

**Pearson LCCI
Entry Level Certificate in ESOL
International (LCCI EfB) (Entry 3)**

Model Answers
Series 2 2013 (ASE2041)

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How to use this booklet

Model Answers have been developed 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.

Pearson 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. Pearson accepts that candidates may offer other answers that could be equally valid.

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**EDI
LCCI IQ SERIES 2 EXAMINATION 2013
ENGLISH FOR BUSINESS
LEVEL 2
MARKING SCHEME**

**DISTINCTION MARK 75%
MERIT MARK 60%
PASS MARK 50%**

QUESTION 1	40
QUESTION 2	30
QUESTION 3	30
TOTAL	100 MARKS

General notes:

- Specimen answers are illustrative only.

Marking (all questions):

- Always **check** that the mark you have given is roughly in line with the **general standard** of the candidate.
- Bear in mind that appropriate brevity is one of the touchstones of good Business English.

Candidate offers more than one answer in Question 1:

When this happens, **mark only the first effort.**

Borderline scripts

Scripts, which score 1, 2 or 3 marks below borderlines, must be reassessed.
In such instances you should:

1. **Very carefully recheck** the **addition** of your **marks for each question and for the total**.
2. If scripts are still within 3 marks below the borderline, do a reassessment of each answer.
3. Make a decision, based on the guidelines that follow and, if warranted, award extra marks to answers.
4. In such cases, indicate which answers have received the additional mark/s by changing your marks for the answer and writing an upper case **R** by the change/s.
5. Correct the individual marks on the front page and the total mark.
6. Write **R** or **Rechecked** at the top of the front page of scripts that have been reassessed irrespective of whether or not a change has been made.
7. **If on rechecking, you decide not to upgrade, a very brief written reason is helpful.**

DO NOT REASSESS SCRIPTS THAT HAVE REACHED THE BORDERLINE.

Guidelines for Recheck

To be placed at Pass (50+)

1. The script should communicate fairly clearly. There should be hardly any instances when it is very difficult to work out the message.
2. Look for signs that the very basic grammar - sentence recognition, etc - is solid.

To be placed at Merit (60+)

1. There should be some sign that the script is in some respect well above the standard of a basic Pass.
2. This may be consistent work above the Pass level or excellence in one area – vocabulary, fluency, reorganisation, etc.

To be placed at Distinction (75+)

1. A script does not have to be even near perfect for Distinction to be awarded, but there must be no 'glaring' faults. All categories Accuracy, Layout, Content should be above the Pass level.
2. There should also be some evidence of the 'higher' skills of written communication – structure, reorganisation, apt phrasing, fitness of tone, etc.

MARKING SCHEME

PLEASE NOTE THAT THE MARKS FOR EACH SECTION OF THE MARKING SCHEME MUST BE SHOWN AS WELL AS THE TOTAL MARK FOR THE ANSWER.

QUESTION 1 (All options)**Understanding of Requirements of Question****(10 marks)**

Candidate seems not to understand requirements of question	0	
Considerable misunderstanding/wandering	1	fail
Signs of understanding but not adequate for the task	2	borderline fail
Adequate, 'standard' response to task set/recognises line of argument (detail not necessary)	3	pass/merit
Sound/only very minor omissions/wanderings	4	merit/distinction
Successful completion of all requirements/details of task	5	

Format (including Layout)

No suitable format	0	
Format is just recognisable but does very little to help clarity	1	fail
Recognisable format that begins to help clarity of message	2	borderline fail
Format helps to make message clearer	3	pass/merit
Format is sound (paragraphs, white space, etc)	4	merit/distinction
Format is very good and is a definite aid to communication	5	

Selection, Structure and Organisation of Content**(10 marks)**

Inapt copying OR no recognisable pattern of communication	0/1	
Content selection and 'line of thought' are both inadequate	2/3	fail
Content selection OR organisation is inadequate	4	borderline fail
Selection and organisation of material just acceptable	5	borderline pass
Message is clear, reasonably well selected and organised	6/7	pass/merit
Sound selection, organisation and fluency	8/9	merit/distinction
Successfully organised, very fluent structure	10	

Communication (Vocabulary and Grammatical Structure)**(10 marks)**

Communication does not take place OR very 'heavy' lifting	0/1	
Some (occasional) recognisable message/inapt 'heavy' lifting	2/3	fail
Message is not adequately communicated	4	borderline fail
Communicates (simple, connected text) despite weaknesses	5	borderline pass
Message communicates	6/7	pass/merit
Generally sound use of vocabulary and grammar	8/9	merit/distinction
Very good vocabulary and grammar	10	

Accuracy (Spelling, Punctuation, Grammar)**(10 marks)**

Errors prevent communication throughout/very 'heavy' lifting	0/1	
Errors prevent communication in parts of answer/'heavy' lifting	2/3	fail
Errors impede easy communication/some (considerable) lifting	4	borderline fail
Errors may be numerous but do not prevent communication	5	borderline pass
There are errors but they do not impair communication	6/7	pass/merit
Occasional errors but communication is not hindered at all	8/9	merit/distinction
Very occasional/or no errors	10	

(Total 40 marks)

Chief Examiner's Comments

QUESTION 1 (a)

Article

Accept any CONTENT on its general appropriateness, either for or against food and drink consumption. May include almost anything that can be considered relevant, but should have reasonably well structured introduction and closing paragraphs.

Expect paragraphing. 4 or 5 paras:

Opening:	appropriate introduction
Middle 2 or 3 central paras:	communicates the main points of the article
Closing para:	rounds off / sums up what has been written

QUESTION 1 (b)

Report

For middle to high marks, SSOC may demonstrate:

- Title
- Terms of Reference
- Procedure
- Findings
- Conclusions
- Recommendations
- (also, possibly: signature & date)

Other headings acceptable: intro / analysis / solution OR
heading / intro / findings / conclusions

but must aid communication of the message.

QUESTION 1 (c)

Memorandum

To: All staff (team leaders and team members)
From: A Candidate (? on behalf of Mr B Wright, Director)
Date: As appropriate
Subject: Behaviour of staff on-site

(acceptable to put date after subject)

CONTENT For high marks in SELECTION etc, the content will possibly need to include:

- complaints from neighbours (office received third complaint letter)
- on several different sites
- Mr Wright's visit to some of the sites, and what he saw / heard:
- radios played loudly
- workmen shouting to each other
- noisy use of mobile phones
- rubbish left out & not cleared away
- careless vehicle parking...blocking drives

- company expectations of behaviour: consideration and respect for neighbours
- bad behaviour must stop
- bad publicity for company
- if poor behaviour continues, may affect employment

QUESTION 1 (a)

A possible answer is:

RUAC. Food and Drink in film or show performances – NEVER!

I am so lucky to live near to the wonderful Rembridge University Arts Centre (RUAC to its friends and supporters). It is one of the best in the country. The cinema shows great films twice daily, seven days a week. Many of the films come from countries all over the world. The Theatre has world-class drama performed there every week. The Concert Hall is used for classical, folk and rock concerts. It offers ballet and modern dance, also on a weekly basis. The performers are often world-renowned musicians and dancers.

You need to know this, in order to realise that, because of its wide range of arts provision, it is patronised by people from all over the region and far beyond. There are usually at least four hundred or more visitors, on any night of the week. If they want to, they can eat and drink in any one of three cafés, or in either of the two excellent restaurants, before or after a performance. The cafés and restaurants provide a wide range of nourishing and sensibly-priced snacks and meals, to suit all tastes and pockets. They are open throughout the day, and well into the evening.

It should, therefore, be quite easy for patrons to eat and drink at the Centre, before or after a show. So why do so many of them think it is acceptable to eat or drink *during* a performance? I cannot understand this. I am a regular patron of the cinema, and have recently had many of the films completely ruined by the horrible noise and smell of food being consumed next to me. I may seem to be an old-fashioned, grumpy person by saying this, but I think it just shows no respect for other patrons. Unfortunately, it does so often appear to be younger people who are the main offenders. They seem to have no time to eat at home, and often come straight from work or lectures. I understand that busy people have just as much right to see films and shows at the Centre as I do, and I have to admit that I am retired from work, so I do have plenty of time to eat before I go to a film or a concert. But what I find most annoying is the complete lack of manners and consideration shown by these food and drink consumers.

I was once very cross with a horribly noisy filmgoer, sitting next to me. We were watching a most exciting film, the atmosphere was very tense, and the film dialogue was quiet. All I could hear was the munching of this person on his hamburger, and the slurping from his fizzy drink carton. I asked him to be quiet, and he replied with some very unpleasant words to me, which I cannot repeat. He quite obviously didn't care that he was disturbing me – and many others nearby. All he cared about was his stomach! Sadly, I have experienced this kind of selfish behaviour on quite a few occasions over the past six months. Worst of all, I even had to put up with similar arrogant and thoughtless behaviour when I attended a classical music concert last month.

I know that the Centre has made considerable increases in its revenues since relaxing the food and drink rules. I also understand that, in these days of financial cutbacks and restraint, places like RUAC need to make as much money as possible, to provide for a wide range of customers. But we cannot have all these first-class films, shows and concerts being utterly ruined by a small minority of thoughtless people, who spoil the enjoyment for everyone else. If the management of RUAC is not careful, the Centre will start to lose many more of the loyal, older customers, than it gains in the new, younger customers. And that would be a terrible shame.

QUESTION 1 (b)

A possible answer is:

Report on the results of a survey sent to Bespoke Boots customers

Terms of Reference

Following feedback from 100 customers, who returned questionnaires about *B.B.* products and services, Miss Chabal has asked for a report to be presented to the Managers' Meeting on (date_____). An outline of the results has been requested, plus recommendations on how to sort out any areas of concern that have been highlighted by the survey.

Procedure

A decision was made, at the Management Committee meeting on (date_____) to ask customers about the products and services provided by *Bespoke Boots*. A printed questionnaire was sent out with orders, asking for feedback on the quality of our products, product range and styles, online ordering, speed of delivery, and postage and packing costs. Customers were asked to show their level of satisfaction, as: Extremely Satisfied; Satisfied; No Opinion; Dissatisfied; Extremely Dissatisfied.

This report is based on the first 100 replies we have received.

Findings

A large majority of our customers were satisfied, or extremely satisfied, with the quality of the products they had purchased from *B.B.* Likewise, a majority was satisfied or extremely satisfied with postage and packing costs, and product delivery times. However, several customers were extremely dissatisfied when asked about the range and styles of our products, and about the computer system for ordering our products online.

Nevertheless, despite negative feedback from some customers, a large majority of respondents would still like to know more about our new range of *B.B.* products.

Conclusions

The management of *Bespoke Boots* should be very satisfied with the positive responses from our customers, regarding the quality of our products, and the costs and speed of sending those products by post. We should also be pleased that the majority of our respondents would be interested to find out more about our new products. On the other hand, we need to think about the number of negative responses regarding the product range and styles, and the online ordering system.

Recommendations

- (1) Members of the Management Committee should inform the workforce of the customer survey results.
- (2) The workforce should be congratulated on the quality of *B.B.* products.
- (3) The Despatch Team should also be congratulated for organising a cost-effective and speedy method of packing, posting and delivering our products.
- (4) With regard to the areas of concern, I recommend the following courses of action to make improvements:
 - (a) our new range of products should be put onto our website as soon as possible, to enable customers to see the much wider choice we have to offer;
 - (b) our I.T. team should make it their first priority to improve our website, so that customers can view our products clearly, and can order with safety and ease;
- (5) Finally, we should consider an advertising campaign to promote our new products. This could be done on a new part of our website and we could also post advertising material to all previous customers.

A Candidate

Date

QUESTION 1(c)

A possible answer is:

Wright Build

Memorandum

To: All staff members (team leaders and members)
From: A Candidate, Office Manager (on behalf of Mr, Wright, Director)
Date: As appropriate
Subject: Behaviour of staff while working on-site

Mr Wright has asked me to send this memo to all staff, both team leaders and team members. It has come to his attention that there have been complaints about the behaviour of some of our staff, while working on-site. These complaints refer to behaviour on several building sites, so this is now a matter for all staff.

As many of you will be aware, Mr. Wright has visited some of the sites where you are working, and he has made the following observations:

- A number of staff members are playing radios while working, at a very high volume
- Many employees are disturbing neighbours by shouting loudly to each other
- There have also been complaints about work teams not clearing up at the end of a day's work, and leaving rubbish lying about
- A number of people have complained about the thoughtless and careless parking of company vehicles, blocking the driveways of people who live near the work sites

It needs to be pointed out that this kind of behaviour is totally unacceptable. As you will be aware, the Company has high expectations of behaviour from all members of staff. It is something that we should be aware of, no matter what position we hold in the Company. It is extremely important that you show proper respect and consideration for all the people who live at or near the sites where you are working.

Mr. Wright would like you to ensure that the sort of poor working practices that are listed above, stop immediately. Remember that this sort of behaviour is very bad publicity for our company – and may well affect your job prospects if it continues.

QUESTIONS 2 and 3

Understanding of Requirements of Question/Format (including Layout)

Understanding of Requirements of Question (10 marks)

Candidate seems not to understand requirements of question	0	
Considerable misunderstanding/wandering	1	fail
Signs of understanding but not adequate for the task	2	borderline fail
Adequate, 'standard' response to task set/recognises line of argument (detail not necessary)	3	pass/merit
Sound /only very minor omissions/wanderings	4	merit/distinction
Successful completion of all requirements/details of task	5	

Format (including Layout)

No suitable format	0	
Format is just recognisable but does very little to help clarity	1	fail
Recognisable format that begins to help clarity of message	2	borderline fail
Format helps to make message clearer	3	pass/merit
Format is sound/appropriate for task	4	merit/distinction
Format is very good and is a definite aid to communication	5	

Selection, Structure and Organisation of Content (10 marks)

Inapt copying OR no recognisable pattern of communication	0/1	
Content selection and 'line of thought' are both inadequate	2/3	fail
Content selection OR organisation is inadequate	4	borderline fail
Selection and organisation of material just acceptable	5	borderline pass
Message is clear and reasonably organised	6/7	pass/merit
Sound selection, organisation and fluency	8/9	merit/distinction
Successfully organised, very fluent	10	

Communication (Vocabulary and Grammatical Structure) (5 marks)

Communication does not take place OR very 'heavy' lifting	0	
Some (occasional) recognisable message/inapt 'heavy' lifting	1	fail
Message is not adequately communicated	2	borderline fail
Communicates despite weaknesses	3	pass/merit
Message communicates	4	merit/distinction
Very sound use of vocabulary and grammar	5	

Accuracy (Spelling, Punctuation, Grammar) (5 marks)

Errors prevent communication throughout/very 'heavy' lifting	0	
Errors prevent communication in parts of answer/'heavy' lifting	1	fail
Errors impede easy communication/some (considerable) lifting	2	borderline fail
There are errors but they do not impair communication	3	pass/merit
Occasional errors but communication is not hindered at all	4	merit/distinction
Very occasional/or no errors	5	

(Total 30 marks)

QUESTION 2 AND 3 CONTINUED

Chief Examiner's Comments

QUESTION 2

Letter

From Commercial National Bank of Wales
Newport Avenue
Cardigan CD32 7NZ

Date

To Mr G Watkins (Managing Director)
Welsh Metal Mills Ltd
Rhuddlan Road
St Isan
West Wales
KG3 4BX

Dear Mr Watkins
Content should include

Yours sincerely

Candidate's name + Business Support Manager

Thanks for letter received (+ date of letter?)
Apologies about loan offers
Will ensure HQ is told not send any more
Responsible for supporting all clients
Looked at account and have some concerns about finances
(Possibly mention late payers)
Happy to go and visit at any time to suit Mr Watkins
Can discuss any problems he has
Can suggest ways Bank can help Welsh Metal Mills
Suggest possible opening of business savings account

QUESTION 3

List

NOTE candidates are specifically warned against copying (vocabulary)
SSOC: candidates advised to organise list in a logical way.

Title: A title is required

Content should include some or all of the following:

professional garden maintenance & design changed over years
TV celebrity gardeners seen and followed by millions
many people see gardening as tedious duty

millions have gardens of all shapes and sizes – v. small to huge
if busy garden owner, of large garden, easy to neglect it

all-year-round business
different projects / financial considerations / motivation (self and others)
accurate quotes & estimates / be an expert to give clients confidence

write list of services provided / equipment needs /
working capital for day-by-day costs / get loan if necessary

QUESTION 2

A possible answer is:

**COMMERCIAL NATIONAL BANK OF WALES
NEWPORT AVENUE
CARDIGAN
CD32 7NZ
Telephone direct: 0996 9876543**

Dated

**Mr. Gareth Watkins
Managing Director
Welsh Metal Mills Ltd
Rhuddlan Road
St Isan
West Wales
KG3 4BX**

Dear Mr. Watkins

Reply to your letter re CNBW loan

Thank you for your letter of 29th March. I am extremely sorry to hear that you are dissatisfied with the service that you have been receiving from the Commercial National Bank of Wales. Here at CNBW, we pride ourselves on the support given to all our customers, particularly those who are in business. I do not know why you have received three loan offers from our headquarters. This was not initiated by anyone here at the Cardigan branch. I will make contact today, with the relevant department at our headquarters, to ensure that you do not receive any more loan offers from us.

I would assure you that, as Business Support Manager with responsibility for your account, I am here to help you in any way I can. In this respect your letter prompted me to look at your account and I would like to talk to you concerning your problem with late payers.

There are many ways in which CNBW can help and support its business customers. One such way is by opening a business savings account. I am enclosing a leaflet about this account, and, if you are interested in this, we could discuss it further when I visit.

I am very happy to come out to Welsh Metal Mills, at any time to suit you. I can be available to talk with you, for as long as you wish, with a view to discussing any financial problems that your company may have.

Please phone me on the number above. This is my direct contact number; you will get straight through to me.

I look forward to hearing from you, and assure you of my support at all times.

Yours sincerely

Candidate

Candidate (Mrs)
Business Support Manager

QUESTION 3

A possible answer is:

List

Main points from the article:

GARDEN DESIGN AND MAINTENANCE: A PROFITABLE BUSINESS

GARDENING

- Professional garden design and maintenance have changed over recent years
- Television has altered the profile of gardening:
- Advice of TV gardeners is listened to by millions on a weekly basis
- BUT: many garden owners don't like gardening:
 - they see it as something boring that has to be done

GARDENS

- There are millions of gardens out there - of all shapes and sizes, huge to tiny
- Busy owners, especially of large gardens, tend to neglect their gardens –
 - they don't have enough time
- That's where you come in – all gardens need gardeners

YOUR BUSINESS

- This is an all-year-round occupation
- You need to keep the following in mind:
 - balancing the demands of different projects at the same time
 - keeping to tight budgets
 - motivating yourself – and any staff you may have
 - giving accurate quotes and estimates to customers
 - displaying expertise, to give clients confidence in you and your business

BEFORE YOU START

- Write a list of the services that you and your business provide
- Find out what equipment you will need and the costs involved
- Research what sort of day-by-day working capital you will need
- If necessary, get a low-cost loan, from relatives, or your bank
- Find out about business insurance