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Level 2 – B2

Subject Code: 2041 D25

Time allowed: 2 hours 30 minutes

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Candidate Name	
Candidate Number	
Exam Centre	
Exam Date	

**INSTRUCTIONS TO CANDIDATES**

- Answer all 3 questions.
- Only complete one option in Question 1
- You may use English or bilingual dictionaries.
- Answers must be written in blue or black ink.

Question Number	Examiner Use Only
<b>Q1</b>	
<b>Q2</b>	
<b>Q3</b>	
<b>TOTAL</b>	

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## QUESTION 1

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

### Option 1(a)

#### Situation

You are a Marketing Assistant for Creative Renewals Ltd, a consultancy that develops run-down townscapes and industrial sites into vibrant tourist areas. You have a major project in Scotland at a disused harbour at Portsoy near to Aberdeen. The area is known as The Loadsheds, but it's planned to re-name it The Northstar Nautical Centre. At a meeting of the company's Promotions Department, you have the following discussion with Charles Logan, the CEO and Joan Carr, Marketing Director:

*Charles:* I'm very excited about this project... we've done some excellent work in the past, but this could be the best thing ever. The finance from the Regional Development Fund is a great help and our Design Team has been just brilliant... plus there's a major hotel chain keen to manage the hotel and a famous TV chef has applied for the restaurant franchise.

*You:* And it's a definite plus that the restaurant will use local produce. I can't remember the chef's name though and I even used to watch his cooking show. It was called '*The Scottish Banquet*' wasn't it?

*Joan:* The programme is still running. Now it's titled '*Cooking in a Kilt*' and the chef is Angus MacDowell. He's very popular all over the UK.

*Charles:* And let's not forget the new theatre development right on the dockside. It still needs a name, so maybe we could offer a prize for the best idea. How about two front-row seats for every production in the opening year?

*You:* And of course there will also be the shops and tourist apartments. This will certainly transform the local economy.

*Joan:* We must start telling the local people all about Northstar and the exhibition we've been planning. Let's start with a notice that can be put up at places such as shops and the local community centre.

You are asked to write the notice. Here are some additional notes that you make:

*Notice written in good, connected English NOT words and phrases scattered about the page!*

*Exhibition – beginning of month after next, for two weeks. 9 a.m. to 7.30 p.m. every day (NOT Sundays.) Place – Community Centre, Harbour Road, Portsoy. Will include the plans and a Model of the project. Feature the 'Name the Theatre' competition.*

#### Task:

Write the notice. You should use your own words as far as possible.

(40 Marks)

Start your answer to Question 1(a) here

Continue your answer to Question 1(a) here if necessary

Continue your answer to Question 1(a) here if necessary

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## Option 1(b)

### Situation

In order to help promote local businesses, The Beacon, the free newspaper which is distributed in the area where you live, is running a competition asking readers to write an article about their favourite shop. You decide to enter and you read the following details provided in this week's edition of the newspaper:

#### Which is your favourite shop?

Because we are a local newspaper, we are interested in everything in the district. Previously we've asked you to write about local personalities and also restaurants. Now, in response to readers' suggestions, we are running a similar competition about the area's shops. You can write about any type of shop or even services like hairdressers, it just needs to be local.

#### Tell us why you like shopping there

You should write about the location (is the shop easy to find, for example?), the range of merchandise that is on offer, and especially you should mention the staff (how friendly and helpful are they?). Does the shop have attractive displays in the window and are they changed regularly? You can also mention any ways that the shop engages with local events. When we had a Charity Marathon, several proprietors created promotional events and some even donated prizes. So anything similar to that which will make an interesting article for our readers to enjoy.

There are no restrictions on what you can write about, as long as the article is positive about the shop. We cannot publish articles that are negative or critical.

#### Length and Due Date

The article should be 4 or 5 paragraphs long (around 300 – 400 words). Send us your entries by the last day of this month. You can submit a typed copy or upload your article to our website (the address is just under the newspaper's name on the first page). But please, no handwritten submissions.

#### Valuable Prizes

*First prize* - a new laptop computer (generously donated by Clickers Electrics).

*Second prize* – A week's supply of groceries (value £100) from CostSavers Foods

*10 Runner-up prizes* of £5 shopping vouchers redeemable at participating stores.

**Write the article. You should use your own words as far as possible.**

(40 Marks)

Start your answer to Question 1(b) here

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Continue your answer to Question 1(b) here if necessary



Continue your answer to Question 1(b) here if necessary

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## Option 1(c)

### Situation

You are Head of Staff Development at Channel Furniture Manufacturers Plc. One of your tasks is to oversee the publication 'Channels', a monthly on-line magazine, distributed to all 1250 staff. Although the feedback is good, you find it increasingly difficult to get contributions from the various departments. In fact, last month's edition was almost entirely written by you. You are meeting with Mrs Rachel Green, the Managing Director about the problem. Here is part of your discussion:

*You:* 'Channels' is becoming rather a burden now. Last month I had to write all the items myself and I really don't have the time, especially with all the induction and training work. If no one wants to contribute, maybe we should stop producing it.

*Rachel:* Oh, I hope not. We really need to keep staff informed about all the developments and events. Surely 'Channels' is the most effective way to do this? Could we publish it every two months or even quarterly instead? I'm worried we'd lose some of the 'team spirit' we've built up.

*You:* We could use the company Facebook page for that, then we don't need another online source.

*Rachel:* We need to think carefully about this. I don't want you overworked, especially with the new recruitment drive. Let's not publish 'Channels' for the next month while we work out what we can do to save it. Maybe a change of style will help. We could hire an outside media consultant if you like.

*You:* We must involve all the departments. I don't think any idea will work without them and getting their input would maybe give us some new ideas.

*Rachel:* Let's start by writing a memo to all the Heads of Department, asking them to send a representative to a meeting with you next week to discuss the problem. Say that you've discussed this with me and that publication will be suspended for a month while we gather their ideas. You can hold the meeting in the Board Room, it's free any day but Tuesday. In fact, let's make it a Breakfast Meeting and tell them coffee and snacks will be provided. Let's also say that I'll be attending. That could increase the participation.

### Task

**Write the memo. You should use your own words wherever possible.**

(40 Marks)

Start your answer to Question 1(c) here

Continue your answer to Question 1(c) here if necessary

Continue your answer to Question 1(c) here if necessary

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## QUESTION 2

### Situation

You work in the Customer Services Department of Mercury Parcels, and have received this letter:

Prestige Autos Ltd  
27 Church Road  
Wakefield WF11 7KR

Date

Mercury Parcels Ltd  
Invicta Trading Estate  
Coventry  
CV46 9EJ

Dear Sir or Madam

#### Re Service Failure O/N DQ4773081C

I am writing to complain about your company's poor service. On Monday morning, I booked a collection online from our company to be made on the following day, Tuesday, between 9am and 5pm. The delivery was promised by 4 pm on Wednesday. The delivery address was in Basingstoke – The Computer Clinic, 146, St John's Street, RG31 3AZ. The cost was £15, which was paid by company debit card.

On Tuesday, I waited all day, but by 6pm no one had arrived. I therefore left the office and drove home. At 6.15 I received a text message that your driver had arrived for the collection, naturally, I was no longer there and had taken the parcel with me.

The message said Mercury would call back on Thursday with a new collection time for Friday, but I did not hear anything. Therefore, I was forced to make alternative arrangements. I am very disappointed with Mercury and I wonder what you plan to do about it, especially with regard to refunding the cost?

Yours faithfully

David Cooper

David Cooper - Proprietor

(continued on next page)

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## QUESTION 2 CONTINUED

You check the Database:

MONDAY 10.30

Customer: Mr David Cooper

Collection Address: Prestige Autos, 27 Wakefield West Yorkshire WF11 7KR.

Day/time of collection: Tuesday 09.00 – 17.00

Phone number: +44-4621795258

Delivery Address: The Computer Clinic, 146, St John's Street, Basingstoke RG31

Day/time of delivery: Wednesday 16.00

PAID Debit Card \*\*\*\* \* 5029

Driver: Raymond Clarke

TUESDAY 14.30

Van in accident

16.00 Replacement vehicle scheduled

Driver: Dan Smith

Collection attempted 18.15. Customer had left

WEDNESDAY 08.00

Reschedule delivery

Raymond Clarke to contact customer to agree time.

Unfortunately Raymond Clarke was not working on Wednesday since he was in hospital following the accident and his replacement was not notified. You reply to Mr Cooper, explaining the reasons for the problem. You will refund the charge which will be credited within three working days. In addition, you offer him 50% discount should he decide to use Mercury's services again and you provide your direct line phone number (+44 723 1097) should he have any questions.

### Task

Write the letter. You should use your own words wherever possible.

(30 Marks)

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Start your answer to Question 2 here



Continue your answer to Question 2 here if necessary

Continue your answer to Question 2 here if necessary

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## QUESTION 3

### Situation

You are the Human Resources Manager in a medium-sized engineering company. Some staff have been complaining that their Heads of Department set unreasonable deadlines for the completion of tasks. You plan to meet with these managers to discuss the problem, since it is leading to widespread unrest within the company. You read the following article and it seems to have some useful ideas for dealing with the problem that you can use during the meeting. It lays out the issues very clearly and shows that there are both good and bad deadlines and the results of each.

#### **THERE CAN BE POOR DEADLINES AS WELL AS GOOD ONES**

In business, 'deadline' (a set time by which a task must be completed) is a word that can cause many different reactions, from excitement to despair. A good deadline can create enthusiasm and encouragement; it can motivate staff to complete a task on time and to gain pleasure from doing so. Unfortunately, such instances are becoming rarer. Deadlines are increasingly being set that are poor, inconsiderate, and lacking in reality. We all need to reconsider what makes a deadline a good one or a bad one.

Some managers believe they just need to set a date and to hold people to it. They don't consider the logic or the implications of the requirements they set. For example, if workers know that what they are being asked to do will not be needed for a year, and yet the deadline is set at three weeks, what sort of feelings and thoughts do you think such a situation will create? If you answer: 'feelings of annoyance that other more genuine deadlines are being put in danger, disbelief that anyone could be so inconsiderate, anger that the manager concerned has failed to negotiate or even to speak to the persons doing the task', that would be a typical list of reactions.

Even worse examples of unreasonable deadlines are those that are clearly impossible to meet. This type of unrealistic deadline frequently becomes a 'missed' deadline for the obvious reason that it wasn't sensible in the first place. Just because a manager wants a project done in six days doesn't mean it can be done in six days. A manager setting deadlines of this nature exhibits a lack of knowledge of what the task involves and, rather than getting the required results, there will almost certainly be a poor quality end product, low staff morale, and a loss of respect for the person setting such an unrealistic deadline.

This doesn't mean that all deadlines serve no purpose. Far from it: realistic, logical and negotiated deadlines can provide a stimulus for efficient work, plus a feeling of well-being, both for those setting the targets and for those keeping to them. To achieve this, managers must understand the work being asked for, and get realistic estimates of the time needed from the actual people who will be doing the task. The process is so obvious and simple, that it's surprising many managers don't realise that co-operation and negotiation are far more effective than ill-considered demands.

### Task

**Write a list of the main points from the article to help you with the meeting. You should use your own words wherever possible.**

**(30 Marks)**

Start your answer to Question 3 here

Continue your answer to Question 3 here if necessary

Continue your answer to Question 3 here if necessary

**Draft Sheet (Do not submit your answer here)**

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