

English for Business Level 1



Model Answers

Series 4 2005 (Code 1041)

Vision Statement

Our vision is to contribute to the achievements of learners around the world by providing integrated assessment and learning services, adapted to meet both local market and wider occupational needs and delivered to international standards.



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Series 4 2005

How to use this booklet

Model Answers have been developed by Education Development International plc (EDI) to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCI International Qualifications. 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.

EDI provides Model Answers to help candidates gain a general understanding of the standard required. The general standard of model answers is one that would achieve a Distinction grade. EDI accepts that candidates may offer other answers that could be equally valid.

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QUESTION 1

Situation

You work as Customer Relations Officer for a large firm of accountants. In a recent inspection of the Visitors' Book you have noticed several comments from visitors to the firm:

"I was ignored for over 10 minutes by two receptionists while they chatted to each other."

"The person I came to meet took 20 minutes to come to reception. She said no one had let her know I was in the building."

"The reception area had obviously not been cleaned for several hours; it was full of empty coffee cups and magazines."

Task

Write a memo of between 150 and 200 words to all Reception staff. Outline the complaints and your concerns. Point out how damaging this can be for the firm, and the consequences if matters are not put right. Indicate that you will be keeping a close watch over the next few weeks to check on improvements.

Lay out your answer as a **memo** in the space below.

MEMORANDUM

TO:

FROM:

DATE:

SUBJECT:

QUESTION 1 CONTINUED

You may continue writing your memo here.

(30 marks)

MODEL ANSWER TO QUESTION 1

Suggested Answer

MEMORANDUM

TO: Reception Staff
FROM: Name of Candidate
DATE: Suitable Date
SUBJECT: Visitors' Comments

I was recently shocked to read a number of comments in the Visitors' Book about our standards in the Reception area.

The comments include the following points:

- Visitors being ignored by reception staff when they arrive
- Relevant staff not being immediately informed when a visitor arrives at reception
- The appearance and tidiness of the reception area being below expected standards

Such matters give our visitors a very poor impression. They feel unwelcome and resent the inconvenience they have to put up with.

This can have serious consequences for our firm. Our good image is damaged and unhappy customers tell other people about their experiences.

This situation must change at once if we are not to lose important customers.

I shall be making regular checks over the next few weeks to assess how well you are doing your jobs. If I am not convinced that your performance has shown significant improvement, I shall be obliged to take the matter to our Managing Director.

Please make every effort to return to your usual high standard of service.

(178 words)

QUESTION 2

Situation

You have been asked to check the accuracy of the information in a new advertisement for one of your company's products.

Task

Read carefully the article on the page opposite entitled "The New Anderson Steam Cleaner", then say whether the following statements are **TRUE** or **FALSE**. Then write down the **words or phrases** from the article which support your answer. Do not write more than 6 supporting words for each answer. You will lose marks if you write more than 6 supporting words.

Example:

Statement: UK deliveries cost £10; when ordering quote ref www.berry.

Answer: FALSE Delivery is free; ref. PR15045

Write your answers on the lines marked A.

1 The New Anderson Steam Cleaner makes work harder and is dangerous to use.

A _____

2 The XP2 model costs over £100 and is for household use.

A _____

3 Foreign customers pay more for delivery; their cleaners are guaranteed.

A _____

4 Berry Brothers is unknown outside the UK; they are based in Swindon.

A _____

5 The cleaner has pleased many purchasers; it is very easy to use.

A _____

6 Cleaners can only be ordered by telephone; a 7-day trial costs £10.

A _____

7 The steam iron offer runs until December; the steam iron is an old model.

A _____

8 The XP1 model can only be used in the house; it is only suitable for carpets.

A _____

9 The cleaner is not suitable for children to use; it has no fitted safety device.

A _____

10 The company does not accept cash; it accepts orders anytime.

A _____

QUESTION 2 CONTINUED

THE NEW ANDERSON STEAM CLEANER

The New Anderson Steam Cleaner, which is made only in the UK, will cut your workload by half. It is fast and efficient and makes cleaning your home or office a simple job. You simply fill the cleaner with water, switch on the power, and it is ready to use. You can clean carpets, furnishings, tiles, wallpaper and even your car interior in half the time it takes with an ordinary cleaner. With the brush and scraper attachment you can use it to remove dirt and grease from kitchens and toilet areas. The cleaner is completely safe and comes fitted with a safety cut-out switch to protect you.

The cleaner is available in two models. The XP1 is for household use and costs £59. The XP2 is an industrial cleaner for use in office blocks and canteens. This model is more powerful and costs £90. Every cleaner comes with a worldwide 5 year guarantee, and delivery within the UK is free. Please add £10 if ordering from outside the UK to cover costs of postage and packing.

The New Anderson Cleaner is made by Berry Brothers of Swindon. We have been manufacturing steam cleaners for over 50 years and have won several international design awards.

Here are a few comments from our many satisfied customers:

"Without doubt the best steam cleaner ever"	Mrs Dixon of Aberdeen
"Thanks to the XP2 our factory is spotless"	Herr Schmidt of Dusseldorf
"My cleaning teams want me to buy 10 more!"	Senhor de Viedra of Porto

To place your order **(please quote ref PR15045)** you can use our 24 hour telephone hotline (0871 620 0021) or you can order on-line at www.berrybros.co.uk. Payment is by cheque or credit card only.

SPECIAL OFFER

With every cleaner ordered before the end of October we will give you the latest steam iron accessory for just £10 – a saving of £20.

FREE TRIAL

Why not try a cleaner for 7 days free. If you do not keep it, we will pay the return delivery costs.

(30 marks)

MODEL ANSWER TO QUESTION 2

1	FALSE	cut workload	(completely) safe
2	FALSE	£90	office blocks OR canteens also allow industrial cleaner
3	TRUE	add £10	worldwide also allow 5 yr
4	FALSE	international awards	Swindon
5	TRUE	(many) satisfied customers	simple job OR just fill, switch on
6	FALSE	on-line accept email address	free
7	FALSE	end October	latest
8	FALSE	car (interior)	tiles, wallpaper, furnishings (any 2 of these)
9	FALSE	anyone	cut-out switch OR safety switch
10	TRUE	credit card/cheque	24 hours

QUESTION 3

Situation

Your boss has asked you to look for a suitable firm to deliver your products.

Task

Use the information in the table opposite entitled "Delivery Companies" to answer the following questions. **Write your answers in the answer column, using no more than two words or a figure.**

ANSWERS

- 1 Which company has its head office in Perth?
- 2 How many companies deliver outside the UK?
- 3 Which company charges least for a delivery over 50km?
- 4 Has Early Birds been established longer than World Freight?
- 5 Does Barr Haulage collect goods at 2000 hours?
- 6 Which company has the most offices in the UK?
- 7 Which company is cheapest for an 18kg package going 40km?
- 8 Is Express Parcels the oldest company listed?
- 9 How many companies have the same number of UK offices?
- 10 Which company offers the shortest delivery time?
- 11 How many companies will charge less than £40 for a 75km delivery?
- 12 Early Birds offer delivery in less than 24 hours?
- 13 2 companies have more than 15 UK offices." Is this statement true?
- 14 Which company was established after One Stop?
- 15 How many companies deliver for the same price whatever the distance?
- 16 Harpers offer a later collection than Barr Haulage?
- 17 Which company was established before 1950?
- 18 How many companies collect after 1800 hours and deliver outside the UK?
- 19 One Stop charge less than the London-based company for a 65km delivery?
- 20 Which company established after 1980 offers overseas delivery?

QUESTION 3 CONTINUED**DELIVERY COMPANIES**

COMPANY AND START DATE	HEAD OFFICE	NUMBER UK OFFICES	DELIVERY TIME	COLLECT UNTIL	CHARGE UNDER 50KM	CHARGE OVER 50KM	OVERSEAS DELIVERY
EXPRESS PARCELS (1940)	PERTH	12	24HRS	2200	£40	£40	YES
ONE STOP (1995)	HULL	6	12HRS	1900	£34##	£39	YES
EARLY BIRDS (1975)	LONDON	14	18HRS	1930	£39	£43	YES
HARPERS (1960)	BURY	14	36HRS	1800	£36	£36	NO
WORLD FREIGHT (1974)	OXFORD	18	24HRS	2330	£35	£38	YES
BARR HAULAGE (2001)	YEOVIL	20	18HRS	1700	£40	£48	NO

UP TO 15KG

(20 marks)**MODEL ANSWER TO QUESTION 3**

- 1 Express Parcels
- 2 4
- 3 Harpers
- 4 No
- 5 No
- 6 Barr Haulage
- 7 World Freight
- 8 Yes
- 9 2
- 10 One Stop
- 11 3
- 12 Yes
- 13 Yes
- 14 Barr Haulage
- 15 2
- 16 Yes
- 17 Express Parcels
- 18 4
- 19 Yes
- 20 One Stop

QUESTION 4

Situation

You have just started work for a small publishing firm and your boss is telling you about some of the staff and publications.

Task

Use the information given to you by your boss to complete the table below. Arrange the information in date order from the left (oldest publication in the first column).

"We are an odd group of people in some ways, but it makes life interesting. Our best-selling magazine used to be Housestyle, but Computer Corner has taken the lead recently. They are both weekly publications. Up to last year Housestyle was edited by Ruth Lowe, but she left for family reasons. Her replacement is Olga Brecht. Olga simply came and asked if she could take on a second magazine as well as Beautiful Brides, which she has edited since it started in 1996. I agreed and she is doing a great job. Housestyle started the year after Beautiful Brides. Our oldest publication is Farm and Field which started back in 1988. It was originally published monthly, but since 1996 when Sid Wolff took over, it has appeared every week. I don't know how Sid manages to produce Farm and Field and Computer Corner every week, but he never fails to meet a deadline. Computer Corner first appeared in 1992. Our final publication is Pedal Cyclist, which is edited by Aldo Ferretti. Like Beautiful Brides it has appeared on the first of the month since it started in March 2000".

PUBLICATIONS AND EDITORIAL STAFF (Complete in capitals)

NAME OF MAGAZINE					
NAME OF EDITOR					
WEEKLY / MONTHLY					
YEAR STARTED					

(20 marks)

MODEL ANSWER TO QUESTION 4

PUBLICATIONS AND EDITORIAL STAFF (Complete in capitals)

NAME OF MAGAZINE	FARM AND FIELD	COMPUTER CORNER	BEAUTIFUL BRIDES	HOUSE STYLE	PEDAL CYCLIST
NAME OF EDITOR	SID WOLFF	SID WOLFF	OLGA BRECHT	OLGA BRECHT	ALDO FERRETTI
WEEKLY / MONTHLY	WEEKLY	WEEKLY	MONTHLY	WEEKLY	MONTHLY
YEAR STARTED	1988	1992	1996	1997	2000