

English for Business

ASE2041

Level 2

Tuesday 2 April 2013

Time allowed: 2 hours 30 minutes

Information

- There are 3 questions in this examination.
 - Total marks available: 100
 - There is credit for correct spelling, punctuation and grammar.
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Instructions

- Do **not** open this paper until you are told to do so by the supervisor.
 - Answer **all questions**. Candidates should note that they are required to answer only **one** option in **Question 1**.
 - Write your answers in blue or black ink/ballpoint.
 - Please ensure your answers are written clearly, or marks may be lost.
 - Begin your answer to each question on a new page.
 - All answers must be correctly numbered but need not be in numerical order.
 - Write on both sides of the page. Cross through any rough notes.
 - If you need more space, use the additional sheets provided.
 - Write your name, candidate number and question number on each sheet. Attach the additional sheets to the inside of your booklet.
 - You may use an English or bilingual dictionary.
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QUESTION 1

Answer **ONE** of options (a), (b) or (c):

Option 1 (a)

Situation

You are a regular visitor to the Rembridge University Arts Centre. The Centre consists of a cinema, a theatre and a concert hall. A problem has emerged because some people have started to bring food and drink into the cinema, into the theatre, and even into the concert hall. This has caused other people to be annoyed. They do not like the smell of the food or the noise of people eating and drinking. They say that this interferes with the enjoyment of watching a film or a play, or listening to a concert.

Here are some of the comments that have been made to the management of the Arts Centre:

- *It is very bad mannered for people to make loud noises while they are drinking their drinks during a play, and shows no respect for the actors on the stage.*
- *If people want to eat, why can't they have their meals at home, before they come to the cinema?*
- *I came to the concert, to hear the wonderful music, not to listen to the sound of people eating!*
- *I think it is dreadful that there are some people, older as well as younger, who do not know how to behave in a concert....eating and drinking all the time!*

However, many of the food and drink consumers are young. Also, since the rules on food and drink were relaxed (about six months ago), the cinema, the theatre and the concert hall have all made more profit than previously. The management has also received some comments in favour of allowing food and drink:

- *Almost all cinemas in Britain allow food and drink to be consumed nowadays. I am glad that your Arts Centre cinema now does the same.*
- *My wife and I go to concerts in other concert halls in Rembridge, where food and drink are sold all the time. It makes the concert much more relaxed, being able to have a drink while you listen to the music.*
- *I make sure that I eat and drink very quietly while I listen to a play!*
- *I know that you are making much more money now, allowing food and drink. That means you can put on more concerts and plays, and show great films!*

The Centre produces a magazine. The Publicity Manager, Mary Sheldon, asks subscribers to **write an article**, arguing for or against having food and drink in the cinema and theatre. The writers of the best article in favour, and the best one against, will receive free tickets to the next five events of their choice. She tells the subscribers about the comments that have been received. She finishes her invitation to write for the magazine by stating the following:

Perhaps you can also think of other reasons, not only those I have mentioned, why it is a good or a bad idea to have food and drink while attending films, plays and concerts, at Rembridge Arts Centre. Remember that we prefer articles to be 4 or 5 paragraphs long.

Task

Write the article.

(40 marks)

QUESTION 1 CONTINUED

Option (b)

Situation

You are the Customer Services Manager at *Bespoke Boots* (known as *B.B.*), which is a Canadian footwear company based in Montreal, Canada. The company sells luxury, handmade, leather walking boots. *B.B.* has been trading for a year, and sells online, using the internet. At a recent management committee meeting, the Managing Director, Miss Claudine Chabal, talked about plans to expand the business and to sell a wider range of footwear products. She said that it was important, first of all, to find out what customers thought of the products and services currently offered by *B.B.* Miss Chabal also wanted to know whether customers would be interested to find out more about the new products that the company is planning to introduce.

Following the meeting, a printed questionnaire is sent out with each order, requesting feedback from customers. The questionnaire deals with:

- quality of the product
- range and styles of *Bespoke Boots* products
- ease of ordering online
- speed of delivery
- cost of postage and packing

Customers are asked to show their level of satisfaction, as follows: Extremely Satisfied, Satisfied, No Opinion, Dissatisfied, Extremely Dissatisfied.

You receive 100 replies from customers, and put the results of the questionnaires into the following chart:

How satisfied are you with.....	Extremely Satisfied	Satisfied	No Opinion	Dissatisfied	Extremely Dissatisfied
the quality of the product you have purchased from <i>Bespoke Boots</i> ?	52	20	13	12	3
the range and styles of <i>Bespoke Boots</i> products?	48	13	5	6	28
our online product ordering system?	46	16	7	8	23
the time it took to deliver our product to your home?	31	25	19	16	9
the cost of the postage and packing to send our product to you?	40	22	19	13	6
Would you be interested to know more about our new range of <i>Bespoke Boots</i> products?		Yes 76		No 24	

You show the chart to Miss Chabal, who says: “*We need to look carefully at the number of people who were dissatisfied or extremely dissatisfied, especially if the number of extremely dissatisfied is larger than the number of dissatisfied. Some of them don’t seem to like the range and styles of our products, and are also unhappy about our online ordering system. However, the majority of them would like to know more about our new range of B.B. products.*”

Miss Chabal asks you to **write a report**, outlining the results of the questionnaire. This is to be ready for the next Managers’ meeting. She asks you **not** to give details of all the numbers in the various categories, but does ask you to make recommendations on how to deal with the areas that are of concern.

Task

Write the report.

(Total 40 marks)

QUESTION 1 CONTINUED

Option (c)

Situation

You work as the Office Manager of Wright Build, a large building firm in Leeds, England. The company specialises in renovating and extending private houses in the city. In total, you employ eight teams of builders who go out in groups of four, made up of a team leader and three team members.

You have recently received the third letter of complaint from people who live near the houses that are being altered and / or extended. These are complaints, not about one building development, but about three separate building sites. A director of the company, Mr Brian Wright, has been to look at some of the sites, and now understands what the complaints are about. He makes a list of some of the problems that he has seen, and gives you the list:

- radios are being played loudly out in the street;
- your workmen continually shout to each other, not caring about the noise they make;
- they leave rubbish outside at the end of a day's work;
- their vehicles are parked carelessly in front of neighbours' driveways, blocking entrances.

Mr Wright asks you to **write a memo** to every member of the building workforce; this means the team leaders as well as the other members of each team. He asks you to tell everyone what he saw when he visited the building sites, and to explain that the Company expects all employees to behave with consideration and respect for clients and neighbours. He tells you to emphasise that the sort of behaviour that he saw must stop. He asks you to write the memo carefully, but firmly. He finishes by saying that this poor behaviour is very bad publicity for the company and may affect some of the employees' jobs, if it continues.

Task

Write the memo.

(40 marks)

QUESTION 2

Situation

You are the Business Support Manager at the Cardigan Branch of the Commercial National Bank of Wales, which has branches all over Wales. You have just received the following letter of complaint from one of your clients, the Managing Director of a local metal processing company:

**Welsh Metal Mills Ltd
Rhuddlan Road
St Isan
West Wales
KG3 4BX**

29 March 2013

Commercial National Bank of Wales
Newport Avenue
Cardigan
CD32 7NZ

Dear Sir or Madam

Loan offer from CNBW (Commercial National Bank of Wales)

I have recently received an offer of a business loan from the Headquarters of your bank in Cardiff. This is the third time this year that I have received such an offer. I did not reply to the first two offers and do not intend to reply to this one.

I am writing to your branch since Welsh Metal Mills has its account at Cardigan and we have never asked for a loan from CNBW. I am puzzled as to why your Bank has sent these loan offers to me. I do not understand why you think that my Company needs financial support at this time. In fact, I am quite angry that you should think we do. I am confident that Welsh Metal Mills Ltd is doing very well, and making a good, regular profit. We have some small problems when some of our clients are late paying their bills. However, this has not caused financial problems requiring help from the Bank.

Furthermore, I have to tell you that, from the information you have sent, the interest your Bank charges on a loan is very high indeed. Other banks offer much better rates of interest. The Union and Provincial Bank, for example, offers an annual rate of 18%, compared with the CNBW's rate of 26.5%.

Please would you ensure that I do not receive any further loan offers from the Commercial National Bank of Wales? If I do, I assure you that I shall move my business account to another bank, where I will not be bothered by unwanted loan offers.

Yours faithfully

Gareth Watkins

Gareth Watkins
(Managing Director)

Question continued on the next page

QUESTION 2 CONTINUED

You meet with Owen Jones, the Manager of Cardigan Branch, and the two of you review Mr. Watkins' business account. The following conversation takes place:

- Owen: It is obvious that Mr. Watkins' business is not doing as well as he would like to think it is...his income is not paid into the account regularly enough, and his profits are often very small.
- You: I agree. Looking at his account, I am worried that the income the company earns each month is often only slightly more than the amount they spend. I can see that there are some months when there is almost no profit at all. Mr. Watkins has to pay the wages and the expenses, without having enough money to do so.
- Owen: Mr. Watkins may not want a business loan from us, but he does need some advice on how to deal with customers who are slow payers. What do you think we should do?
- You: I shall write to Mr. Watkins, explaining as tactfully as I can that it is part of my job to support all our clients, that I have looked at his account, and that I have some concerns about the finances of his business. I shall assure him that he will not receive any more loan offers – I'll tell Headquarters not to send any more letters to him.
- Owen: You should finish the letter by suggesting that you would be happy to visit him, at any time to suit him, to discuss any problems he has, and to suggest ways in which the Bank can help. For instance, you should offer him a business savings account, which would help the company. Send him a leaflet, which explains that account in more detail.

Task

Write the letter.

(30 marks)

QUESTION 3

(When answering Question 3, remember that it is very important to use your own words whenever possible, and to organise the list of main points in a logical way.)

Situation

You are a lecturer in a centre of further education, specialising in garden maintenance and design. Your students will be qualifying very soon. They now know a lot about garden design, but have very little knowledge or understanding of how to start their own business. You read an article in a magazine, and decide to **write a list** of the main points from the article, to present to the students.

GARDEN DESIGN AND MAINTENANCE: A PROFITABLE BUSINESS.

Over the past few years, garden design and maintenance, as a professional occupation, has changed. This is especially true when we see the way that gardening is shown on our televisions. TV gardeners are our new celebrities. Their advice and ideas are listened to and followed by millions of people every week. Many people, however, see gardening as a boring duty and are happy to pay someone else to do the work for them. So anyone who really likes gardening should see the great potential of making a successful business from it.

There will always be a need for skilled and professional gardeners as designers, maintainers of gardens, or both. Millions of people have gardens of all shapes and sizes, from tiny plots of land, a few metres square, to enormous gardens that are so big you cannot see the end of them. And of course, the bigger the garden, the easier it is to neglect it, if your client is a garden owner who also leads a very busy life. So that is where the opportunities are to set up your own gardening business.

Gardening is an all-year-round business. You will have to be able to run different projects, all at the same time. You will have to motivate yourself – and others as well, if your business is big enough to employ people to work for you. You must produce accurate estimates of prices for your clients. And you must show that you are an expert in your work. This will give your clients confidence in what you do and say.

You should start by writing down a list of all the services that you plan to offer to your clients. You must think about the garden tools and equipment you will need before you can start your business; you should also try to estimate approximately how much this is going to cost you. You will also need a sum of money to cover your day-by-day expenditure. If you do not have enough money, you might think about borrowing from friends or relatives, or even getting a small, low-interest loan from your bank.

Business insurance is essential. Remember that you might be unable to work because of injury or illness. You should also remember that gardening is essentially an outdoor job, so bad weather might cause a serious loss of earnings.

Task

Write a list of the main points.

(30 marks)