as soon as possible
- (Tuesday night very few rooms remaining)

Any questions – Mr Hok Teo, Reservations Manager (Scotts Premier Hotel)

Can book by phone or through website  
[www.scottspremierhotel.co.sg](http://www.scottspremierhotel.co.sg)

Offer to do booking for Mr Renshaw

*Emphasise need quick decision*

*Hotel has sauna and gymnasium*

Write the memo.

(40 marks)

## Model Answer to Question 1(a)

A suitable answer would be as follows:

<b>MEMO</b>	
<b>To</b>	Mr Renshaw
<b>From</b>	A Candidate
<b>Subject</b>	Scotts Premier Hotel, Singapore
<b>Date</b>	6 June 2003

Scotts Premier Hotel is situated on Orchard Road. It is very close to a Mass Rapid Transit (MRT) train station that links directly to the financial district 5 kilometres away.

The hotel is of the highest quality:

- 5 stars
- 24 hour room service
- sauna
- gymnasium etc

The whole hotel, including the excellent restaurant, is smoke-free.

Rooms are available on all 3 nights that you want, but Mr Hok Teo, the Reservations Manager, stresses that the hotel is filling up very quickly and he urges a quick decision.

If you wish, I can make the booking for you. I have all the necessary information to do so.

### NOTE:

A memo should always include:

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

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

## QUESTION 1 CONTINUED

### Option (b)

Miss Bridget Quinn, Manager of Quintessential Goods, Drumcondra Complex, South Circular Road, Dublin 8, Ireland, wants to send a leaflet to all existing customers. "As you know, we have been worried about the lack of customers using our on-line shopping service. The Customer Service Department did a telephone survey and found that customers avoid using it because they don't think that on-line shopping is safe or private. I want the leaflet to reassure them."

She asks you to **write the leaflet**.

You discuss the details with her and make some notes:

### Secure and private shopping on-line

Remind them – [www.quintessentialgoods.co.ie](http://www.quintessentialgoods.co.ie)

*Internet – all goods – catalogued – prices – free delivery  
– quick – efficient – SAFE and PRIVATE.*

*Orders (plus all personal information) ENCRYPTED.  
(No-one other than Quintessential can read them!)*

*Credit/Debit card details are not stored on server/computer ... used for payment and then DELETED.*

*If still concerned, call Order Helpline – 01 661 6524  
(Monday – Friday 8 am – 6 pm). (Leave a message at other times.)*

*Personal visits always welcome. (Remind them same hours: weekdays between 8 in the morning and 6 in the evening.)*

*Everything they tell us is secret. We do not give information about customers to anyone.*

**Write the leaflet.**

**(40 marks)**

Model Answer to Question 1(b)

A suitable answer would be as follows:

# Quintessential Goods

Drumcondra Complex South Circular Road Dublin 8 Ireland  
Order Helpline 01 661 6524

*Shopping on-line through our website:*

[www.quintessentialgoods.co.ie](http://www.quintessentialgoods.co.ie)

*is thoroughly safe and unconditionally private.*

**You can get all the things that you have always associated with  
Quintessential Goods:**

- value for money
- swift and fault-free service
- quality products

**with full SECURITY and CONFIDENTIALITY.**

Try us on [www.quintessentialgoods.co.ie](http://www.quintessentialgoods.co.ie) and everything you tell us including:

- your order
- your name and address
- your credit card/debit card details

is ENCRYPTED. (It is put into a code so that only we can read it.)

Even more important to your peace of mind is that the credit card/debit card information is DELETED as soon as we have used it.

**THE INFORMATION IS NOT STORED anywhere on our computer system.**

**REMEMBER TOO THAT WE STILL PROMISE NEVER TO GIVE OR SELL ANY OF YOUR DETAILS TO ANYONE!**

**You can still make a personal visit to us:**

**Monday to Friday from 8 in the morning until 6 in the evening.**

**You may also telephone the order helpline on the same days and at the same times. (At other times, you can leave a message for us.)**

**WE PROMISE YOU THAT SHOPPING ON-LINE WITH US IS  
“SAFER THAN HOUSES”.**

A Candidate (Assistant Manager)

6 June 2003

**NOTE:**

- Full sentences are not essential in a leaflet, but the message must be cohesive
- Pictures and colouring, although not forbidden, do not score marks

A variety of techniques may be used, including:

- centralising text
- bullet points
- capital letters, bold, italics and size of lettering to add emphasis
- questions which are then answered
- short sentences, slogans etc

## QUESTION 1 CONTINUED

### Option (c)

You are in charge of training new employees at Confidence Buying, a large department store in Edinburgh, Scotland. At the final session of the Introductory Training Programme for new salespersons, you ask the trainees what they have learned about how to serve customers.

Here is part of the discussion:

<u>Moira</u>	Well, you have to ask them what they want.
<u>You</u>	Yes, and ...
<u>Moira</u>	You do it nicely, of course.
<u>Colin</u>	... and remember to be friendly.
<u>Moira</u>	That's right ... and confident.
<u>You</u>	A smile can be helpful!
<u>Kirsty</u>	What I think is important is that salespersons need to treat all customers as they would want to be treated themselves ... you know ... know that they are welcome ... that the sales staff has time for them ... that there is an apology for a delay ... we have to notice when a customer needs help or advice ...
<u>You</u>	Marvellous ... if you remember all those points, you will do well in your new careers. Is there any other advice that you think we should mention?
<u>Colin</u>	How about getting customers' opinions on our goods and services?
<u>Moira</u>	Yes ... and speaking clearly and ...

The trainees ask you to **write a notice** outlining the advice. Kirsty says, "I am sure that we can get permission to put it up in the staffrooms. It will be very helpful to remind us how Confidence Buying expects its staff to treat customers."

**Write the notice.**

**(40 marks)**

**Model Answer to Question 1(c)**

**A suitable answer would be as follows:**

## *Confidence Buying*

**You are about to serve our customers.**

Please remember the principles you learned in the Introductory Training Programme:

- Identify customers who need assistance or advice.
- Greet your customers in a positive, friendly manner. Give them a smile.
- Ask appropriate questions to find out their needs.
- Communicate clearly and politely.
- Treat each customer in the manner in which you would like to be treated.
- Make time for your customers even when you are under pressure.
- Apologise for any delays.
- Get customers' views on the company's services and products.

**Our reputation depends on what each one of us does and says.**

A Candidate  
Training Officer (date)

**NOTE:**

The essence of a notice is clarity and conciseness.

A variety of techniques can be used, including:

- centralising text
- capital letters, bold, underlining to add emphasis
- bullet points/numbered points

Pictures and colouring, although not forbidden, do not gain marks.

A notice may indicate the name/position of the issuer.

## QUESTION 2

The Sales Manager at Eylem System Power, Richard Evans, shows you the following letter and says to you, "Unfortunately, Hoffmann, Siegers & Weber seem to misunderstand what we do. We don't sell computers ... We offer a planning service ... clients' needs ... design the layout ... selecting the computers and other equipment ... in other words the complete system ... What do you think we should say to them? "

### **Hoffmann, Siegers & Weber**

**Brucknerstrasse 62  
3200 Bludenz  
Austria  
Tel: (05552) 683 7659  
e-mail: hsw@serpil.at**

2 June 2003

Eylem System Power  
82 Borthwick Road  
London E15 7DT  
UK

Dear Sirs

Inquiry re Business Computer Systems

We have seen the advertisement for your Business Computer Systems and are interested in your products. Please send us your latest catalogue and price list.

We would be pleased to get further details about your terms as well.

If your conditions meet our expectations, you can be sure of a large initial order.

We are looking forward to hearing from you.

Yours faithfully

*Dietmar Ewald*

Dietmar Ewald  
Purchasing Manager

## QUESTION 2 CONTINUED

You say, "I think we should ask our agent in Salzburg, Hans Mullner, to telephone Mr Ewald to set up a meeting. He can discuss the firm's needs. If it is simply individual computers that are wanted, I'm sure he will be able to give advice ... offer to supply them ... He is very knowledgeable, and a good salesperson!"

You offer to **write a letter** to Mr Ewald to explain the situation. "I shall be very tactful about the misunderstanding. I think we should make it very clear that we welcome the approach and that we shall do everything that we can to help. Perhaps we ought to send one of our latest brochures as well."

Mr Evans thanks you for your advice and adds, "Make it clear that Hans Mullner's advice will be free ... and, obviously, without any obligation on Mr Ewald."

**Write the letter.**

**(30 marks)**

## Model Answer to Question 2

A suitable answer would be as follows:

# Eylem System Power

82 Borthwick Road London E15 7DT

6 June 2003

Dietmar Ewald  
Hoffmann, Siegers & Weber  
3200 Bludenz  
Austria

Dear Mr Ewald

### Advice re your requirements

Thank you for contacting us. We are happy to help in any way that we can.

We like to offer the best service possible to our customers, and therefore it is very rare that we simply sell computers. Eylem System Power prefers to make contact personally to discuss the clients' needs and to offer advice on everything from a fully integrated system to a single laptop.

With this in mind, we have asked our Salzburg agent, Hans Mullner, to telephone you to arrange a convenient time for him to visit you. He will discuss your requirements and suggest advice on the best ways to meet them.

He is very experienced, proficient and friendly. Of course, his advice is free and you are placed under no obligation at all.

I enclose our latest brochure, which describes our services, and I look forward to the possibility of our doing business together.

Yours sincerely

*Alan Candidate*

Alan Candidate  
Assistant Manager

Enc

### NOTE:

Letters should be laid out appropriately, and include:

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

### QUESTION 3

You work for a mechanical engineering firm in the West Midlands of England. The proprietor says to you, "I have found this advertisement in a magazine. I have thought for some time that we needed a professional translator to help us with our trade to Germany, Austria and Switzerland. Harris Partners may be what I am looking for. Can you **write a list of the main points** of the advertisement for me please? It will help to refresh my memory when I'm making a decision on what to do."

Here is the advertisement:

#### **TRANSLATION SERVICES**

Many people don't know that there is a difference between translating and interpreting. Translating is converting written text into another language. Interpreting is converting speech into another language. At present, Harris Partners offer only a translation service, but we expect to offer an interpretation facility within 6 months.

We translate texts from German into English and from English into German. Such texts are mainly, but not exclusively, of a technical nature, in areas such as mechanical engineering, acoustics, nuclear physics, mathematics and statistics, electrical and electronic engineering, computing and information technology.

Such texts include (although this list is not complete): reports, textbooks, advertising and publicity material, user manuals, technical articles, training material and presentations.

My name is John Harris. I'm English and a graduate in engineering. My wife is Helga Harris, born in Berlin, Germany; she is a qualified linguist and a graduate in information technology. Together we are Harris Partners. We work as a team, thoroughly applying our knowledge of our respective first languages. This way we make certain that information has been correctly understood in the original language and is accurately translated into the target language. If we are unclear about any aspect of the task, we do not hesitate to contact the customer for clarification.

You can send us texts on paper, by post or fax, as a computer file, or by e-mail. We can send you the translation of the text in any (or all) of the above forms.

Please contact us for a quotation. Our name and address are:  
Harris Partners, The Red House, School Road, Bingley, West Yorkshire, BD97 3AW, England. Our telephone number is +44 (0) 1274 600 600. Our e-mail is *partners@harris.co.uk* and if you want to send a facsimile, use +44 (0) 1274 600 800.

**Write the list.**

**(30 marks)**

### Model Answer to Question 3

A suitable answer would be as follows:

<u>Main points from the advertisement</u>	
<b><u>HARRIS PARTNERS – TRANSLATIONS FROM AND INTO GERMAN AND ENGLISH</u></b>	
<b>Harris Partners</b>	<ul style="list-style-type: none"><li>- offer translation service</li><li>- will offer interpretation service within 6 months</li><li>- specialise in technical translations</li></ul>
<b>Address</b>	<ul style="list-style-type: none"><li>- The Red House School Road Bingley West Yorkshire BD97 3AW</li></ul>
<b>Telephone</b>	<ul style="list-style-type: none"><li>- + 44 (0) 1274 600 600</li></ul>
<b>Fax</b>	<ul style="list-style-type: none"><li>- + 44 (0) 1274 600 600</li></ul>
<b>E-mail</b>	<ul style="list-style-type: none"><li>- partners@harris.co.uk</li></ul>
<b>Personnel</b>	<ul style="list-style-type: none"><li>- husband and wife team</li><li>- John Harris<ul style="list-style-type: none"><li>- engineering graduate</li><li>- English first language</li></ul></li><li>- Helga Harris<ul style="list-style-type: none"><li>- IT specialist</li><li>- German first language</li></ul></li></ul>
<b>Strengths</b>	<ul style="list-style-type: none"><li>- native speakers of English/German</li><li>- engineering and IT backgrounds</li><li>- always check in cases of doubt</li><li>- texts accepted and returned in variety of forms</li></ul>

#### 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



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