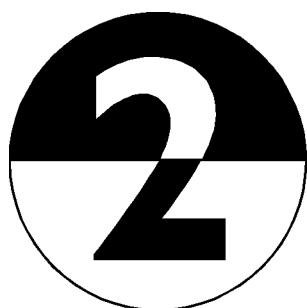


English for Business



Level 2

Series 4 3003

(Code 2041)

Model Answers



English for Business Level 2

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.

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English for Business Level 2

Series 4 2003

QUESTION 1

Write on **ONE** of the following subjects:

Option (a)

Situation

You are a member of the Staff Committee at Sigurdsson Book Publishing Company of Reykjavik, Iceland. Here is part of a discussion at last week's meeting:

Stefan: *You know that our Company was formed in 1954. That means that next year we celebrate our Silver Anniversary.*

Gudrun: *Silver? Surely, that is after 25 years. 50 years is the Golden Anniversary isn't it?*

You: *That's right.*

Stefan: *Golden – I'll make a note of that. So, next year we are organising several events to celebrate Sigurdsson's 50th year of being in business. For the staff there will be a dinner and a dance – free of charge for all those who have worked here at any time in the 50 years, and for their guests – one guest each, partner, friend, anyone. I have been asked to organise it.*

You: *... and you want us to help!*

Stefan: *Yes, please. I shall write to all the past employees, but I need someone to write a notice that will be placed in the staff room telling present staff of the event and asking them to come. 100% attendance would be excellent.*

You offer to **write the notice**. Here are some additional notes given to you by Stefan Olafsson:

Dinner – Friday – 20 February 2004 (arrive 7 pm – dinner 7.30 pm)

Staff to tell me (write / phone / email etc) as soon as possible – if wish to come – if guest to accompany.

Guest of honour – Mr Jon Thorsson (Head of Despatch Department) – only colleague from 1954 still working here.

5 course dinner – choice including Asian and vegetarian options – (choose on night) – dance until 2 am

*VENUE: Halidor Hotel, Sudurlandsbrant 18,
102 Reykjavik.*

Thank you for your help.

Stefan

Task

Write the notice.

(40 marks)

Model Answer to Question 1(a)

A suitable answer would be as follows:

Sigurdsson BPC

Golden Anniversary Dinner for Staff.

One of the celebrations planned for our Golden Anniversary is the

STAFF DINNER DANCE at Halidor Hotel
Sudurlandsbrant 18
102 Reykjavik

on Friday 20 February 2004
Arrive at 7 pm for dinner at 7.30 pm
and dance until 2 am

All present and past members of staff are invited and you may bring a guest.

Our GUEST of HONOUR will be JON THORSSON whose career at Sigurdsson BPC spans the whole 50 years.

The food at the Halidor is renowned for its excellence. We shall have 5 courses. You will be able to choose at the table from a mouth-watering selection that will include vegetarian and Asian options.

We shall be delighted if all of you can help to celebrate this important event in Sigurdsson BPC's history.

Please LET STEFAN OLAFSSON KNOW as soon as you can whether you will be able to attend and whether you will bring a guest.

The COST to YOU is NOTHING!

PLEASE COME.

A Candidate
3 December 2003

NOTE:

A successful notice is clear and concise.

A variety of techniques can be used, including:

- putting text in the centre of the page
- capital letters, underlining
- bullet points/numbered points

Pictures and colouring are not forbidden, but they do not gain extra marks.

QUESTION 1 CONTINUED

Option (b)

Situation

"I wish more of our employees would learn how to use computers properly," says Mrs Sharma, the General Manager at Harpal Engineering. "We have offered in-house training after work, but very few of our colleagues attended. I need some suggestions about what I can do to encourage interest – it is very important for the firm's future to have all our workers happy to use computers."

She asks you to talk with the staff, and to **write a short report** for her as soon as possible.

You decide to talk informally with your colleagues. Here are some of the comments that are made:

Staff comments

"I only go on training courses, if there is a definite qualification at the end ..."

"Staff training? I knew nothing about it. When was it?"

"After work! When I have done a full day's work, I want to go home ... not go to some training programme ... unless I am paid extra, of course."

"Several of us are interested."

"Is it relevant to my job?"

"The firm should pay our fees to train properly at a college ..."

"Will I get more pay for being able to use a computer?"

Task

Write the report.

(40 marks)

Model Answer to Question 1(b)

A suitable answer would be as follows:

Encouraging staff to train to use computers:

Terms of Reference

Mrs Sharma has requested a report on how to encourage staff participation in training in the use of computers. The report should be ready as soon as possible.

Proceedings

I conducted informal chats with staff.

Findings

There was a wide range of reactions, including:

- lack of knowledge that courses had been held
- negative feeling about the value of in-house training
- questions about financial incentives – temporary and long-term
- lack of confidence in the direct relevance of training to the work being done
- genuine interest in the possibility of training.

Conclusions

- There seems to be sufficient interest for the idea to be successful
- Questions on the relevance of the training will need to be answered
- Incentives are asked for, but there is little agreement on what they should be
- Previous training schemes may have lacked publicity.

Recommendations

- 1 Harpal Engineering should continue to encourage training in how to use computers.
- 2 Courses run by local colleges should be highlighted in our staff newsletter.
- 3 The firm ought to consider offering funding to members of staff who take courses leading to recognised qualifications.
- 4 In-house training will need to emphasise the relevance of computer knowledge to work being done at Harpal Engineering.
- 5 Availability of in-house training must be well publicised.
- 6 Incentives in the form of bonuses for qualifications in ICT and the use of computers will encourage staff to participate in training.

A Candidate

1 December 2003

QUESTION 1 CONTINUED

Option (c)

Situation

Mrs Harris, the Managing Director of Reveley & Harris Plastics, speaks with you after a Senior Management Committee Meeting. She is worried that some of the Heads of Department seem unenthusiastic about their work. She asks you if you know if anything is worrying them. You tell her that you are unaware of any specific problem but that you have noticed the same lack of interest.

You suggest that you will ask the Heads of Department individually if there is anything that will help them to be happier in their jobs.

Mrs Harris thinks that a memo will be a better method of finding out real causes of any unhappiness. She asks you to **write the memo** and, later in the day, gives you the following notes:

*Ask them what they like about their work and what they don't like:
pay, hours, holidays, bonuses, expenses etc*


*It may be something significant – some colleagues seem
to be unhappy/to lack enthusiasm ...
(BE TACTFUL HOW YOU EXPRESS THAT)*

I want to help!

*Tell them to be honest about what is upsetting them (even if they criticise a policy/a person/a
committee etc!)*

(If they are worried, they need not sign the message.)

*I almost forgot – the ideas/suggestions MUST be typed/written etc.
They can put them in a box that I shall place by the door to my office.*



Task

Write the memo.

(40 marks)

Model Answer to Question 1(c)

A suitable answer would be as follows:

MEMO

To Heads of Department
From A Candidate
Subject Satisfaction in our jobs
Date 3 December 2003

The Directors of Reveley and Harris Plastics want all members of staff to be as contented as possible in our jobs. Because of this, Mrs Harris is asking to be informed of all causes of dissatisfaction. She also wishes to know what we find especially satisfying in our work so that this can be fostered.

Please send your own thoughts, worries and concerns, in written form, to Mrs Harris. A message-box has been placed by the door of her office.

This is a genuine request for information so that improvements can be made in our levels of satisfaction. Mrs Harris emphasises that:

- genuine opinions are wanted no matter how contentious they seem
- there will be no recriminations
- the messages may be anonymous, if we wish.

AC

NOTE:

A memo should always include:

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

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

QUESTION 2

Situation

You work as manager of Creative Clothes (telephone 0208 9682603). Paulo Pepe, the owner, has returned from holiday and received this letter:

81 Church Street Barnstaple Devon EX31 2DB
Telephone 01271 376790

1 December 2003

Creative Clothes
82 Borthwick Road
London E15 7DT

Dear Sirs

I do not often have the opportunity to visit London. When I do, I like to buy at shops that I cannot find locally. Creative Clothes is one of my favourites, or it was until my visit last week.

There are 3 main complaints:

- 1 The only assistant in the shop, named Gordon according to his name-tag, was dressed very untidily. His clothing was unsuitable for working in an exclusive clothes shop!
- 2 He did not seem to know his job. For example, he could not advise me on the qualities of the materials. Neither did he know how to measure a customer.
- 3 I offered to pay with my debit card; I was told that I would have to wait until someone else came who knew how to process the payment.

Naturally, I refused to wait and I left the shop without buying anything.

I look forward to an explanation and an apology for the appalling service that I received.

Yours faithfully

Richard Simmonds

Richard Simmonds

Mr Pepe asks if you can tell him what happened. "Gordon King is our van driver," he says. "Why was he in charge of the shop?"

You explain that on Thursday last week your car broke down on the way to work. You phoned the shop to tell the Assistant Manager that you would be late. The phone was answered by Gordon King, who said that he was the only employee at work since the Assistant Manager had been taken to hospital that morning.

You offer to talk with Gordon about the incidents and to write a letter to Mr Simmonds explaining the situation. You say, "I'm sure that Gordon did his best, but the customer does deserve an apology from us."

QUESTION 2 CONTINUED

When asked, Gordon says, "I remember the customer. He wouldn't let me explain. He complained about everything. I did try to tell him about the problem, but he walked out of the shop without listening to me. You came about 2 minutes after he had left."

Task

Write the letter.

(30 marks)

Model Answer to Question 2

A suitable answer would be as follows:

Creative Clothes		
Telephone	0208 9682603	82 Borthwick Road London E15 7DT
3 December 2003		
Mr Richard Simmonds 81 Church Street Barnstaple Devon EX31 2DB		
Dear Mr Simmonds		
Re Your letter dated 1 December 2003		
We are sorry that our service to you last Thursday was not at our usual high standard. Unfortunately, we had an unforeseen, temporary staffing problem.		
On that day, the Assistant Manager had suddenly become very ill, the owner was on holiday and I was delayed by my car breaking down. Gordon King, our delivery driver, was asked to stay at the shop until I could get there.		
As you will understand, Gordon is not trained to serve and to advise clients. Neither is he expected to follow the dress code of those who work in the shop. Similarly, he does not usually have to try to deal with sales and payments.		
If I had arrived even 2 minutes earlier, I would have been able to apologise to you personally and to offer you the service that you rightly expect from us.		
We are happy that you were previously satisfied with your shopping experiences at Creative Clothes, and hope that this letter of apology and explanation will encourage you to shop with us again.		
Yours sincerely		
<i>Alan Candidate</i>		
Alan Candidate Manager		

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, writer's name, title (and signature, if appropriate)

QUESTION 3

Situation

You are the Head of the Administration Department in a large firm. You have been asked to speak to students at a local college about the advantages and disadvantages of different forms of communication used in business. The following extract from an article in a magazine interests you. You decide to **write a list of the main points** to help you in planning your talk.

Do I telephone or do I send an email?

If someone calls you on the telephone, you pick it up (unless you have an answering machine, or some similar device, or you are impolite) and the conversation begins. It is an interactive conversation: you and the person you are speaking with adjust what you say according to the message being received. It happens immediately with no delay.

With an email, you send a message and then wait for a response. The response may come in 5 minutes or the response may come in 5 days. Either way, it's not like an oral conversation: you can take as much time as you wish to decide on a reply.

If a hundred people send you an email in one day, so what? You don't have to talk with all one hundred. Just think of all the hellos, goodbyes and other unnecessary conversational procedures you avoid. With email, you only deal with the messages (which often omit hellos, goodbyes etc) and you deal with them when you want to.

That is an important advantage. Is there a disadvantage?

Too many users think that as soon as someone receives an email, the recipient will read it. This is not a reasonable expectation.

If you schedule a meeting for an hour from now and send an email to each attendee, the chance that all the attendees will read that message within the hour will be rather small. However, if you schedule the meeting for the next day, the chance that they will read the message will be high. Email is not designed for immediacy. You use a telephone for that. Email is best used for convenience rather than speed.

Some email systems have features that try to combat this problem. These features (usually called "notification") will inform you when a person has received your email and may also notify you when the person has looked at it. In both the examples in the last paragraph, if you had a notification system, you could find out who had checked the email before the meeting and then telephone those who had not read it.

Task

Write the list.

(30 marks)

Model Answer to Question 3

A suitable answer would be as follows:

Telephone and email compared	
COMPARISON	
Telephone	- interactive medium message adjusted during conversation immediate message
Email	- not immediate possibly lengthy delay before reply no limit to number it is possible to receive no need for conversation not interactive
ADDITIONAL CONSIDERATIONS RE EMAILS	
1 Sending an email does not guarantee its being read.	
2 "Notification" facility is possible – it checks that message has been opened.	
IMPORTANT NOTE	
EMAIL AND TELEPHONE MAY BE USED TO COMPLEMENT EACH OTHER AND SO PROVIDE EFFICIENT COMMUNICATION.	

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



**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

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