
Level 2 – B2

Subject Code: 2041-D25

Grading Guidelines and Sample Answers

MARKING SCHEME

Question 1	40
Question 2	30
Question 3	30
TOTAL	100 Marks

GENERAL NOTES FOR MARKERS

To achieve a Passing score of 60%, the response should be 'fit for the purpose' as a business communication. Some excellence should be evident in at least one area, such as accuracy, understanding etc. There should be a recognisable format and the grammatical errors should not impede the communication.

Scripts that score within 3 marks of the borderline 60% must be re-assessed by the marker according to the following steps –

- (a) Re-check individual computation of questions and paper scores for accuracy.
- (b) Re-visit the marking scheme and the script, taking a positive view. This approach should value the paper's merits more than its inadequacies.
- (c) Should it be decided to amend the borderline score in either direction, the revised score should be entered and initialled by the marker, and the earlier one crossed out (although it should remain legible).
- (d) Markers should write 'Re-checked' on the cover page of all reviewed scripts.

QUESTION 1 OPTIONS (a), (b) and (c)

Understanding of Requirements of Question

Format (including Layout)

Understanding of Requirements of Question

Candidate seems not to understand requirements of question	0
Considerable misunderstanding/wandering	1
Signs of understanding but not adequate for the task	2
Adequate response to task set	3
Sound /only very minor omissions/wanderings	4
Successful completion of all requirements of task	5

Format (including Layout)

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

Selection, Structure and Organisation of Content

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

Communication (Vocabulary and Grammatical Structure)

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

Accuracy (Spelling, Punctuation, Grammar)

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

TOTAL 40 Marks

QUESTION 1: Further notes for markers

1(a) Notice

Logical ordering of information (no scattering)

Content should include:

- Creative Renewals
- The Loadsheds
- Northstar Nautical Centre
- Renovation
- Hotel and shops
- Restaurant
- TV Chef – Angus MacDowell
- Exhibition dates and location
- Theatre naming competition

1(b) Article

Suitable title

Paragraphing to help navigation (avoid single-sentence paragraphs, thoughts should be connected)

Reasoned argument for the choice of shop, with some examples to support the assertions.

1(c) Memo

Correct Memo style with 'Memo' or 'Memorandum' heading

To 'Heads of Department' or similar,

From 'A. Candidate' or suitable name. The Role (Head of Staff Development) is essential here.

The Date can be indicative rather than the actual time of the exam.

The Subject should be a concise version of the content, such as "The Future of *Channel*".

The ideas should be grouped in paragraphs for ease of reading. Subheadings can be used.

The memo should not contain letter elements such as 'Dear....' or 'Best regards'.

Selection of Content

The following key points should be included:

The importance of the online magazine (social, company information)

Currently a lack of articles contributed by Departments

Mrs Rachel Green wishes the magazine to continue

Publication suspended for one month

Heads of Departments to send a responsible representative to a meeting with you

Location, date and time of meeting (Breakfast, but not Tuesday)

Mrs Green will attend

The points should be connected in a suitable narrative and not 'lifted' verbatim from the text in the order in which they appear.

Communication

Tone of voice should be encouraging and positive, not complaining regarding overwork etc.

NORTHSTAR NAUTICAL CENTRE

Formerly The Loadsheds, Portsoy, Aberdeen

Visit our **Exhibition** with Plans and models of our exciting new development for upgrading the Harbour to an attractive Tourist area, providing jobs and business opportunities.

*The Exhibition is free and will be open between 9am and 7.30 pm
every day from 1 August 2022 for two weeks (except Sundays)
at the Community Centre, Harbour Road, Portsoy*

The development includes –

- A **Celebrity Restaurant** run by the famous TV Chef Angus MacDowell from “Cooking in a Kilt”, featuring local produce
- A **Hotel** managed by a major chain
- A variety of **Shops**
- **Apartments**

There is also a plan for a unique dockside **Theatre** and YOU can name it

Just enter our free competition

Entry forms will be available at the Exhibition
and the prize is two free seats for every production for the first year

Development by:

Creative Renewals – *The Transformation Experts*

My Favourite Local Shop

My favourite shop is the absolute opposite of the large Shopping Malls that we find on the main roads out of town. I would nominate Woods Ironmongery in my local village. They never disappoint me, however odd my request and Alfred Wood, the owner is a mine of information on how to fix things and the right tools and paint to use for every job. He must be well over 80 now, but nothing is too much trouble for them. His son, Andy, has worked there since he left school and he is always so helpful, even carrying heavy goods to the customers' cars.

The shop is fascinating, quite an Aladdin's cave of treasures and so very different from the rows and rows of boring plastic items that the large stores sell. It even smells good as you move from the various areas, each one conjuring up a picture of some forgotten childhood moment. Sometimes I think it's more of a museum than a store! In the Spring and Summer, the small yard area at the back is a mass of flowers and plants, and you can even buy a real iron watering can rather than a plastic one. Andy will even sharpen your garden tools for you rather than try to sell you something new every time.

My dog just loves the pet department (and yes, Mr Woods welcomes furry visitors too). There are no pre-packed items there, just large bins of loose biscuits and treats. And every 'customer' gets to 'try before they buy', so there are plenty of wagging tails.

One of the best things about Woods Ironmongery is that they never make you feel silly for asking questions. Whenever I forget what something is called, they will cheerfully listen to my explanations or try to decipher my random sketches until they solve the riddle of what I want.

Probably we might pay a little more for some items and the range is certainly more limited than the big 'Do-it-yourself' stores on the By-pass, but for me, good service and a positive experience beat discounts every time. I really hope that Woods can continue in business for many more years.

QUESTION 1(c) Sample Answer

MEMO

To: Heads of Department
From: A. Candidate, Head of Staff Development
Date: Appropriate
Subject: Review of '*Channels*' Online Magazine,

Recently, I have spoken with our Managing Director, Mrs Rachel Green, about our online staff magazine '*Channels*'. Both she and I are keen to continue publication, but feel that we need to think about several matters concerning its future: the frequency of publication, encouraging contributions from our various departments, and the style of its content.

While its future is considered, for the next month, the magazine will not be published. With the rapid growth of Channel Furniture, *Channel's* importance in communicating with all our colleagues seems even more vital. We therefore ask each of your departments to nominate a responsible member of staff to attend a meeting to discuss where we shall go from here and how the future of the magazine can be ensured.

Mrs Green will be attending the meeting, which I will chair. In order to minimise the loss of work time, this will be an 8am Breakfast Meeting (coffee and snacks will be provided) and will take place in the Board Room.

I look forward to meeting the participants and to the development of some good ideas.

Marking Scheme – Question 2 and 3

Understanding of Requirements of Question	5
Format (including Layout)	5

Understanding of Requirements of Question

Candidate seems not to understand requirements of question	0
Considerable misunderstanding/wandering	1
Signs of understanding but not adequate for the task	2
Adequate, 'standard' response to task set/recognises line of argument (detail not necessary)	3
Sound/only very minor omissions/wanderings	4
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
Recognisable format that begins to help clarity of message	2
Format helps to make message clearer	3
Format is sound (paragraphs, white space etc)	4
Format is very good and is a definite aid to communication	5

Selection, Structure and Organisation of Content

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

Communication (Vocabulary and Grammatical Structure)

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

Accuracy (Spelling, Punctuation, Grammar)

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

(Total 30 marks)

QUESTION 2 Further notes for markers

Format

Suitable Letter format. 'Company Letterhead' is acceptable as an alternative to reproducing the sender's address in full.

Recipient address fully complete.

Salutation either 'Dear Mr Cooper' or 'Dear David'. In view of the situation, the former would be more appropriate. 'Dear David Cooper' should be penalised

A subject line must be included, ideally reproducing the wording in the incoming letter
'Service Failure O/N DQ4773081C'

A 3-4 paragraph structure without undue fragmentation is preferred. Short or single sentence paragraphing should be penalised.

Only 'Yours sincerely' is accepted.

The role of the writer must be stated (Customer Services Department or similar).

Selection of Content

The following key points should be included:

Acknowledgement of service failure

Suitable apology

Explanation of accident and hospitalisation of driver

Internal communication failure

Refund within 3 working days

50% discount off next order

Communication

The tone of voice should be polite and apologetic.

QUESTION 2 Sample Answer

Company Letterhead

Prestige Autos Ltd
27 Church Road
Wakefield WF11 7KR

For the attention of Mr David Cooper -Proprietor

Date

Dear Mr Cooper

Re: Service Failure O/N DQ4773081C

On behalf of Mercury Parcels Ltd, I would like to offer my sincere apologies for the problems that you have encountered with our service. Having conducted a full investigation, I am able to offer you the following explanation. This is not presented as an excuse, but rather as an explanation as to why our usual high standards of reliability were not met.

Your collection was indeed scheduled for Tuesday between 9am and 5pm. Unfortunately the allocated vehicle was involved in a traffic accident at 2.30pm and the driver was taken to hospital. At 4pm, we were able to send a replacement vehicle and driver who then continued the original schedule. However, due to the time lost because of the accident, he was not able to get to you until 6.15, by which time you had left the premises.

Our tracking system automatically re-scheduled the delivery for the next morning and instructed our original driver to contact you to arrange a suitable time. This is where we experienced a communications issue, since the system was unaware that the driver was still in hospital and would not be released for a couple of days. Usually, the technology helps us to be more efficient, but in this case it unfortunately let us down.

Naturally, we shall be refunding the fee via our bank and this payment should be with you within three working days. Once again, please accept my apologies that your parcel was not collected and for the inconvenience caused to you. We would welcome the opportunity to demonstrate our usual Mercury service to you sometime in the future and we would be prepared to offer a 50% discount to facilitate this.

Yours sincerely

Anne Candidate

Anne Candidate - Customer Services Representative

QUESTION 3 Further notes for markers

Format

A title should be included ('Notes for Management Meeting about Deadlines' or similar).
A full answer would include a possible date for the meeting and the author's name.
The format is fluid, but it should improve navigation, so clearly separating the descriptions and results of both the Good and the Poor Deadlines would be essential.

Selection of Content

The following key points should be included:

Good Deadlines create interest and enthusiasm
Poor deadlines create lack of commitment and ill-feeling

Poor deadlines:

- Ridiculously tight and impossible to meet
- Quality of work affected
- Setter of deadline shows inexperience in area

'False' deadlines negatively impact 'honest' ones

Avoid Poor Deadlines by:

- Discussing the task with those who will do work
- Negotiating a logical (genuine) time for completion of the work.

QUESTION 3 Sample Answer

Points re Deadlines for Management Meeting

“There can be poor deadlines as well as good ones”

A well-judged, logical deadline can:

- maintain interest and concentration on a task
- foster enthusiasm, motivation and cooperation among staff

A poorly-judged, illogical deadline can:

- cause lack of commitment
- create ill-feeling

Poor deadlines have two main forms:

1. Ridiculously tight:

- Having a deadline that is impossible to meet
- Endangering the quality of the task
- Proving that those setting the deadline have no idea what the task involves.

2. Obviously false by:

- Demanding work by a time that has no obvious relationship with when the outcome is actually needed
- Indicating that those setting the deadline are being unreasonable and uncooperative, through unnecessarily demanding an early completion of their work to the possible detriment of other, genuinely more urgent tasks.

Poor deadlines are easily avoided by:

- Discussing the work with those who will be asked to do it
- Listening to the opinion given
- Negotiating an acceptable, logical time for completion of the work