

**Pearson LCCI  
Level 1 Certificate in ESOL  
International (LCCI EfB)**

**Model Answers**  
Series 2 2013 (ASE3041)

# Level 1 Certificate in ESOL International (LCCI EfB)

## 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 3  
MARKING SCHEME**

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

TOTAL 100 MARKS

**Question 1**

**LETTER    Layout:** (4 marks)

Business letter conventions used appropriately and consistently for one mark each.

- Name/address of recipient can be written in any appropriate circular format (e.g. indication of mailmerge, one sample name/address, etc (1)
- Salutation and close in agreement (1)
- Name, title and position of sender (1)
- Date and subject heading (1)

**Mechanical Accuracy:** (4 marks)

- Punctuation
- Grammar
- Spelling
- Syntax

Deduct half-mark for each separate error, up to the maximum.

**Range and fluency:** (5 marks)

A wide range of vocabulary is used and structure and forms are appropriate to this level. The text reads fluently and adopts a suitable friendly/welcoming tone. No irrelevant material is used. Marks awarded 0 – 5 depending on how far this is achieved.

**Content:** (12 marks)

The following points should be raised accurately and appropriately for one mark each.

- Introduction – informing past visitors of new visitors' centre
- original building did not meet growing needs of our visitors
- spacious floor area/exhibitions/ticket sales
- new shop – gifts/specialist local foods for sale
- cafeteria – locally sourced foods/children/babies catered for
- separate purpose-built toilets with child-care facilities
- extended free car park for coaches, cars/motorbikes
- upgraded accommodation available for overnight visitors/breakfast available
- new picnic area created – for eating outside
- children's adventure playground created – safe/secure
- invitation to visit again to experience the new/upgraded facilities
- friendly closure, stimulate/encourage future visit

**(Total 25 marks)**

## Question 1 continued

A suitable answer would be as follows:

### HEADED PAPER

**4 April 2013**

Mr/Mrs A Customer  
Customer's Address  
Town  
Postcode

Dear Mr/Mrs A Customer

#### **New Visitors' Centre at Taw Valley Leisure Park**

As you were one of our visitors to Taw Valley Leisure Park last year, we are delighted to let you know that a new visitors' centre has now been opened. It replaces the original building which was not adequate to meet the needs of our growing numbers of visitors.

The new visitors' centre covers a spacious floor area and incorporates a ticket sales office with an exhibition room where there are displays of local works of art. We have a shop selling gifts and specialist foods and produce from the neighbouring areas. The cafeteria also sells locally-produced foods, and we have made sure that young children and babies are fully catered for. New toilet facilities are housed in a new separate building incorporating excellent facilities for mothers with babies and young children.

We had over 25,000 visitors last year. We have extended the car park to provide adequate parking for coaches as well as cars and motor cycles. Parking is free for all visitors.

The expanded and improved facilities at the Taw Valley Leisure Park mean that we can now cater for larger numbers of visitors who may arrive by coach. The sleeping accommodation has been upgraded and we can now offer bed-and-breakfast for those wishing to stay.

We took the opportunity to develop the outside area of the new visitors' centre. We have created a lovely picnic area, with appropriate seating, to enable our visitors to enjoy eating outside in a sheltered spot overlooking beautiful scenery. For our young visitors we have built a children's adventure playground which we know they will love and which parents will be pleased to know is safe and secure.

We very much hope that you will visit us again soon and take advantage of the new and improved facilities now available for visitors. We are sure the children will enjoy the new picnic area and also the chance to explore and play in the adventure playground.

On behalf of all the staff here at Taw Valley Leisure Park, we look forward to welcoming you and your family, to experience for yourselves the new facilities we have provided for you.

Yours sincerely

Stefan Godeski  
Manager, Taw Valley Leisure Park

## Question 2

### REPORT

#### Layout and Presentation:

(4 marks)

One mark each as follows

- ideas grouped into sections with headings (1)
- ease of reference (1)
- no irrelevant material, e.g. recommendations (1)
- consistency of language (1)

#### Mechanical Accuracy:

(3 marks)

Grammar  
Spelling  
Punctuation  
Syntax

Deduct half-mark for each separate error.

#### Range and Fluency:

(4 marks)

A wide range of vocabulary is used. The material is sorted into a sensible, logical order.

Marks awarded 0 – 4 depending on how far this is achieved.

#### Content:

(14 marks)

There should be an introduction explaining why the report was being produced,

Primary Research – Questionnaires to be used

(2 marks)

- purpose of questionnaire (1 mark)
- keep it brief (10 minutes for respondent to complete) (1 mark)
- leave appropriate space for answers (1 mark)
- use simple, unambiguous sentences, logical sequence (1 mark)
- precise questions – avoid “yes/no” answers (1 mark)
- avoid questions about private lives/beliefs (1 mark)
- use of graduated responses or numbered scale (1 mark)
- space for general comments (at the end) and “thank you” (1 mark)
- run a pilot check before publishing questionnaire (1 mark)
- ensure questionnaire is completed at the restaurant (1 mark)
- Mystery Diner scheme: - anonymous customers (1 mark)
- who report on standards and can visit restaurant anytime (1 mark)

**(Total 25 marks)**

## Question 2 continued

A suitable answer would be as follows:

**To:** Ms Augusta Doman  
**From:** A Candidate  
**Subject:** Poor sales at Manor Grill Restaurant  
**Date:** 4 April 2013

### Introduction

Following your request to investigate the reasons for the low sales returns at the Manor Grill Restaurant, I had an interview with the Marketing Manager, Ms Julia Jolenta. I also sought information from a marketing handbook. My research was focused on trying to find out why there had been poor sales at the Manor Grill restaurant over the last six months and also to find out how to assess what the customers' experiences have been at the restaurant in an effort to establish the facts.

### Using Questionnaires

- Ms Jolenta advised undertaking primary market research and suggested constructing a questionnaire to be completed by customers at the restaurant.
- She warned that creating a questionnaire needed careful preparation and advised that, ideally, it should begin with a short statement giving the reason for the research being undertaken.
- The early questions should be simple and relate to the respondents, i.e. name, age, occupation, etc.
- It was advised to keep the questionnaire quite brief and aim for it to be completed in about 10 minutes by respondents. It should be easy to follow and quick to complete.
- It should aim for a realistic level of precision in responses and try to avoid closed questions with 'yes'/'no' responses.
- The questionnaire should avoid any questions which could be intrusive into respondents' lives.
- If possible try to offer a range of graduated responses, e.g. The quality of the food was: Excellent/good/satisfactory/disappointing/very poor. An alternative could be to use a numerical scale – Excellent 5 - 4 - 3 - 2 - 1 Very poor.
- It is suggested that you plan to leave some space at the end of the questionnaire for general comments and ensure that acknowledgement/thanks are included for the respondents.
- Ms Jolenta urged that when the questionnaire was completed, a pilot check be carried out with colleagues, before using the questionnaire, so that any problems could be resolved beforehand.

### Using the Mystery Diner Scheme

In addition to using a questionnaire, another alternative method of finding out customers' experiences was the Mystery Diner Scheme, where anonymous customers are employed to report on standards at the restaurant, which they can visit at any time and give feedback.

### Question 3

Candidates were not asked to write full sentences so any answers that are clear, concise and which give an appropriate response should be rewarded.

Candidates with a previous knowledge should not have any advantage. The questions allow the candidates to demonstrate their understanding of the content which should, as far as possible, be expressed in their own words.

Marks for content should be awarded as follows. Errors in mechanics should be penalised up to the maximum of the marks for each question.

- (a) The main objective of a BID is to allow private enterprise (1) to provide additional public services for the local community (1). (2 marks)
- (b) That BIDs are meant to enhance/supplement (1) community services (1) and not be a substitute for these (1). (3 marks)
- (c) They raise money by compulsory (1) taxes (1). (2 marks)
- (d) They provide security/rubbish collection (1), tourist guides (1), street improvements/social services (1). (3 marks)
- (e) The key feature of the funding was that it was raised through the issue of 30-year bonds (1) using its own debt (1) to raise money for capital projects (1). (3 marks)
- (f) Main claims are private enterprise is willing to pay for local services (1) which the city cannot afford (1). They also can spend more efficiently (1) funds raised because they are not involved in town politics (1). (4 marks)
- (g) Main criticisms are that they are not answerable (1) to the public. They are seen to be moving resources (1) from poorer areas (1) for the benefit of business community (1). (4 marks)
- (h) Overall the article does favour BIDs (1) because they enable the city to keep business and jobs (1), and enable major injection of funds (1) for services which the city itself could not afford (1). (4 marks)

**(Total 25 marks)**

### Question 3 continued

Suitable responses would be as follows:

- (a) The main objective of a BID is to allow private businesses to provide some of the public services for the local community. (2 marks)
- (b) That BIDs are meant to enhance or supplement services on behalf of the local community, and not to be a substitute for these. (3 marks)
- (c) They raise money by imposing compulsory taxes on local businesses. (2 marks)
- (d) They provide security services, rubbish collection, tourist guides, local street improvements, and some basic social services. (3 marks)
- (e) The key feature of the funding of the Grand Central BID was the fact that money was raised through the issue of 30-year bonds, which is, in effect, using its own debt to raise funds for capital projects. (3 marks)
- (f) The main claims are that private business is willing to pay for local services which the city cannot afford. They also spend money more efficiently, it is claimed, because they are not involved in the bureaucratic local politics. (4 marks)
- (g) The main criticisms are that they are not answerable to the public and they are seen to be switching resources from poorer areas primarily for the benefit of the business community. (4 marks)
- (h) Overall the article does favour BIDs for the reasons that they enable the city to keep both business and employment. In addition the injection of funds locally means that services can be provided which the city itself could not afford. (4 marks)

**(Total 25 marks)**

## Question 4

### MEMO

#### Layout:

(2 marks)

Correct layout used, to all staff, from the HR Manager, appropriate subject heading, date. (Half-mark each)

#### Style and Tone:

(8 marks)

The style should be clear and concise. It should be informative and interesting to read, and the ideas should “flow” in a logical manner. Marks awarded 0 – 8 depending on how far this is achieved.

#### Mechanics:

(3 marks)

Grammar, spelling, punctuation and syntax.  
Deduct half-mark for each separate error (up to the maximum).

#### Content:

(12 marks)

- Sports club interested in setting up Tai Chi Chuan exercise classes
- form of Chinese martial art - spreading world-wide - known health benefits
- Tai Chi Chuan exercises suitable for all ages/abilities
- from simple (meditative) to more physical
- most popular is Hand Form – slow movements
- focus on flows of energy through body
- concept of Yin = feminine, Yang = masculine
- Tai Chi Chuan widely used in health clinics, hospitals
- evidence that practising Tai Chi Chuan benefits flexibility
- helps cardiovascular fitness and can reduce falls in the elderly
- research findings – positive benefits particularly for older people
- more calories burned than more physically-demanding sport, e.g. ski-ing

**(Total 25 marks)**

## Question 4 continued

### A suitable answer would be

**To:** All Staff  
**From:** A Candidate  
**Subject:** Proposed Tai Chi Chuan Exercise Classes  
**Date:** 4 April 2013

Our company's Sports Club is considering setting up Tai Chi Chuan exercise classes and I have been asked to let you know more about what Tai Chi Chuan exercises involve. As some of you may already know, Tai Chi Chuan is a form of Chinese martial art practised for both defence training and its known health benefits. Its popularity and use is rapidly spreading world-wide.

Tai Chi Chuan is available for all ages and physical abilities. It can be used at many levels – from the simple “meditative” exercise to the more physical martial art. Perhaps the most popular and familiar form of Tai Chi Chuan is the Hand Form. This is a series of slow, measured, movements which can be seen carried out by people in the parks in China, early in the morning. This exercise is often the choice of those who are predominantly interested in the health aspects.

The Hand Form is essentially an exercise system which uses the idea of pathways of energy being released to flow through the body. Performing the movements of the Hand Form, in co-ordination with relaxed, natural breathing and mental focusing, helps to keep that energy flowing through the body. These external movements, it is claimed, assist in the smooth flow of internal energy. It is suggested that Tai Chi Chuan can also help to increase flexibility, suppleness and exercise the body's muscles. At the same time, the gentle movements also aid relaxation, and help keep the mind calm and focused. All these benefits are obviously useful in today's modern society

At the basis of the exercises is the concept of Yin and Yang, which features in traditional Chinese medicine. Yin is considered to be the feminine, soft, principle and Yang the more masculine, hard, principle. In making the movements of Tai Chi Chuan a blow or strike would be considered to be a Yang force. Meeting it with a Yin, or soft stroke, would neutralise the opposing strike. The movements of Tai Chi Hand Form are constantly changing from Yin to Yang aspect. Through training, the body gradually becomes used to this constantly-changing energy and over a period of time these reactions become instinctive.

Tai Chi Chuan exercises have become very popular in hospitals, health clinics and community centres recently. Older people, particularly, have become interested because the exercises provide a means of low-stress training. The movements in Tai Chi Chuan are a mix of balance, co-ordination, physical control and breathing techniques.

Overall, there have been published research findings which support the idea that Tai Chi Chuan exercises have positive benefits, particularly for older people. It is suggested that supporting balance control, flexibility, and cardiovascular fitness can reduce the risk of falls in the elderly. It is said that more calories are burned while working through the Tai Chi Chuan exercises than the more physically-demanding sports of surfing and ski-ing.

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