

**Pearson LCCI  
Entry Level Certificate in ESOL  
International (LCCI EfB) (Entry 2)**

**Model Answers**  
Series 2 2013 (ASE1041)

# Entry Level Certificate in ESOL International (LCCI EfB) (Entry 2)

## Series 2 2013

### 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 1  
MARKING SCHEME**

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

TOTAL 100 MARKS

**QUESTION 1 – Letter (30 marks)**

Layout – 5 marks

- |                           |   |
|---------------------------|---|
| ▪ Writer's address        | 1 |
| ▪ Inside address          | 1 |
| ▪ Suitable date           | 1 |
| ▪ Salutation              | ½ |
| ▪ Complimentary close     | ½ |
| ▪ Signature plus position | 1 |

Content – 15 marks

Look for:

- |   |   |
|---|---|
| ▪ Suitable opening sentence indicating concern about deliveries                   | 2 |
| ▪ Statement of problem: customer complaints re-missing items; letters; telephone; | 4 |
| ▪ Letters to local press  | 1 |
| ▪ Value Supermarkets expecting improvements                                       | 2 |
| ▪ Effect on future business   | 1 |
| ▪ Early reply and steps taken   | 2 |
| ▪ Checks on deliveries in coming weeks  | 2 |
| ▪ Suitable closing sentence   | 1 |

Style and Tone – 4 marks

- |   |  |
|---|--|
| 4 | = wholly appropriate to task; clear and concise; logical sequence, good paras with complex sentences; distinction standard |
| 3 | = above average; appropriate to task; logical and clear; paras and some complex sentences; credit standard                 |
| 2 | = adequate for task; some evidence of planning; may not have paras; sentences mainly simple; pass grade                    |
| 1 | = poorly composed; not suited to task; poor style and no awareness of relationships; clumsy but some effort shown          |
| 0 | = wholly inappropriate; no sequence; sentences poorly written; no sense of the task  |

Accuracy – 6 marks

Deduct half marks per error of spelling, punctuation and grammar.  
Do not penalise same spelling error twice.

**NB. For short letters (less than 150 words) deduct 1 content mark per 25 words short, and up to 1 mark from the totals for each of Style and Tone, and Accuracy**

## QUESTION 1 CONTINUED

### Suggested Answer

Value Supermarkets  
Value House  
Chiswell Road  
Arpington AP3 6PK

Suitable date

Mr Fergal Reilly  
Supplies Direct Company  
Burley Business Park  
Canley BH2 6EF

Dear Mr Reilly

I wish to bring to your attention a growing problem with the delivery service you operate for our customers who order goods on-line.

In the last few weeks many customers have complained by telephone and by letter that some of the products they ordered were missing from their delivery. Some have, unfortunately, also sent their complaints to the local newspaper.

This situation is not good and Value Superstores wish to see an improvement in your service as soon as possible. If these mistakes continue, it may have a serious effect on our future business.

I hope you will give this matter your attention, and let me have an early reply. Please state clearly what steps your firm will take to avoid further complaints reaching us. For the next few weeks Value Superstores will be keeping a close watch on your delivery performance in order to see that the necessary improvements are in place.

I look forward to hearing from you, and hope that we can rely on you to make sure our on-line deliveries are as they should be.

Yours sincerely

A. Candidate  
Regional Manager

186 words

**QUESTION 2 – (30 marks)**

1 mark for correct TRUE / FALSE response

2 marks for support material (max 6 words)

Deduct 1 mark if support material exceeds 6 words

0 if TRUE / FALSE response is wrong

- |     |       |                           |     |                      |     |
|-----|-------|---------------------------|-----|----------------------|-----|
| 1.  | True  | birthday party            | (1) | Ivan, Gail           | (1) |
| 2.  | False | fashion spectacles        | (1) | hearing              | (1) |
| 3.  | False | European Business Adviser | (1) | keep the profits     | (1) |
| 4.  | True  | repair service            | (1) | south-west           | (1) |
| 5.  | True  | trained opticians         | (1) | pay for services     | (1) |
| 6.  | True  | a short distance          | (1) | 2 years younger      | (1) |
| 7.  | False | help from banks           | (1) | very difficult       | (1) |
| 8.  | True  | keep in family            | (1) | mainly women         | (1) |
| 9.  | False | over 60                   | (1) | training OR advisors | (1) |
| 10. | True  | share of profits          | (1) | continue to work     | (1) |

**QUESTION 3 – (20 marks)**

1 mark for each correct answer.

1. £186
2. 3
3. Yes
4. Tonks
5. Mancini
6. Tonks
7. Tonks
8. 3
9. Hulton
10. Yes
11. £68
12. Yes
13. Glasgow
14. 2
15. Bristol
16. 4
17. Station
18. Yes
19. Tonks
20. 2

**QUESTION 4 – (20 marks)**

1 mark for each diary entry

Deduct 1 mark if not in capitals

<b>DAY</b>	<b>DATE</b>	<b>DETAILS OF APPOINTMENTS</b>
<b>MONDAY</b>	<b>1<sup>ST</sup></b>	<b>NEW DESIGNER TRAINING</b>
<b>TUESDAY</b>	<b>2<sup>ND</sup></b>	
<b>WEDNESDAY</b>	<b>3<sup>RD</sup></b>	
<b>THURSDAY</b>	<b>4<sup>TH</sup></b>	<b>TEAM MEETING</b>
<b>FRIDAY</b>	<b>5<sup>TH</sup></b>	<b>RESEARCH CITY LIBRARY</b>
<b>SATURDAY</b>	<b>6<sup>TH</sup></b>	
<b>SUNDAY</b>	<b>7<sup>TH</sup></b>	
<b>MONDAY</b>	<b>8<sup>TH</sup></b>	<b>PARIS</b>
<b>TUESDAY</b>	<b>9<sup>TH</sup></b>	<b>INTERNATIONAL CONFERENCE</b>
<b>WEDNESDAY</b>	<b>10<sup>TH</sup></b>	<b>INTERNATIONAL CONFERENCE</b>
<b>THURSDAY</b>	<b>11<sup>TH</sup></b>	<b>INTERNATIONAL CONFERENCE</b>
<b>FRIDAY</b>	<b>12<sup>TH</sup></b>	<b>KEEP FREE</b>
<b>SATURDAY</b>	<b>13<sup>TH</sup></b>	
<b>SUNDAY</b>	<b>14<sup>TH</sup></b>	
<b>MONDAY</b>	<b>15<sup>TH</sup></b>	<b>NEW DESIGNER TRAINING</b>
<b>TUESDAY</b>	<b>16<sup>TH</sup></b>	<b>NEW CLIENT GARDEN HOTEL</b>
<b>WEDNESDAY</b>	<b>17<sup>TH</sup></b>	
<b>THURSDAY</b>	<b>18<sup>TH</sup></b>	<b>COLLEGE POSTER COMPETITION</b>
<b>FRIDAY</b>	<b>19<sup>TH</sup></b>	<b>COLLEGE POSTER COMPETITION</b>
<b>SATURDAY</b>	<b>20<sup>TH</sup></b>	
<b>SUNDAY</b>	<b>21<sup>ST</sup></b>	
<b>MONDAY</b>	<b>22<sup>ND</sup></b>	<b>NEW DESIGNER TRAINING</b>
<b>TUESDAY</b>	<b>23<sup>RD</sup></b>	<b>RESEARCH CITY LIBRARY</b>
<b>WEDNESDAY</b>	<b>24<sup>TH</sup></b>	<b>STAFF APPRAISALS</b>
<b>THURSDAY</b>	<b>25<sup>TH</sup></b>	<b>TEAM MEETING</b>
<b>FRIDAY</b>	<b>26<sup>TH</sup></b>	<b>KEEP FREE</b>
<b>SATURDAY</b>	<b>27<sup>TH</sup></b>	
<b>SUNDAY</b>	<b>28<sup>TH</sup></b>	
<b>MONDAY</b>	<b>29<sup>TH</sup></b>	<b>NEW DESIGNER TRAINING</b>
<b>TUESDAY</b>	<b>30<sup>TH</sup></b>	<b>ADVERTISERS' GUILD</b>
<b>WEDNESDAY</b>	<b>31<sup>ST</sup></b>	<b>STAFF APPRAISALS (P.M.)</b>

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