



English for Business

Level 1

Past Papers 2002

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English for Business Level 1 Past Papers 2002

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Model Answers for some papers are available free of charge. Contact info@lccieb-germany.com

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QUESTION 1

Situation:

You work in the Accounts Department of Commercial Paints Ltd. You have noticed that the expenses of the Sales staff have increased considerably over the last 3 months. The amounts claimed are more than the agreed rates for such items as hotel accommodation, meals with clients, car mileage, etc. Two members of the team have claimed for such items as newspapers, room service meals, and regular use of hotel mini-bars.

Task:

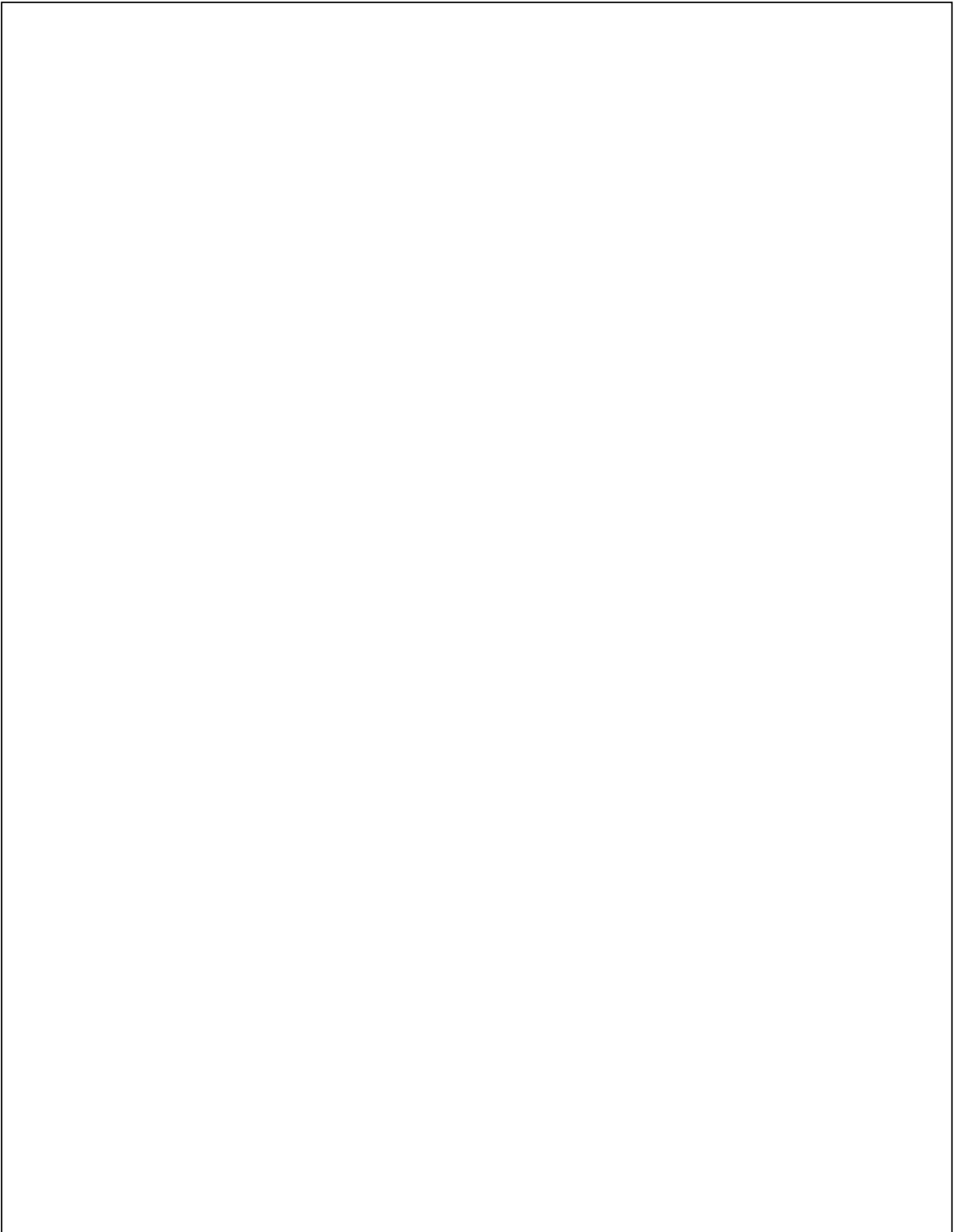
Write a memo of between 150-200 words to the Sales Manager, Rudolf Weller. Say why you are worried and remind him of the company limits on expenses. Ask him to speak to his team and let you know what actions he has taken.

You may make up any details you think are necessary.

Lay out your answer as a memo in the space below.

MEMORANDUM
To
From
Date
Subject

You may continue writing your memo in the space below:

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(30 marks)

QUESTION 2

Situation:

You work in the Publicity Department of Direct Books plc which supplies books by mail order. You are preparing the text of an advertisement to attract new customers.

Task:

Read the information on the page opposite entitled "Books from your Armchair", then say whether the following statements are **TRUE** or **FALSE**. Then write down **only the word or phrase** from the passage that supports your answer. Do not write more than **6 supporting words** for each answer. You will lose marks if you write more than 6 supporting words.

Write your answers on the lines marked A.

1 Direct Books plc offers a limited number of topics and the books cost a lot.

A _____

2 New members can choose 3 books from the full catalogue.

A _____

3 The Editor's Choice contains fewer than 10 books and is a first-class offer.

A _____

4 The Starter Selection saves you money.

A _____

5 Catalogues are sent every 4 weeks, and offer the full range of books.

A _____

6 Members must buy 12 books from the company.

A _____

7 Books take 10 days to arrive; you pay for them when you order.

A _____

8 The Editor's Choice comes once a year and you must write a letter to cancel it.

A _____

9 Direct Books has a narrow range, and members will be disappointed.

A _____

10 Members must buy books every month and pay delivery charges.

A _____

(30 marks)

QUESTION 2 CONTINUED

BOOKS FROM YOUR ARMCHAIR

Welcome to **Direct Books plc**. Our service gives you the chance to buy books from the comfort of your own home or office. There is no need to spend hours in bookshops any more. Our wide selection of titles covers all subjects, so you will find lots to interest you in our catalogue.

We will send you our new catalogue every month. Just spend a few minutes looking through it. We know you will be impressed. Fiction, reference books, books for your children, they are all there. ALL our books are offered at 50% off the normal retail price.

We offer to a new member any 5 books in our "Starter Selection" for just £1 each. You could save up to £100 on your selections. Postage and packing are paid by Direct Books plc – they don't cost you a penny.

Each month you will receive a new catalogue. Simply choose the books you want, send in the order form, and we will deliver to your home in less than 7 days. Send no money with your order; we will enclose your invoice with your books.

Book Editor's Choice

Every monthly catalogue contains the Book Editor's Choice – 5 or 6 books which we think are outstanding value. If you do not wish to receive these books, please cross out the selections on the order form.

We ask you to buy a minimum of 6 books each year for the first 2 years of your membership. After that time you can buy as many or as few books as you wish. You do not have to buy books from each monthly catalogue.

To get things started, just fill in the coupon and send it to us. Your 5 books come on 10 days' approval. If you are satisfied, send in your payment and your membership starts.

Join us today

QUESTION 3

Situation:

You are planning to replace your firm’s mobile phones.

Task:

Study the chart headed “Mobile Phone Options” on the opposite page, then **answer the questions below.** Write your answer as a single word, name or figure. You will lose marks if you write more than this.

ANSWERS

- 1 Which model weighs the least?
- 2 How many models have more than 2 features?
- 3 Which model has the shortest Talktime?
- 4 How many models are exactly the same size?
- 5 Which model with no Voice Dial weighs less than 100g?
- 6 Does the Topstar have a longer Standby than the Lissen?
- 7 How many models have a calculator?
- 8 Which model has a Data/Fax and over 250 minutes’ Talktime?
- 9 Which is the largest model?
- 10 How many models weigh more than the Pageboy?
- 11 3 models have more than 250 minutes’ Talktime. Is this correct?
- 12 How many models have a feature that appears on no other model?
- 13 Which model is nearest in weight to the Pageboy?
- 14 Which model is best overall for Standby and Talktime?
- 15 How many models with Voice Dial weigh over 100g?
- 16 2 models have 3 features and under 300 minutes’ Talktime. Is this correct?
- 17 How many models are heavier than the Fonekit?
- 18 Which 2-feature model has less Standby than Pageboy?
- 19 Does the smallest model also have the least Standby?
- 20 Are all the models with Data/Fax the same size?

(20 marks)

QUESTION 3 CONTINUED**MOBILE PHONE OPTIONS**

MODEL	SIZE	WEIGHT	STANDBY	TALKTIME	FEATURES
LISSEN	105 x 49 x 24 mm	146g	100 hours	240 minutes	1 Voice Dial 2 Data/Fax
FONEKIT	129 x 49 x 28mm	135g	135 hours	210 minutes	1 Dual Band 2 Graphics Display
KONIA	128 x 51 x 17 mm	151g	260 hours	300 minutes	1 Calculator 2 Alarm Clock
PAGEBOY	105 x 49 x 24 mm	133g	130 hours	270 minutes	1 Voice Dial 2 Data/Fax 3 Messaging
ALPHA	118 x 46 x 21 mm	110g	180 hours	300 minutes	1 Voice Dial 2 Modem 3 Memo
RADIAL	97 x 50 x 15 mm	83g	50 hours	215 minutes	1 Flip Front 2 Conferencing 3 Calculator
TOPSTAR	102 x 45 x 17 mm	79g	100 hours	270 minutes	1 Graphics Display 2 Voice Dial 3 Text Line

QUESTION 4

Situation:

You are moving all your customer references to a database.

Task:

Use the chart below to place the following list of names and businesses **both in alphabetical order**. Two boxes have been completed to help you.

- James Macarthur, painter
- Angela Corelli, printer
- Isaac Harrison, publisher
- Kevin Helpman, publisher
- Nina Connolly, printer
- John McAleese, painter
- Sandra Connorton, printer
- John Helpman, publisher
- Robert McAdam, painter

**DATABASE CHART
(COMPLETE IN CAPITALS)**

BUSINESS	FAMILY NAME	FIRST NAME
PRINTER		
		SANDRA

(20 MARKS)

Section	Examiner's Use Only
1	
2	
3	
4	
Total	



SERIES 2 EXAMINATION 2002
ENGLISH FOR BUSINESS
LEVEL 1
 (Code No: 1041)
 TUESDAY 9 APRIL

Instructions to Candidates

- (a) The time allowed for this examination is 2 hours.
- (b) Answer **all 4** questions.
- (c) Use the spaces provided in the combined question and answer booklet to complete the answers. If more space is needed for answers or rough notes, use the supplementary sheets provided and secure them inside your booklet with your name and candidate number clearly written on each sheet. Rough notes should be clearly crossed through.
- (d) Credit will be given for correct spelling, punctuation and grammar.
- (e) Adequate and appropriate communication is required rather than a particular number of words.
- (f) When you finish, check your work carefully.
- (g) The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.

ENTER DETAILS BELOW

CANDIDATE'S NAME IN FULL
 as it is to appear on the certificate

IDENTITY CARD NUMBER

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

1041

Subject Code Number

Candidate's Number Centre Code

Full Private Address

..... Postcode

Centre Name and Address

.....

STATE HERE THE NUMBER OF ADDITIONAL SHEETS HANDED IN

QUESTION 1

Situation:

You work in the Advertising Department of a chain of supermarkets. In 4 weeks' time there will be a Springtime Fruit and Vegetable promotion in the stores. The promotion will run for a week. There will be a wide range of products on offer from different countries. Staff will wear national costumes and the aim will be to educate customers about foreign produce.

Task:

Write a **memo** of between 150 and 200 words to all supermarket managers, reminding them of the event. Mention the need for lively presentation and full staff involvement to attract customers. There will be cash rewards for the most successful stores.

Write your memo in the space below.

MEMORANDUM

To

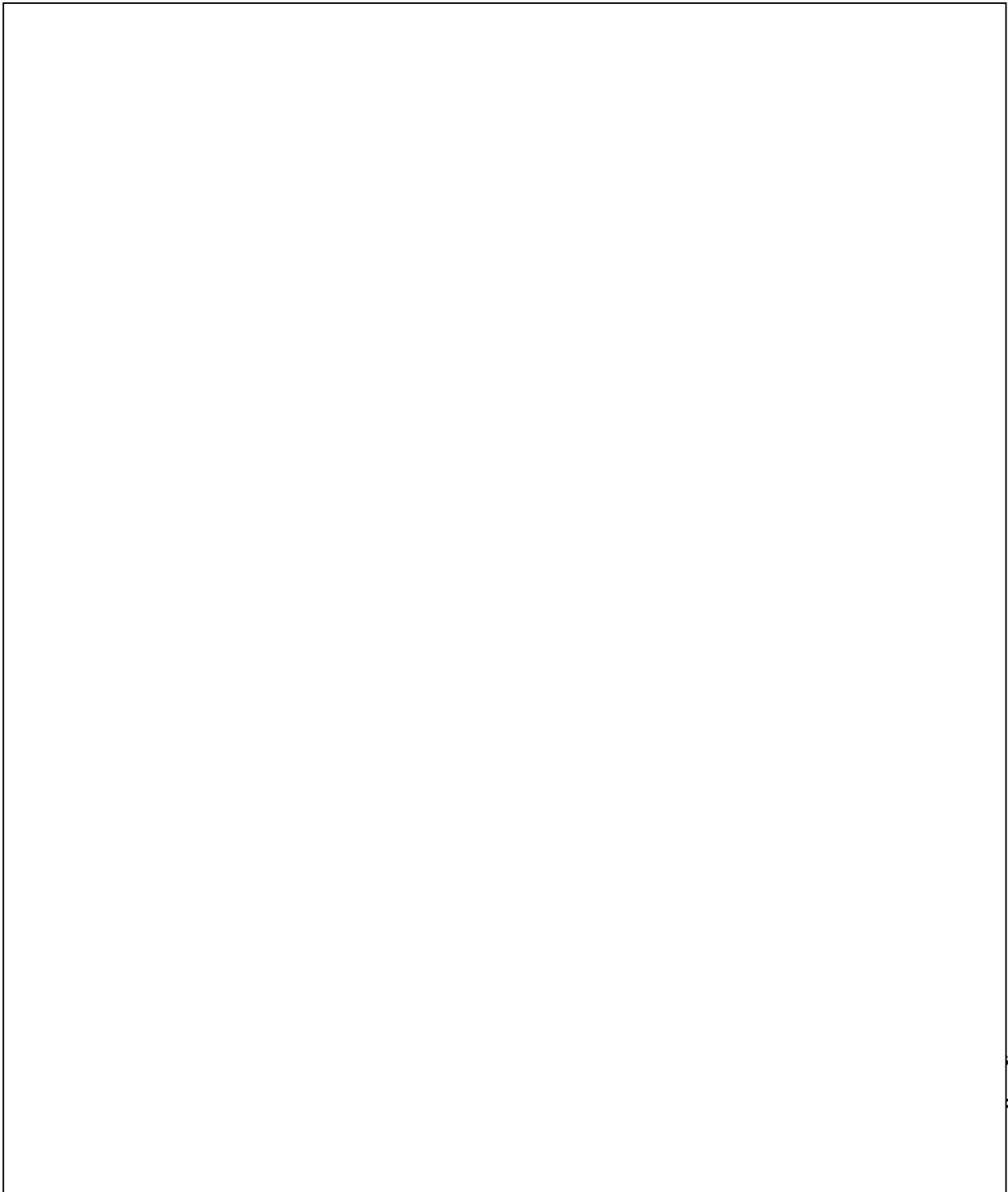
From

Date

Subject

QUESTION 1 CONTINUED

You may continue writing your letter in the space below:

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)
R

QUESTION 2

Task:

Read the passage entitled **Leading a Team** on the page opposite, then say whether the following statements are **TRUE or FALSE**. Then **write down only the words or phrases** that support your answer. Do **NOT** write more than 6 words for each answer. You will lose marks if you write down more than 6 supporting words.

Note: Answers usually have 2 parts, and the words or phrases you need may be in different parts of the passage. For example:

Statement: You should always speak well of your staff and be pleased when they make suggestions for the project

Answer: True: praise them; welcome their ideas

Write your answers on the lines marked A.

1 Personal assistants are not often put in charge of company projects.

A _____

2 You must tell your team precisely what you want them to do, and when you want the work finished.

A _____

3 It is important to support your team, and set an example for them.

A _____

4 You should have team consultations at agreed times, and talk freely about all matters.

A _____

5 You should treat all your team members the same or the team will not work well.

A _____

6 Leading a project is a demanding task; doing it well increases your reputation.

A _____

7 As project leader you can be late for meetings, and hand in poor quality work.

A _____

8 Project leaders must gain the confidence of team members, and encourage them to be ambitious.

A _____

9 Good project leaders take no notice of suggestions from team members.

A _____

10 You must keep your team closely connected to the project, and inform them about all the work being done.

A _____

(30 marks)

CONTINUED ON NEXT PAGE

QUESTION 2 CONTINUED

LEADING A TEAM

It is common practice nowadays for Personal Assistants to lead projects. It is challenging to direct the project and make sure the team is happy and eager to do well. To do this effectively, there is a number of factors to consider.

A team should consist of individuals, who are all of equal value to you. You will destroy your team very quickly if you have 'favourites' in the group.

Be sure your team members know what the project plan is – how long you think it will take and what results you expect. Give clear instructions and firm deadlines for the work to be completed.

Give your team members their own responsibilities. Get them fully involved, so that they develop their own skills in the process. Discuss all the issues openly and build up everyone's trust. Share information – it will build confidence and the credit for doing a good job will go to you.

Remember how important it is to be loyal. Stand up for your team at all times, and praise them to senior staff when they work well for you.

The team will see you as their role model, and will follow your behaviour pattern. It is up to you to do everything well. Be punctual for meetings, and always produce tidy and careful work. They will lose confidence in you as leader if you fail to do these things.

You must hold regular team meetings and give feedback on the progress of the project. Welcome their ideas and use them. If you ignore their ideas, they will stop working creatively, and the project will suffer.

Building a group of individuals into a team is not easy, but can be very rewarding for everyone, and showing your team-building skills will improve your own image within the organisation.

OVER

QUESTION 3

Situation:

You work for the Gourmet Foods Delicatessen, which sells unusual foods from around the world. Your manager wants you to check the details of a cheese promotion leaflet.

Task:

Study the table on the opposite page, then answer the questions below. Write your answer as a single word, a name or figure. You will lose marks if you write more than this.

ANSWERS

- 1 How many French cheeses come from sheep?
- 2 Which soft Greek cheese has a soapy flavour?
- 3 Which is the least expensive French cheese?
- 4 How many non-French cheeses cost more than £7.00 a kilo?
- 5 Are there more peppery cheeses than salty cheeses in the table?
- 6 How many soft goat cheeses are listed?
- 7 Do Switzerland and Greece both have hard cheese costing more than £8.20 a kilo?
- 8 Which country produces the cheapest peppery cheese?
- 9 How many hard sheep cheeses are peppery?
- 10 Which is the most expensive goat cheese?
- 11 Are there more French than Italian hard cheeses in the table?
- 12 Which salty soft cheese is the least expensive?
- 13 Which Greek cheese costs more than Pecorino?
- 14 How many hard, peppery cheeses in the list are not French?
- 15 Which is the cheapest soft, salty, non-French cheese?
- 16 How many countries in the table produce both sheep and goat cheese?
- 17 To which French cheese is Belarno nearest in price?
- 18 Does the soft, salty Italian cheese cost more than all the Greek cheeses?
- 19 Only 2 soft cheeses in the table taste of liquorice or soap. Is this true?
- 20 How many hard cheeses costing more than £7.00 start with the letter B?

(20 marks)

QUESTION 3 CONTINUED**GOURMET FOODS DELICATESSEN
CHEESE LEAFLET**

CHEESE	ANIMAL	COUNTRY	TEXTURE	TASTE	£ PER KILO
BECKENRIED	GOAT	SWITZERLAND	HARD	PEPPERY	9.20
BELARNO	GOAT	ITALY	HARD	LIQUORICE	6.60
BERRY	GOAT	FRANCE	SOFT	SOAPY	7.50
BRICOTT	SHEEP	TURKEY	HARD	PEPPERY	5.50
FENEUIL	GOAT	FRANCE	HARD	LIQUORICE	6.50
FETA	SHEEP	GREECE	SOFT	SALTY	6.70
KASHKAVAL	SHEEP	BULGARIA	HARD	PEPPERY	9.40
KASSEI	SHEEP	GREECE	SOFT	SOAPY	8.30
PECORINO	SHEEP	ITALY	SOFT	SALTY	7.00
POULIGNY	GOAT	FRANCE	SOFT	SALTY	4.90
ROQUEFORT	SHEEP	FRANCE	SOFT	SALTY	9.80
SAURETTE	GOAT	FRANCE	HARD	PEPPERY	6.00

OVER

QUESTION 4

Situation:

You are in charge of transport arrangements at Clifford Young plc, a worldwide accountancy firm. Your Managing Director is holding a conference and wants you to meet 4 delegates at various rail stations in London. After the conference you must drive them to their departure stations. He has left you the following message on your voice mail.

“It’s important that we send a car for the delegates arriving by train. Ms Julia Fritz is leaving Edinburgh on the 12.00 to King’s Cross station. The journey takes 4½ hours. After the conference she travels to Plymouth on the 08.00 from Paddington station. Mrs Tanya Richards is travelling to Plymouth with Julia. She is coming from Cardiff and arrives at Paddington station an hour after Julia arrives in London. The other two are Robert Kelm and Mamood Kumaji, both coming from Manchester to Euston station. Robert arrives at 14.30 and Mamood half an hour later. After the conference Robert is catching the 09.00 Eurostar Express to Paris – that leaves from Waterloo station. Mamood leaves for Brighton on the 09.30 from Victoria station.”

On your desk is a note from your assistant to say that Robert Kelm will be delayed and will arrive in London an hour later than planned.

Task:

Complete the Customer Collection Table below **in order of arrival in London.**

CUSTOMER COLLECTION

NAME	COLLECTION TERMINAL	ARRIVAL TIME	DEPARTURE TERMINAL	DEPARTURE TIME

(20 marks)

Section	Examiner's Use Only
1	
2	
3	
4	
Total	



SERIES 3 EXAMINATION 2002

ENGLISH FOR BUSINESS

LEVEL 1

(Code No: 1041)

THURSDAY 13 JUNE

Instructions to Candidates

- (a) *The time allowed for this examination is 2 hours.*
- (b) *Answer all 4 questions.*
- (c) *Use the spaces provided in the combined question and answer booklet to complete the answers. If more space is needed for answers or rough notes, use the supplementary sheets provided and secure them inside your booklet with your name and candidate number clearly written on each sheet. Rough notes should be clearly crossed through.*
- (d) *Credit will be given for correct spelling, punctuation and grammar.*
- (e) *Adequate and appropriate communication is required rather than a particular number of words.*
- (f) *When you finish, check your work carefully.*
- (g) *The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.*

ENTER DETAILS BELOW

CANDIDATE'S NAME IN FULL

as it is to appear on the certificate

IDENTITY CARD NUMBER

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

1041

Subject Code Number

Candidate's Number Centre Code

Full Private Address
..... Postcode

Centre Name and Address
.....

STATE HERE THE NUMBER OF ADDITIONAL SHEETS HANDED IN

QUESTION 1

Situation:

You work as the Staffing Manager for Kwik-Kit, a large do-it-yourself store. You have received a letter from Mr Amos Price about his unsuccessful job interview. He asks for information on his interview, and why he was not appointed.

Task:

Write a letter of between 150 and 200 words to Mr Price. Explain why his personal qualities did not meet the criteria for the job. **Read the notes below before you start.** You may make up suitable addresses.

Write your memo in the space below.

Notes for Job advertisement
Part-time assistant to work in warehouse and on shop floor.
Must be punctual, reliable, honest.
Polite and friendly, helpful attitude to customers.
Must be able to lift heavy items.

Notes on interview: Amos Price
Gave poor impression. Arrived 20 minutes late.
Looked untidy. Stains on shirt, shoes dirty.
Smoked in no smoking reception area while waiting.
No sense of humour in interview.
Told receptionist that store layout and staff uniforms were poor.
Rude about some older customers.

Write your letter in the space below.

QUESTION 1 CONTINUED

You may continue writing your letter in the space below:

A large, empty rectangular box with a thin black border, intended for the student to continue writing their letter. The box is positioned below the instruction and occupies most of the page's width and height.

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QUESTION 2

Task:

Read the passage entitled **Taking Messages** on the page opposite, then say whether the following statements are **TRUE or FALSE**. Then **write down only the words or phrases** that support your answer. Do **NOT** write more than 6 words for each answer. You will lose marks if you write down more than 6 supporting words.

Note: Answers usually have 2 parts, and the words or phrases you need may be in different parts of the passage. For example:

Statement: Taking a message is a minor part of a secretary's work and needs little care.

Answer: False: important part/be thorough

Write your answers on the lines marked A.

1 When someone telephones, you should note the precise time and where the person can be contacted.

A _____

2 When a caller is rushing, you should write quickly; if the caller is annoyed, you should shout back.

A _____

3 With certain messages you need to know what following action is required.

A _____

4 Clear messages show how good you are; your boss will thank you for them.

A _____

5 Messages should be written on scrap paper and left anywhere on the desk.

A _____

6 If you record a message badly, no one except you boss looks silly.

A _____

7 With a good message-taking system, lost messages are soon traced.

A _____

8 Checking the correct spelling of a caller's name serves no useful purpose.

A _____

9 Your boss relies on you to give messages your full attention.

A _____

10 When you take a call, you just note the message and say nothing.

A _____

(30 marks)

CONTINUED ON NEXT PAGE

QUESTION 2 CONTINUED

TAKING MESSAGES

Taking a message is an important part of a secretary's working life. You are the person who looks foolish when you cannot tell your boss if the caller wants him/her to ring back or not. Your boss depends on you. To help you to be successful in taking messages, here is a list of useful tips:

- Above everything else, be thorough. Always write the date and time of the call on the message, and ask callers to spell their names for you. You can use this information to address a letter of reply correctly.
- Always use a proper messaging pad with duplicate sheets. If your boss loses your message note, you will have a copy. A pad also makes sure that messages are stored together in one place and are easy to find.
- Ask for the caller's contact number. Do not assume your boss will know it. If you only have a record of the caller's office number, and the caller is out of his/her office, make sure you ask for the mobile number.
- Always repeat instructions and specific details back to the caller. Road directions, for example, can be confusing, and, if your note is not 100% accurate, your boss may go to the wrong place.
- Some callers are always in a hurry. Slow them down and ask them to repeat any points you do not fully understand. If they get angry, stay calm and tell them you want to be sure that the information you write down is correct. Make sure you know what should happen next. Does your boss need to call back, or wait for the person to call again? Be clear on this, especially with urgent messages. You do not want both parties sitting and waiting for the other person to make the next move.
- Write down full, clear notes that you understand. This avoids mistakes later. It displays your efficiency, and your boss and the customer will be grateful.

Adapted from an article in The Guardian.

OVER

QUESTION 3

Situation:

Your firm, **whose factory is in Birmingham**, is planning to reduce the number of regional warehouses, and your MD wants you to write a report on the current situation.

Task:

Study the table on the opposite page, then answer the questions below. **Write your answer as a single word, a name or figure.** You will lose marks if you write more than this.

	ANSWERS
1 In which town is the warehouse for the North West region?	
2 Which region has the fewest employees?	
3 In which town is the warehouse that is furthest from a port?	
4 Which airport serves more than one region?	
5 Is Derby nearer to a motorway than Cardiff?	
6 Which warehouse is nearest to Birmingham?	
7 Are Preston and Cardiff almost the same distance from Birmingham?	
8 How many warehouses employ more people than Maidstone?	
9 How many ports are less than 70 km from a warehouse?	
10 Does the Midlands region employ more people than Exeter?	
11 How many regions have both port and airport in one place?	
12 How many warehouses within 15 km of a motorway employ more than 250 people?	
13 How many ports, apart from Hull, are more than 80 km from a warehouse?	
14 Which warehouse is further from Birmingham than the Exeter warehouse?	
15 How many warehouses employing under 300 people are less than 150 km from Birmingham?	
16 Is the warehouse nearest Birmingham the furthest from a port?	
17 How many regions have a warehouse less than 100 km from a port, and more than 10 km from a motorway?	
18 How many airports serve warehouses which are less than 20km from a motorway?	
19 Which warehouse with less than 300 employees is closest to Birmingham?	
20 Which port serves the warehouse that is furthest from a motorway?	

(20 marks)

QUESTION 3 CONTINUED**REGIONAL WAREHOUSES**

REGION	WAREHOUSE (TOWN)	EMPLOYEES	KM FROM MOTOR-WAY	PORT & KM FROM WAREHOUSE	KM FROM BIRMINGHAM FACTORY	AIRPORT
SOUTH WEST	EXETER	200	10	PLYMOUTH (90)	205	EXETER
SOUTH EAST	MAIDSTONE	450	6	DOVER (85)	168	GATWICK
LONDON	CLAPHAM	500	16	LONDON (20)	120	GATWICK
MIDLANDS	DERBY	350	24	HULL (200)	54	WEST MIDLANDS
NORTH WEST	PRESTON	200	18	LIVERPOOL (72)	110	MANCHESTER
NORTH EAST	MIDDLESBOROUGH	250	40	NEWCASTLE (80)	177	NEWCASTLE
WALES	CARDIFF	300	14	CARDIFF (5)	109	CARDIFF
SCOTLAND	PAISLEY	150	6	GLASGOW (60)	355	GLASGOW

OVER

QUESTION 4

Situation:

You work as Assistant Manager for a large mail order firm. The manager comes into your office and says:

“The new Site Supervisor starts next week, and I want to re-arrange his schedule so that we use his time more efficiently.

For a start I want him to be on Standby at the following time:

Monday from 11.00 – 13.00.

All other days (except Wednesday) from 13.00 – 15.00.

He will be in Training sessions first thing in the morning on Tuesday and Wednesday.

During the week he has 5 areas to cover.

The Warehouse must be checked 3 times a week to make sure goods are delivered and safely stored.

All goods are delivered by 15.00. Remember there are no deliveries on Wednesday or Thursday.

He will need to check Reception daily, but at a different time each day. Note, however, that Friday will be the same as Monday - 09.00.

The Canteen needs 2 visits – separate days, of course – one just before lunch and one straight after lunch.

Staff leisure also needs 2 visits. One must be Friday morning, and the second at the end of a working day.

That leaves the Grounds and Gardens. He needs to spend a whole morning on that area.

Will you please prepare a clear timetable for him.”

Task:

Complete the Site Supervisor’s timetable printed below.

SITE SUPERVISOR’S TIMETABLE

	09.00 – 11.00	11.00 – 13.00	13.00 – 15.00	15.00 – 17.00
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				

(20 marks)

Section	Examiner's Use Only
1	
2	
3	
4	
Total	



SERIES 4 EXAMINATION 2002
ENGLISH FOR BUSINESS
LEVEL 1
(Code No: 1041)
 FRIDAY 15 NOVEMBER

Instructions to Candidates

- (a) The time allowed for this examination is 2 hours.*
- (b) Answer **all 4** questions.*
- (c) Use the spaces provided in the combined question and answer booklet to complete the answers. If more space is needed for answers or rough notes, use the supplementary sheets provided and secure them inside your booklet with your name and candidate number clearly written on each sheet. Rough notes should be clearly crossed through.*
- (d) Credit will be given for correct spelling, punctuation and grammar.*
- (e) Adequate and appropriate communication is required rather than a particular number of words.*
- (f) When you finish, check your work carefully.*
- (g) The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.*

ENTER DETAILS BELOW

CANDIDATE'S NAME IN FULL
 as it is to appear on the certificate

IDENTITY CARD NUMBER

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

1041

Subject Code Number

Candidate's Number Centre Code

Full Private Address

..... Postcode

Centre Name and Address

.....

STATE HERE THE NUMBER OF ADDITIONAL SHEETS HANDED IN

QUESTION 1

Situation:

You work for Advance Computer Systems Ltd. The company occupies the upper floor of a building which it owns on the outskirts of your town. The ground floor is rented out to Busybee Home Services Ltd, who use the space for storage of cleaning equipment. As your business is growing, your company needs the ground floor space for more offices. You want Busybee to vacate in 2 weeks' time at the end of their rental agreement.

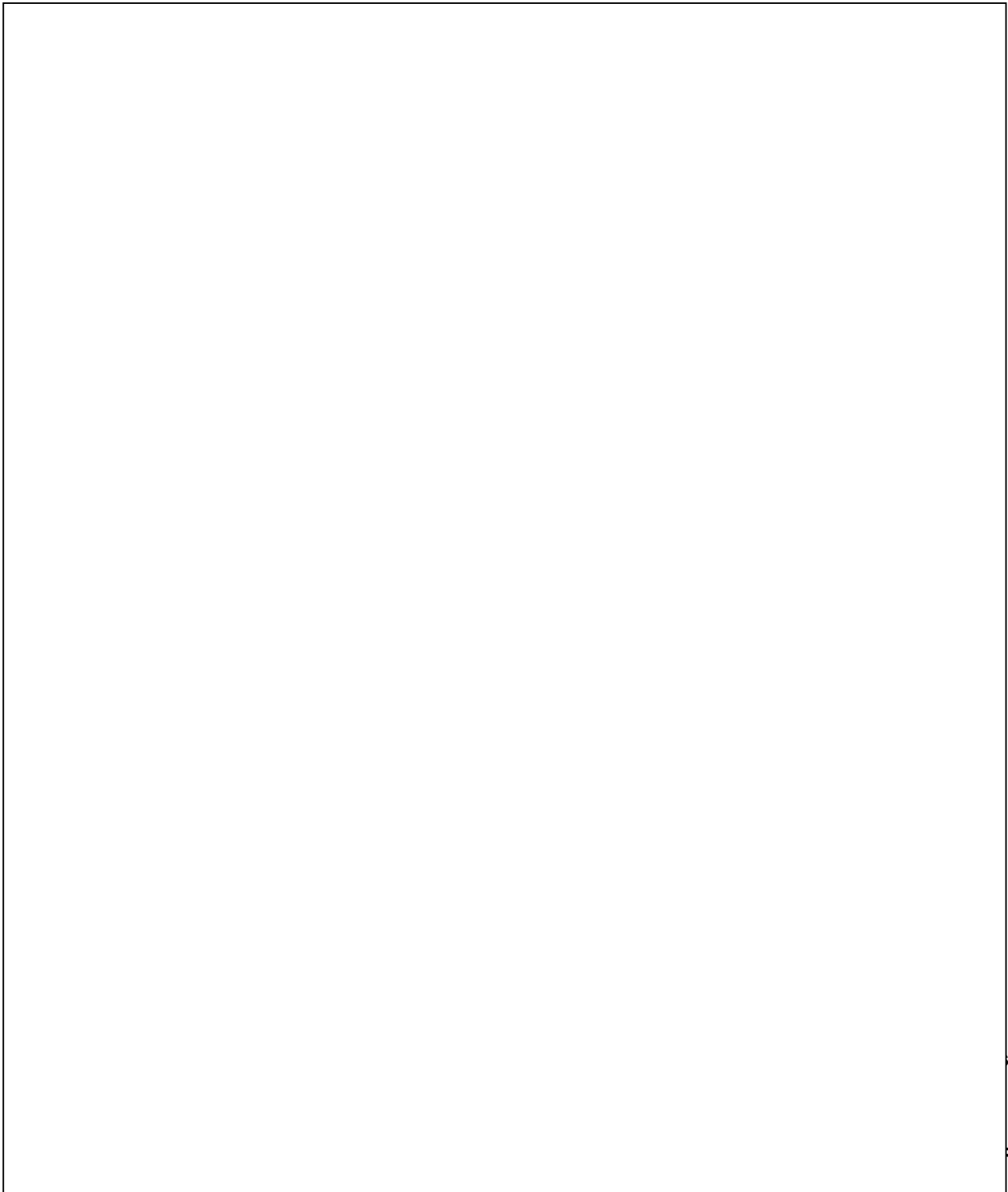
Task:

Write a letter of between 150 and 200 words to the Managing Director of Busybee at their head office. Explain the situation clearly and, in view of the short notice, offer some form of compensation. Make up suitable names and addresses, and invent any details you think are necessary.

Write your letter in the space below.

QUESTION 1 CONTINUED

You may continue writing your letter in the space below:

A large, empty rectangular box with a thin black border, intended for the student to continue writing their letter. The box occupies most of the page's vertical space.

)
R

QUESTION 2

Situation:

You are checking out the job offers in the newspaper.

Task:

Read carefully the job advertisement for a **Marketing Accounts Director (New York)** which appears on the opposite page. Then say whether the following statements are **TRUE or FALSE** and write down **only the words or phrases** from the passage that support your answer. Do **not** write more than 6 supporting words for each answer. You will lose marks if you write more than 6 supporting words.

Example:

Statement: Applications from school leavers with no work experience are welcome.

Answer: False: Graduate status / 5 years' experience.

Write your answers on the lines marked A.

1 The salary for the post is 60,000 Australian dollars.

A _____

2 Applications must be sent to Louella Casals within 10 days.

A _____

3 The person appointed will work in Japan with customers based in the UK.

A _____

4 The Account Managers will sell via newspapers and TV advertisements.

A _____

5 The successful applicant will be new to Sales, and will rely on the ideas of others.

A _____

6 Applicants for the job should apply by telephone to the New York office.

A _____

7 The job offers more than a basic salary.

A _____

8 Candidates will not be expected to be fluent in more than 2 foreign languages.

A _____

9 Over the last year or more the US Internet has had no governing body.

A _____

10 The person appointed will be in regular contact with top executive, Adam Childs.

A _____

(30 marks)

CONTINUED ON NEXT PAGE

QUESTION 2 CONTINUED

MARKETING ACCOUNTS DIRECTOR (NEW YORK) (SALARY: US \$80,000)

Jericho Marketing plc, whose head office is in London, is a world-famous organisation in the high-tech area of marketing customer services and products. The company is seeking to appoint an Accounts Director for the New York office. The post arises because of the promotion of Ms Louella Casals to the position of Managing Director (US Operations). Ms Casals is also currently President-Elect of the US Internet Control Committee set up in November 2001.

The company is looking for a true leader able to motivate and guide a team of 6 Account Managers in the expanding areas of on-line marketing and product text-messaging. All customer clients handled by the team are US-based companies who want to expand their global markets. The person appointed will take immediate charge of a 2-year programme to increase Internet sales by 40%. There will be matching bonuses for the level of success achieved.

The Marketing Accounts Director will liaise closely with Adam Childs, the company's Global Director based in London, and with all American clients.

The salary package will include: housing allowance, children's school fees, and return flights home 4 times a year (whole family).

Applicants must be of graduate or post-graduate status, and must have a minimum of 5 years' experience in product marketing. A working knowledge of 2 foreign languages will be an advantage.

Applications may be made by normal post or by e-mail to the Personnel Director, Mr Jackson Klein, at our London office. The closing date for applications is 2 weeks from the appearance of this advertisement.

Interested persons who require further information should contact the Personnel Director by phone (044 – 207-673-2000) or by e-mail (jacksonklein@jericho.co.uk)

OVER

QUESTION 3

Situation:

You are looking at ways to expand your business through local weekly markets in your area.

Task:

Use the information on the chart opposite to **answer the questions below**. Write your answer as a name, or a single word or figure in the answer column. You will lose marks if you write more than this.

		ANSWERS
1	How many managers run more than one market?	
2	Which dairy market has the lowest daily cost?	
3	On which weekday is there no market?	
4	Does Torver market have more stalls than Wigton?	
5	How many markets with more than 50 stalls are run by P. Hill?	
6	On which day are the most markets open?	
7	How many local produce markets are open on Mondays?	
8	In June where can I buy local produce after 18.30?	
9	How many managers run markets with daily costs of more than £30?	
10	On which day can I buy local produce and dairy products?	
11	Which market closes after 16.00 and before 17.00?	
12	How many markets have a daily cost of more than £19?	
13	How many Monday markets have more than 35 stalls?	
14	Which manager runs the stalls with changing opening and closing times?	
15	Which Tuesday market has the most stalls and is open at 15.45?	
16	Penrith has the fewest stalls and the lowest daily cost. Is this true?	
17	Which manager runs the Monday market with the latest opening time?	
18	At which market can I buy dairy products at 09.45?	
19	Which market with more than 40 stalls closes before 16.00?	
20	Who manages the market which is open at 07.45 in February?	

(20 marks)

QUESTION 3 CONTINUED

WEEKLY MARKETS

MARKET	DAY	OPEN	CLOSE	MANAGER	DAILY COST £	TYPE	NUMBER OF STALLS
MILLOM	MONDAY	08.00	16.00	A JONES	15	GENERAL	100
WIGTON	TUESDAY	08.00	15.30	P HILL	20	LOCAL PRODUCE	70
SILLOTH	FRIDAY	09.00	16.30	R THOMAS	25	GENERAL	50
SELBY	MONDAY	09.30	17.00	A JONES	15	DOMESTIC GOODS	25
ALSTON	FRIDAY	08.00	15.30	B WILKS	20	DAIRY PRODUCTS	30
TORVER	THURSDAY	07.30*	16.00	P HILL	25	MEAT	60
PENRITH	THURSDAY	08.00	16.00	C FRY	25	GENERAL	120
EARBY	MONDAY	10.00	17.30	R THOMAS	15	DAIRY PRODUCTS	25
GRANGE	TUESDAY	08.30	16.00	B WILKS	20	MEAT	90
KIRBY	FRIDAY	09.00	18.00**	P HILL	10	LOCAL PRODUCE	35

* 08.30 in November, December and January

** June and July until 19.00

QUESTION 4**Situation:**

You work for a firm called TV Links Ltd which organises TV advertising for major manufacturing companies. Your manager comes into the office and says to you:

“The new advertising campaign for Goldroast Coffee has just been agreed. It will start on 1 April and there will be 4 separate advertisements telling the story of Goldroast Coffee. The first and the third adverts will each run for 30 seconds; the second and the fourth will run for 45 seconds each. The first two feature the production process. ‘Goldroast Harvest’ is the first. This will show coffee beans being harvested and processed. The presenter will be Felipe Mendoza, the Portuguese film star. He will also present the last advertisement ‘Goldroast Sunset’. After ‘Goldroast Harvest’ we move on to ‘Goldroast Variety’. Carol Montano presents this one. It deals with blending and selection of beans. Carol’s advert will be shown 40 times, twice as many as the two presented by Felipe. The third in the series, ‘Goldroast Future’, shows coffee being drunk at parties, barbecues and receptions. We’ve persuaded the Italian tenor, Alfredo Carluccio, to present this one – he will actually sing the words! This will be shown twice nightly for 30 nights. Beginning with ‘Goldroast Harvest’ a new advert will appear on the first of each month. But there will be a break of 2 months before the start of Felipe’s second advertisement to allow for the poor viewing figures over the summer.”

Task:

Use the information above to complete the Schedule Chart below for the advertising campaign in date order of appearance.

SCHEDULE CHART

ADVERTISEMENT TITLE	START DATE	PRESENTER	NUMBER OF SHOWINGS	ADVERTISEMENT LENGTH (SECONDS)

(20 marks)