

Level 1 English for Business



International
Qualifications from EDI

Annual Qualification Review

2011

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INTRODUCTION

The annual qualification review provides qualification-specific support and guidance to centres. This information is designed to help teachers preparing to teach the subject and to help candidates preparing to take the examination.

The reviews are published in September and take into account candidate performance, demonstrated in both on demand and series examinations, over the preceding 12 months. Global pass rates are published so you can measure the performance of your centre against these.

The review identifies candidate strengths and weaknesses by syllabus topic area and provides examples of good and poorer candidate responses. It should therefore be read in conjunction with details of the structure and learning objectives contained within the syllabus for the qualification found on the website.

The review also identifies any actual or proposed changes to the syllabus or question types together with their implications.

PASS RATE STATISTICS

The following statistics are based on the performance of candidates who took this qualification between 1 September 2010 and 31 August 2011.

Global pass rate 91.27%

Grade distributions

| | |
|-------------|--------|
| Pass | 12.69% |
| Credit | 41.12% |
| Distinction | 46.19% |

GENERAL STRENGTHS AND WEAKNESSES

Strengths

- Formal layout of answers in Question 1 (Letter or Memorandum)
- Accurate reading, decision-making and selection of supporting evidence in Question 2 (True or False)
- Highly successful answers in Questions 3 and 4.

Weaknesses

- Failure to plan answers carefully and accurately, especially in Question 1
- Direct copying or “lifting” of the information in the Situation/Task
- Poor sentence construction and inadequate grasp of grammar
- Failure to select appropriate support material in Question 2
- Poor organisation of time in relation to questions answered.

Note: In Question 2 support words other than those in the mark scheme are always scrutinised to see if they are indeed appropriate. Any appropriate alternative is credited, and mark schemes are constantly updated to incorporate these additional responses.

TEACHING POINTS BY SYLLABUS TOPIC

Syllabus Topic Area 1 – Letter or Memo

The Letter or Memo is the only question on the paper that calls for continuous creative writing of 150 – 200 words. Whilst many candidates score high marks here, others perform less well and a few can barely provide an answer that is at most satisfactory.

Candidates are strongly urged to:

- Read the Situation and Task carefully to ensure full understanding
- Plan an answer by making notes about the information which must be included
- Ensure that the answer fully meets the demands of the Task
- Use an appropriate Layout (for the Letter this includes addresses, date, salutation, complimentary close and signature; for the Memo this includes To, From, Date, Subject Matter)
- In a Letter do not put the sender's name above the address; in a memo do not put the sender's name at the end.

Further guidelines are offered later, when the sample memos are being discussed.

Syllabus Topic Area 2 – True or False Question

This question demands very careful reading of a passage of about 300 words on a business-related topic. Candidates must then decide whether each of 10 statements relating to the passage is True or False. They must then find from within the passage no more than 6 words which support their True or False decision.

Candidates are specifically recommended to:

- Make a first careful reading of the passage
- Carefully read the 10 statements
- Read the passage a second time with the statements in mind (it can be helpful to note down any "key" words that you think will be of use)
- Read each statement a second time and decide whether it is True or False within the context of the passage. **This is the most important stage.** If the wrong choice is made, then no marks can be awarded for the supporting words
- Choose the supporting words from the passage (no more than 6 per answer)

On each paper there is an example of a statement and a correct answer. There are usually 2 parts to the statement and the supporting words may be in different parts of the passage. Above all, this question relies on careful reading and an accurate matching of statement to the information in the passage, plus careful selection of support material.

Syllabus Topic Area 3 – Single Word Answers

In some respects this is the easiest question on the paper, provided that candidates approach the question unhurriedly, and carefully check the data in the table. Only a single word, a name, or a numerical figure may be supplied as the answer. Candidates who write the full name of a person as the answer are NOT penalised.

Candidates are encouraged to:

- Look carefully at the table headings and the information in the table itself
- Read the questions carefully. Some are straightforward; others demand a little more care and thought when answering
- Write short notes of what information is needed to find the answer.

Syllabus Topic Area 4 – Charts, Diary Entries, Booking Forms etc

Many candidates do well on this question. The Task varies, but it always involves the re-formulation of specific information. The Situation may deal with a voicemail about engagements for the coming month, and the Task is to re-formulate this information to complete a monthly diary. Another Situation might involve using some desk notes in order to book a hotel reception or conference. Sometimes, especially in the case of completing a chart, the candidate is given a little help to get the process started.

Candidates should always:

- Read the information carefully
- Decide precisely what has to be done to fulfil the Task
- Use one clear piece of information as a starting point. For example, if the text states “John arrives at Heathrow airport on Monday; Helga arrives 2 days after John.” The candidate can infer that Helga arrives on Wednesday
- Look out for any other instructions, such as putting names in alphabetical order (use the family name always) or completing the booking form in capital letters.

FURTHER GUIDANCE

Time Management in the Examination

Candidates need to plan their work according to the time allowed and the total mark for each question. Teachers should give practice exercises to develop this skill. The plan should be to have 10 minutes spare after completing the paper. This is for checking, **and re-checking** until the invigilator stops further writing. There is always an elusive error, and finding it could mean the difference between achieving one grade or a higher one.

EXAMPLES OF CANDIDATE RESPONSES

QUESTION 1 - MEMO

Situation

You work as the Assistant Manager of a local leisure centre. A Welcome Day has been arranged to attract new people of all ages to the centre. During the day there will be a tour of the centre and its facilities, plus the opportunity to take part in a number of activities.

Task

Write a memo of between 150 and 200 words to all staff members. Remind them of the purpose of the day, the timings and activities. Offer some suggestions to make sure that they create a good impression on visitors, young and old, in order to ensure that the Welcome Day is successful.

Write your memo in the space below.

Note:

Before looking at the 3 responses which follow, let us see what information candidates can draw from the Situation/ Task to enable them to construct a suitable answer.

The memo should be between 150 and 200 words long.

The writer is the Assistant Manager of the leisure centre; the memo is addressed to all staff members.

The memo is a **reminder** about the Welcome Day; staff have previously heard about it.

The purpose of the memo is to ensure a successful Welcome Day.

The memo should include timings (opening or closing times; time of activities) and mention of some specific activities. These should recognise that different age groups are being catered for. Other encouragement, such as smiling and being courteous to the visitors, will also be appropriate.

- The memo requires the correct Layout
- Suitable opening and closing sentences are required
- The memo should be paragraphed (4 or 5 short paragraphs will suffice)
- Clear simple English, and accuracy in terms of grammar etc are required
- The Style and Tone should be businesslike, informative and encouraging.

Question 1 Letter

Answer A – Pass

MEMORANDUM.

From: Assistant Manager
To: All staff members
Date: Suitable date
Subject: Welcome Day **Preparation**

Please note that we have a welcome day on 12 June . Our company will be **welcome** new people of all ages to our centre.

We have a reception and information **part**** at main door. It is because our visitors **has** a **tours** young and old **guy**. And we need to prepare some water for them. Also we need to arrange **instrucktion label** of exit and washroom. **At** that day our **open** time should be 9.00 and **close** time will be at 15.00. Please all staff **need befor** 8.45 delivery, you need to clean up and set up your work at that day.

This is our company **frist** to **arrange** welcome day, please everyone have a kind smile and clear answer **to** our visitors. If have **some of trouble** visitors on that day, please let your manager or me know, we will help **this** visitors . Should you have any **question** about welcome day please feel free to contact me.

** point?

Remarks

The memo is of sufficient length and it is paragraphed, but there are many errors of grammar, expression, punctuation and spelling.

The Subject Matter is adequately covered, but the information is generally vague, and poorly expressed and organised. There is no mention of the activities on offer or their suitability for a particular age group.

The Style and Tone is just about adequate, but the whole memo lacks any authority. The candidate has made a fair attempt and has stuck to the task. The point about “trouble” is a worthy one, and extends the content matter quite well.

The answer was given a **borderline Pass**.

Question 1 – Memo

Answer B – Credit

MEMORANDUM

From: Assistant Manager
To: All Staff members
Date: Suitable date
Subject: A Welcome Day

As we are all looking forward to the Welcome Day, we have to remind each other **on** the purpose of the day and **it's** importance to the organisation.

The purpose of the day is to attract new people of all ages to the centre. During the day there will be a tour around the centre, where people will be **showed** our different activities that occur. They also have to be told of it,s importance and how it benefits them both **physical** and **emotional**.

The tour begins at 12.00p.m. ending at 6.00p.m.. Everyone will be given room **for** asking questions until they are **left** satisfied.

We will have to be more careful with the age groups when showing them around, old-aged people will be selected on their own, they will be showed **actives** that are more **reluxing** and comfortable.

Young-aged, again they will be grouped on **thier** own considering their energy **there** will be introduced to the activities that are more fun and exciting.

Everyone has to be full of love and caring to our guests. Facial expressions will prove how happy we are to be with them. So therefore we are looking forward to seeing smiles on everyone.

We **real** hope that this day will be a success as we work together to **meeting** everyone's needs.

Remarks

- The memo is slightly over the recommended length
- There is a clear understanding of the Situation and Task
- The subject matter is dealt with logically and in sequence
- There are, however, no references to specific activities for the age groups
- There are a number of awkward expressions, but the Style and Tone are appropriate
- With fewer errors this could be a borderline Distinction.

The answer was given a **high Credit**.

Answer C - Distinction

MEMORANDUM

From: Assistant Manager
To: All staff members
Date: 03 June 2011
Subject: Welcome Day Procedures.

As arranged, there will be a Welcome Day on the 9th of June. The main purpose for this event will be to attract new people of all ages to the centre.

During the day all staff members are being advised to be **in** their best behaviour. Staff **is** being reminded to be polite and approachable to our guests. Attitudes will not be tolerated at any given time. We must remember the purpose of the event.

We are offering all staff members an opportunity to volunteer to be tour guides and be facilitators of the different activities we are going to have on offer. These activities include craft-making, pottery, market-gardening and poultry.

All staff members are expected to be well groomed and clean. Those who will be working in the small restaurant are expected to look uniform and all food is to be prepared on time. Please ensure that all meals are well prepared.

For the event to be successful timing will be key to ensure that our guests do not get bored. The guests must be kept **occupied** and happy at all times. We hope all staff members will be cooperative during this event. If there are any suggestions, we will more than happy to listen to them.

Remarks

- The memo is of the correct length
- The Situation and Task are well understood
- Sentences are complex and paragraphing is logically sequenced
- All aspects of the Welcome Day are covered
- Command of English is good overall with just a few errors
- The Style and Tone are appropriate to the task
- There is a bizarre choice of activities, e.g. “poultry”, but there is no specification about these
- The memo is written with some flair and confidence
- The memo was given a clear **Distinction**.

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