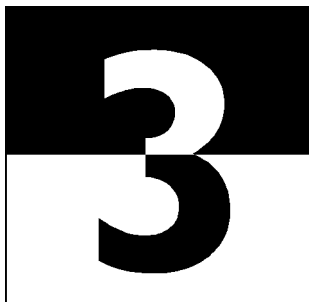


# English for Business



*Level 3*

*Series 4 2003*

*(Code 3041)*

**Model Answers**



# English for Business Level 3

## 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 3

### Series 4 2003

#### QUESTION 1

##### Situation

You are employed in the management department of a large hospital, the Cedars Hospital. The hospital has undergone a major redevelopment in recent years and the latest addition to its facilities is a large new department providing for the after-care of elderly patients who have undergone serious operations. Although this department has been providing care to patients for several weeks there is now to be an official opening to be held next week. The Minister of Health from the national government is going to perform the opening ceremony which will also be attended by many important guests from the local community and further afield.

The official opening is being paid for by local voluntary supporters of the hospital so it will not cost the tax payer anything. A local business executive, Mr Silvio Gredic, has made a large donation to the hospital and is paying the expenses of the Minister of Health. Mr Gredic's mother was treated in the hospital and he is very grateful for the care she received. However, he does not want his donations to be made public.

This morning the following article appears in the local newspaper, "The Gazette".

##### **WHAT A WASTE OF MONEY**

We all know what a fine job the Cedars Hospital does and we welcome all its new features. But "The Gazette" has learned that there is to be an expensive opening of the new department providing after-care for elderly patients. The Minister of Health is travelling over 500 kilometres to be here and many other so-called "important" guests will be there, eating and drinking at our expense.

It is obvious that this money could be much better spent as there are still lots of improvements that could be made to the hospital – the x-ray department is hardly state-of-the-art! It's not too late – call off the opening!

You feel that this is very inaccurate and unfair so you decide to write to the editor of "The Gazette". You know that the editor is happy to publish letters in response to any article. You decide to refute these allegations and take the opportunity to promote the hospital. The editor's name is Ms Maria Valentine and the newspaper's address is 19 Western Avenue, Boden City BD5 9JT.

##### Task

**Write the letter** to the editor of "The Gazette". You can assume that the hospital's headed notepaper will be used.

**(25 marks)**

## Model Answer to Question 1

A suitable answer would be as follows:

<p>HEADED PAPER</p>
<p>21 November 2003</p>
<p>Ms Maria Valentine Editor The Gazette 19 Western Avenue Boden City B05 9JT</p>
<p>Dear Ms Valentine</p>
<p><b>Cedars Hospital: Opening of new department</b></p>
<p>I was disappointed to read an article in your newspaper about the opening of the new department devoted to the after-care of post-operative elderly patients. As you say, our hospital does a fine job in the community and this new facility will be a very valuable addition to the services we offer.</p>
<p>We feel that the public opening allows the fine work of the supporters of the hospital to be recognised and we are proud that the Minister of Health has agreed to visit us. I must stress that no public money is being spent on this opening. It is being funded by our supporters and the Minister's expenses are being paid for by one of our major benefactors, who wishes to remain anonymous.</p>
<p>Readers of The Gazette can be reassured that the management of the Cedars Hospital is proud of the achievements of the hospital but we take great care in ensuring that our funds are spent in the most economical manner.</p>
<p>Yours sincerely</p>
<p><b>A Candidate</b></p>
<p>Mr/ Mrs / Ms A Candidate Cedars Hospital Management Department</p>

## NOTE

A business letter should contain:

- sender's address (or letterhead)
- date
- receiver's name, title and address
- appropriate salutation
- subject line
- body of the letter (with appropriate paragraphing)
- matching close, signature, name and title

## QUESTION 2

### Situation

You work as an assistant to the manager of a restaurant, *The Golden Plate*. The restaurant is well-known in your area as a value-for-money establishment providing fairly basic meals at a modest cost.

The restaurant's trade has declined in recent years as it has faced competition from other, cheaper restaurants and branches of fast food establishments.

The owner of the restaurant, Mr Didier Fontaine, is giving thought to changing the focus of the establishment. He believes business would be better if *The Golden Plate* became a better-quality restaurant providing a greater range of high quality food for the more affluent end of the market.

Mr Fontaine has asked you to carry out some research as to whether this is worth further investigation.

You have carried out some research in your town and will **produce a report** with recommendations for Mr Fontaine. He has asked you not to produce statistics only, but to try and offer an explanation of your points.

The results of your research are as follows:

#### Interviews with existing customers

Over a period of 2 weeks I spoke to all customers about repositioning the restaurant in the market. The responses were as follows:

63% said they would continue to use the restaurant if it went "up-market"

31% said they would not

6% were not sure.

Typical comments were:

"I think cooking tastes have moved on since *The Golden Plate* opened. It could do with improving the variety and quality of the food."

"Yes – go up-market please. There's plenty of cheap restaurants around here but we are short of good quality restaurants."

"I might come more if it went up-market. It's not really the place for special occasions now, is it?"

"Oh no! *The Golden Plate* is cheap and cheerful. I don't want to pay more for better food. I can eat elsewhere if I want this."

#### From an interview with business advisor of the local council

"The profile of restaurants in the area is quite interesting. There has been a massive growth in restaurants at the cheaper end of the market, particularly "fast-food" restaurants, but no such growth in the better quality market. There are some better quality restaurants out of town but only 2 with a central location like *The Golden Plate*. *Restaurant 42* is probably the best restaurant in the area but it is very expensive and exclusive and *Digby's* is fairly small. Both restaurants are always very well booked."

## QUESTION 2 CONTINUED

From street interviews with people in the town

Questions were asked of a random section of the population of the town. The response of those who said they ate in restaurants was as follows:

93% had heard of *The Golden Plate*. Of these, 89% associated it with a down-market image. Of those who used more expensive restaurants, 93% said it would be a good idea for another top quality restaurant to open and 85% said they would be likely to visit *The Golden Plate*.

Typical comments were:

"We're badly served for good restaurants in town. We have to travel some distance to find most of them."

"It's hard to think of *The Golden Plate* as a top quality restaurant."

"Most people would take a lot of convincing that it has improved before they visited it!"

From interview with the Head Chef

"Actually, many of our staff are very well trained and would love to serve a wider range of better quality foods. We would have to take on some new staff (or retrain existing staff) because some areas are not covered. For example, we generally use frozen or tinned vegetables so we have little experience of cooking better-quality fresh vegetables. But in general, the staff would welcome this."

### Task

**Write a report** for Mr Fontaine as requested, making appropriate recommendations.

**(25 marks)**

## Model Answer to Question 2

A suitable answer would be as follows:

To: Mr Didier Fontaine  
From: A Candidate  
Date: 21 November 2003

### **Possible up-market repositioning of The Golden Plate**

#### **Introduction**

I have been asked to consider if there could be advantages of The Golden Plate becoming a better quality restaurant appealing to different market sectors than its current clientele.

I investigated the number and location of existing restaurants in the area, carried out research amongst existing and potential customers and spoke to the Head Chef.

#### **Restaurants in the area**

- There has been a huge growth in recent years of restaurants at the cheaper end of the market, particularly fast-food restaurants.
- There are only 2 better quality restaurants in the town, both of which are very popular.
- Other main competitors in the better quality range are located out of town.

#### **The views of the restaurant-goers in the town**

- Most people know of The Golden Plate, and its reputation was as a “cheap and cheerful” establishment.
- There would need to be a major publicity campaign to change this image.
- There is strong support for a greater number of better quality restaurants in the area.

#### **Existing customers' views**

- About two-thirds of customers would welcome and support the re-positioning.
- The restaurant could lose about a third of existing customers.
- Even those who use the restaurant feel its image and provision are out-dated.

#### **Current employees**

- Many staff are already qualified to provide a higher level of service.
- Some retraining or new staff would be required for new provision (eg cooking fresh vegetables).
- Most staff would welcome the change.

#### **Recommendations**

It is clear that there is a great potential for a better quality restaurant in the area. All the indicators are that it would prosper. As the cheaper end of the market is becoming increasingly competitive, it would seem to be highly appropriate to make further investigations as to how The Golden Plate could re-position itself in the market.

### QUESTION 3

#### Situation

You work in the offices of a large organisation. The office manager, Mrs Martha McCartney, is concerned that there has been an increase in the days lost by staff who are reporting that they are suffering from various bodily aches and pains. The office workers now spend virtually all of their time sitting in front of computers and Mrs McCartney is concerned that the staff could be suffering from a condition known as Repetitive Strain Injury (RSI). She knows very little about this but has asked you to research the topic and report back to herself and senior colleagues with ideas and suggestions.

You decide to speak to Professor Ivan Barr, who is an expert in industrial injuries. This is the record of your discussion.

You: Good morning, Professor Barr. Thanks for agreeing to see me. Perhaps you can start by telling me exactly what is RSI.

Prof Barr: Oh dear! You've started with the most difficult question! You see, RSI is an umbrella term because it covers a wide range of work related injuries to various parts of the body, like muscles, joints, tendons and nerves.

You: Well, do we know what causes it?

Prof Barr: Again, it's difficult to be specific. But think of the typical office worker who often sits in the same position for hours on end doing the same activities with the same equipment such as a keyboard and a mouse, with eyes permanently focussed on a flickering screen. This is not a healthy environment; it places a strain on various parts of the body and can take a physical toll.

You: You mean, it's dangerous?

Prof Barr: Not exactly. There are fewer accidents than there will be in, say, a factory with lots of machinery or in a coal mine but workers can still suffer. And one problem we face is that this type of office work is still relatively new. We don't know what the long term effects might be as no-one has yet worked in this way for 30, 40 or 50 years.

You: How can you tell if you are suffering from RSI?

Prof Barr: Well, without being too technical, what is happening when you work in this way is that muscles can be overworked, nerves become tense and blood flow can be restricted. This might manifest itself as stiffness in the arms, legs, neck or shoulders or pain in one of these areas. The problem is that the pain might be "referred". This means that a problem in one part of the body might result in pain elsewhere. A strain in the neck could lead to a headache, for example.

You: But minor strains and pains don't sound very serious.

Prof Barr: Well, perhaps not, but if you do have a pain in the fingers, for example, the last thing you want to do is to start using them again the next day. And if injuries are not dealt with they can lead to more serious problems. I've seen office workers who have had to give up their jobs because they were in so much pain.

You: Can we do anything to prevent it?

Prof Barr: Fortunately yes. You might have heard of the science of ergonomics. This is the study of the working environment and how it can be made safer and more comfortable. I'm sure you'll find that things like well designed chairs, better lighting and the position of the VDU can all help. There's a lot of companies in the area that will advise you on this.

You: Is there anything else we can do?

Prof Barr: Well, sufferers can receive treatment – massage or physiotherapy can help. And to prevent RSI, workers should have regular breaks to have walks and "stretches". There's something else which doesn't help. People who work in an office and who might suffer from RSI come home and sit in front of a home computer sending emails or playing games. This is what we call "double-use".

You: Many thanks for your advice. You have given me a lot of ideas.

### QUESTION 3 CONTINUED

#### Task

Using the information in the conversation above, answer the following questions, **in your own words as far as possible**, to show your understanding of Repetitive Strain Injury. This will enable you to talk to Miss McCartney later.

- (a) What does Professor Barr mean by “an umbrella” when he describes RSI? (2 marks)
- (b) What causes RSI in an office environment? (4 marks)
- (c) Why can we not assess the long term effects of RSI? (3 marks)
- (d) If someone is suffering from RSI, how might he or she feel? (3 marks)
- (e) What happens when a medical condition is “referred”? (3 marks)
- (f) What can a worker do to reduce the chance of suffering from RSI even if the office environment does not change? (3 marks)
- (g) How can a specialist in *ergonomics* assist in reducing the effects of RSI in an office? (3 marks)
- (h) Why “doesn’t (it) help” that RSI sufferers “come home and sit in front of a computer sending emails or playing games”? (4 marks)

**(Total 25 marks)**

#### Model Answer to Question 3

Suitable answers would be:

- (a) An “umbrella” term covers many issues or factors. RSI is a term which relates to many different types of work-related injury.
- (b) The likely cause is that office workers based at a work station carry out repetitive actions using the same equipment. This puts a strain on different parts of the worker’s body.
- (c) The type of office environment which is now usual is still relatively new, so no worker has experienced it over a long period of time.
- (d) The worker will feel stiffness or pain in the affected parts of the body.
- (e) A strain in one part of the body can result in pain experienced in another. Professor Barr gives the example of a neck strain causing a headache.
- (f) Workers can take advantage of breaks to leave the work station and stretch their bodies. They can also reduce “double use” by not engaging in similar activities at home.
- (g) *Ergonomics* is the science of designing a safe and efficient work place, so a specialist in this can design an environment with equipment and furniture of the right type and in the right position to reduce the possibility of RSI.
- (h) You would imagine that workers suffering from RSI would rest when they return home but many then carry out similar activities to those in the work environment which makes the condition worse.

## QUESTION 4

### Situation

You work as an administrative assistant to Mr Bernard Krupinski, the Head of Civil Engineering for a large construction company. The company is based in London, United Kingdom, but works on projects all over the world. Mr Krupinski has been in Poland for a few days but he is expected to return to the London office this morning.

When you arrive in your office this morning you find the following message on your answer phone:

“Good morning, this is Bernard. I’m still here in Poland, I’m afraid, and I’m going to be here for three more days at least. We’ve hit a major problem in Gdansk with the Motlawa Bridge Scheme and I’m trying to sort it out now. By the time you hear this I’ll be on-site so I thought I had better leave a message.

“I’d like to ask you to do me a couple of favours. First of all, could you please water the houseplants in my office. You know that I don’t let anyone touch these (particularly Mrs Townsend) but if they aren’t given a gentle watering today (not too much!) they won’t survive.

“More importantly, please pass on my apologies to Oliver Larsen. I was due to attend the Project Meeting for the Borranquilla Development in Colombia today. Oliver chairs this meeting and I know he will be out of town until this morning. Could you please let him know that I’ll present my report on the exploratory excavations at the next meeting? Tell him there doesn’t seem to be any major problem. To be honest, I haven’t quite completed the report anyway, but don’t let Oliver know this! Oh yes, I would like to correct a small point from the minutes of the last Project meeting please. I don’t think the local company employed to do the land clearance is the La Plaz company. I forget the name but it’s in the file on my desk.

“Could you also gently remind Oliver that the details of the Colombian government’s subsidy should remain secret for the time being? It could be dangerous to announce this here before the press statement is issued in Colombia next week.

“I think that’s all – oh, yes, please don’t water the Paraguayan Cactus on top of the filing cabinet. It has to be kept as dry as possible. By the way, please send a memo to Oliver. He likes these things in writing rather than a telephone message.”

You look at the file on Mr Krupinski’s desk and find that the land clearance company referred to is Martinez Brothers.

### Task

**Write the memo** about the Project Meeting to Mr Oliver Larsen.

**(25 marks)**

#### **Model Answer to Question 4**

A suitable answer would be as follows:

##### **MEMORANDUM**

To: Mr Oliver Larsen  
From: A Candidate  
Date: 21 November 2003

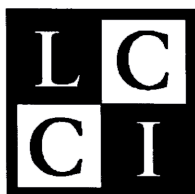
##### **Borranquilla Development Project Meeting: Apologies for absence from Mr Bernard Krupinski**

I have just received a message from Bernard Krupinski. Unfortunately he has been detained in Poland because of problems with the Motlawa Bridge development in Gdansk and he must send his apologies for the meeting today. He is sorry that this is given at such short notice.

He has asked me to say that he will present his report on the exploratory excavations at the next meeting. He has also asked me to point out that the previous minutes should suggest that the company carrying out the land clearance is Martinez Brothers and not the La Plaz Company as stated.

Mr Krupinski has also asked me to remind you that until the Colombian government makes its statement on its subsidy it might be not advisable to make this public.

Thank you for your assistance.



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