

English for Business



Level 1

Series 4 2003

(Code 1041)

Model Answers

English for Business Level 1

Series 4 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.

© Education Development International plc 2003

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the Publisher. The book may not be lent, resold, hired out or otherwise disposed of by way of trade in any form of binding or cover, other than that in which it is published, without the prior consent of the Publisher.

English for Business Level 1

Series 4 2003

QUESTION 1

Situation:

You work as the Assistant Manager of a local health and fitness club, where one of your responsibilities is producing the monthly newsletter to members. Below are some notes about items for inclusion in the next newsletter.

NOTES

Complaints from some members about children's bad behaviour in the outdoor pool

From the start of next month children under 14 will only be allowed in the pool from 10.00 till 16.00.

Expect complaints from some parents

Chief coach, Cheb Pomfret, is running a new tennis course for mature adults. (Details of fees etc for the newsletter are in a note from Cheb on your desk.)

The club is having a Party Evening (no children at all!) with buffet and disco on the last Saturday of the month (exact date and times from the Entertainment Manager are in your files).

Task:

Write the newsletter for members, in the space below, using between 150 and 200 words. Give full details of the information above. Remember that the letter must be diplomatic and friendly. You may add details as you wish. The newsletter is addressed to each member personally, so for the 'inside' address, make up the name and address of an individual member of the club.

Write your newsletter in the space below.

QUESTION 1 CONTINUED

You may continue writing your newsletter in the space below:

A large, empty rectangular box with a thin black border, intended for the student to continue writing their newsletter. The box occupies most of the page's vertical space.

(30 marks)

Model Answer to Question 1

A suitable answer would be:

Arcadia Health and Fitness Club
Astley Street
Bristol
BS31 3AA

24 November 2003

Ms Rowena Hill
33 Copelands Terrace
Bristol
BS8 3TH

Dear Rowena,

We hope you are keeping fit and healthy, and visiting the Club regularly.

This newsletter contains information about future events, and new guidelines for the swimming pool.

We have received many complaints about the poor behaviour of youngsters in the pool. We have decided to try a new arrangement. From next weekend, children under 14 will only have use of the pool between 10.00 and 16.00. We know this will cause disappointment, but we hope to have members' support for this action.

I am happy to tell you that our chief coach, Cheb Pomfret, is starting a new tennis skills group on Mondays from 19.00 until 21.00. This is for mature adults who want to improve their tennis skills. The cost is £5 per session. You can book your place at reception.

On 13 December there is a party evening for members with a buffet and disco. Tickets cost £12 and are available at reception. The evening is for adult members only. We are sorry that children cannot attend, but they do have their own Christmas party, as well as the family evening early in the New Year.

We hope to see you again very soon!

Yours sincerely,

Candidate's Name
Assistant Manager

QUESTION 2

Task:

You work in the Features Department of a regional newspaper, where you are editing a series of articles about successful young business people in the area.

Read the passage below entitled 'Lady in Bread', then say whether the following statements are **TRUE or FALSE**. Then **quote** the words or phrases from the passage that support your answer. **Do not write more than 6 supporting words for each answer**. You will lose marks if you write more than this.

Note: Answers usually have 2 parts, and the words or phrases you need may be in different parts of the passage.

Example:

Statement: Helen thinks she is very fortunate to be in her job; her friends and family help her.

Answer: True - extremely lucky / they support me.

Write your answers on the lines marked A.

1 Helen dislikes her present job, which she has only just started.

A _____

2 Galloway's customers never contact the firm directly.

A _____

3 Helen has 2 products that she especially likes.

A _____

4 Helen is 25 and unmarried; she cannot drive.

A _____

5 Helen started as an account manager; she is now a brand manager.

A _____

6 Galloway's bread is not as good as supermarket bread; they make no brown bread.

A _____

7 Helen only looks after well-established products; she consults nobody.

A _____

8 The new wholemeal loaf was introduced as a result of customer complaints; both children and their parents eat it.

A _____

9 Helen is in charge of hundreds of people; she does not like help from her family.

A _____

10 The new wholemeal loaf does not taste different; it is for breakfast only.

A _____

(30 marks)

LADY IN BREAD

"It's a dream job. I feel extremely lucky to be here," says Helen Duckworth, Galloway's new Marketing Manager for New Products. This 35 year-old single woman from South Manchester started her career as a bread van driver for 12 months, but soon became a manager in one of their bakeries. This latest job, which she has had for 3 years, sees her in charge of a small team of brand managers.

The job involves planning new products and their packaging, thinking up new ideas, talking to customers, and trying out new inventions. There is also promotion and advertising to be arranged. It's all about giving more choice to the customers, and encouraging them to try new things.

She finds it hard to pick out her favourite products, but one of her babies is the new white loaf. Customers say it is how bread should be. One customer phoned in to say she could not stop eating it and another came to the bakery to deliver a poem about it. Fruit loaf is another of her favourites; it has been re-designed to appeal to young people.

The latest offering is a new wholemeal loaf. It was put on the market because parents wrote in to complain that children won't eat brown bread. So now there is the 'New Great Tasting' loaf which looks more appetising and is slightly sweeter than normal wholemeal thanks to the addition of molasses and other ingredients. It's an all-rounder for the whole family. Children like it toasted. Dads like it as sandwiches. It's bread for any occasion.

Helen feels that Galloway's bread compares favourably with the bread baked in supermarkets. Her family and friends alert her when a Galloway's product is out of stock in the supermarket. "It's quite nice actually. They all support me."

Adapted from an article in Limited Edition

Model Answer to Question 2

Suitable answers would be:

- 1 False dream job / 3 years / feel lucky / lucky to be here (Any 2 of these)
- 2 False phoned / came (to bakery) / or came to deliver
- 3 True white loaf, fruit loaf / favourites
- 4 False 35 single / (van) driver
- 5 False van driver / marketing manager
- 6 False compares favourably / wholemeal (loaf)
- 7 False new products OR new inventions / talking to customers
- 8 True response to complaints / whole family OR all rounder OR children toasted, dads sandwiches
- 9 False small team / they support me OR alert her
- 10 False slightly sweeter / any occasion

QUESTION 3

Situation:

You are employed as Equipment Officer for Kimberley Photographics Ltd. The company specialises in recording weddings and special occasions. You are looking to replace all your camcorder equipment in the next few weeks.

Task:

Study the information on camcorders in the table below, then answer the following questions. **Write your answer as single word, or a name, or a figure.** You will lose marks if you write more than this.

- 1 Which model in the table is the cheapest?
- 2 How many models offer slow play only?
- 3 How many models offer night use **and** stereo sound?
- 4 Does the Sony model have a larger colour screen than the Philips?
- 5 How many models under £700 offer DVD?
- 6 Which 'slow play only' model has the smallest zoom?
- 7 How many models over £500 offer stereo sound?
- 8 Is the Pioneer model exactly the same as the Samsung?
- 9 Which is the cheapest model with night use?
- 10 Which model offering a zoom factor of more than 12 is the cheapest?
- 11 How many models offering stereo sound **and** a 7 cm colour screen cost over £600?
- 12 Which model with a zoom factor of 20 also offers DVD and stereo sound?
- 13 How many models offering DVD have a colour screen larger than 6 cm.
- 14 Apart from the price difference, is the Sharp model the same as the Philips?
- 15 How many models under £600 with night use also offer DVD?
- 16 Which model with a 7 cm colour screen offers S/L play and stereo sound?
- 17 Which model under £600 offers S/L play, DVD, but no night use?
- 18 Is the Sharp model the most expensive of those offering slow play only?
- 19 How many matching features do the Thomson and the Pioneer have?
- 20 Which of the models with the biggest zoom factor offers the most features?

ANSWERS

(20 marks)

CAMCORDERS

MODEL	PRICE £	COLOUR SCREEN SIZE (CM)	SLOW/LONG PLAY (S/L PLAY)	ZOOM FACTOR X	NIGHT USE	DVD	STEREO SOUND
Sharp	600	7	slow	20	yes	yes	no
Samsung	900	7	slow/long	15	yes	yes	yes
Sony	500	6	slow	10	yes	no	no
Hitachi	300	5	slow	20	no	no	no
Thomson	450	7	slow/long	15	no	no	no
Pioneer	750	5	slow/long	15	yes	yes	yes
Chapman	500	6	slow/long	12	no	yes	no
Philips	800	7	slow	20	yes	yes	yes

Model Answer to Question 3

- 1 HITACHI
- 2 4
- 3 3
- 4 No
- 5 2
- 6 SONY
- 7 3
- 8 No
- 9 SONY
- 10 HITACHI
- 11 2
- 12 PHILIPS
- 13 3
- 14 No
- 15 None / Nil
- 16 SAMSUNG
- 17 CHAPMAN
- 18 No
- 19 2
- 20 PHILIPS

QUESTION 4

Situation:

You have just started as Personal Assistant to the General Manager of Cantor Transport, Mr Angus Cantor. He has been going through the daily routine with you. One of your jobs is to keep his monthly diary up to date and he has given you the following notes for next month:

- Out of office every Wednesday (except 11th) for Regional Meeting.
- Transport Committee meets weekly on a Thursday.
- 2nd and 4th Tuesdays – Rotary Club meeting.
- Conference in Vienna on the 13th
- Staff interviews on the last Friday in the month.
- First two Saturdays each month – Charity work.
- Every free Tuesday – Staff Social Committee.
- Visits to branch depots each Monday.

On your desk later you find the following:

- A note saying that the Transport Committee meeting for the 26th has been postponed until the following Monday.
- A message from a branch manager asking for the visit on the 30th to be changed to the previous Thursday.

Task:

Complete the monthly diary on the page opposite.

(20 marks)

MONTHLY DIARY
 (complete in capitals)

WEEKDAY	DATE	DIARY ENTRY FOR THE DAY
SUNDAY	1st	
MONDAY	2nd	
TUESDAY	3rd	
WEDNESDAY	4th	
THURSDAY	5th	
FRIDAY	6th	
SATURDAY	7th	
SUNDAY	8th	
MONDAY	9th	
TUESDAY	10th	
WEDNESDAY	11th	
THURSDAY	12th	
FRIDAY	13th	
SATURDAY	14th	
SUNDAY	15th	
MONDAY	16th	
TUESDAY	17th	
WEDNESDAY	18th	
THURSDAY	19th	
FRIDAY	20th	
SATURDAY	21st	
SUNDAY	22nd	
MONDAY	23rd	
TUESDAY	24th	
WEDNESDAY	25th	
THURSDAY	26th	
FRIDAY	27th	
SATURDAY	28th	
SUNDAY	29th	
MONDAY	30th	

Model Answer to Question 4**MONTHLY DIARY**

WEEKDAY	DATE	DIARY ENTRY FOR THE DAY
SUNDAY	1st	
MONDAY	2nd	BRANCH DEPOTS
TUESDAY	3rd	STAFF SOCIAL COMMITTEE
WEDNESDAY	4th	REGIONAL MEETING
THURSDAY	5th	TRANSPORT COMMITTEE
FRIDAY	6th	
SATURDAY	7th	CHARITY WORK
SUNDAY	8th	
MONDAY	9th	BRANCH DEPOTS
TUESDAY	10th	ROTARY CLUB
WEDNESDAY	11th	
THURSDAY	12th	TRANSPORT COMMITTEE
FRIDAY	13th	CONFERENCE IN VIENNA
SATURDAY	14th	CHARITY WORK
SUNDAY	15th	
MONDAY	16th	BRANCH DEPOTS
TUESDAY	17th	STAFF SOCIAL COMMITTEE
WEDNESDAY	18th	REGIONAL MEETING
THURSDAY	19th	TRANSPORT COMMITTEE
FRIDAY	20th	
SATURDAY	21st	
SUNDAY	22nd	
MONDAY	23rd	BRANCH DEPOTS
TUESDAY	24th	ROTARY CLUB
WEDNESDAY	25th	REGIONAL MEETING
THURSDAY	26th	BRANCH DEPOTS
FRIDAY	27th	STAFF INTERVIEWS
SATURDAY	28th	
SUNDAY	29th	
MONDAY	30th	TRANSPORT COMMITTEE



**EXAMINATIONS
BOARD**

London Chamber of Commerce and Industry Examinations Board

Athena House 112 Station Road

Sidcup Kent DA15 7BJ United Kingdom

Facsimile: +44 (0) 20 8302 4169/+44 (0) 20 8309 5169

Website: www.lccieb.com

Customer Service Team Tel: +44 (0) 20 8309 3000 email: custserv@lccieb.org.uk

© Education Development International plc 2003