



English for Business

Level 1

Past Papers 2003

London Chamber of Commerce and Industry Examinations Board (LCCIEB)
Platanenstr. 5
07549 Gera
Tel: 0365 / 7 38 85 19
Fax: 0365 / 7 38 85 36
Webseiten: www.lccieb-germany.com
Email: info@lccieb-germany.com

Contents

English for Business Level 1 Past Papers 2003

Series 1	3 - 10
Series	11 - 18
Series 3.....	19 - 26
Series 4	27 – 34

Model Answers for all papers included in this pack are available free of charge from info@lccieb-germany.com

© LCCI CET

The material contained in this booklet may be reproduced and/or photocopied for examination preparation purposes only.

QUESTION 1

Situation:

You work as the Assistant Manager of Swan Glassware plc. The Regional Director has telephoned to say that she will be visiting your factory in a week's time. She hopes to tour the factory, talk to the workers and have lunch in the canteen. In the afternoon she will talk to the workforce for an hour and answer their questions.

Task:

Write a memo of about 150-200 words to all Heads of Department. Give brief details of the intended visit, and arrange a meeting with them before the visit to discuss their preparations, and what you expect of them in order to create a good impression with the Regional Director. Ask them to send any ideas to you some time before the meeting.

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

MEMORANDUM

To

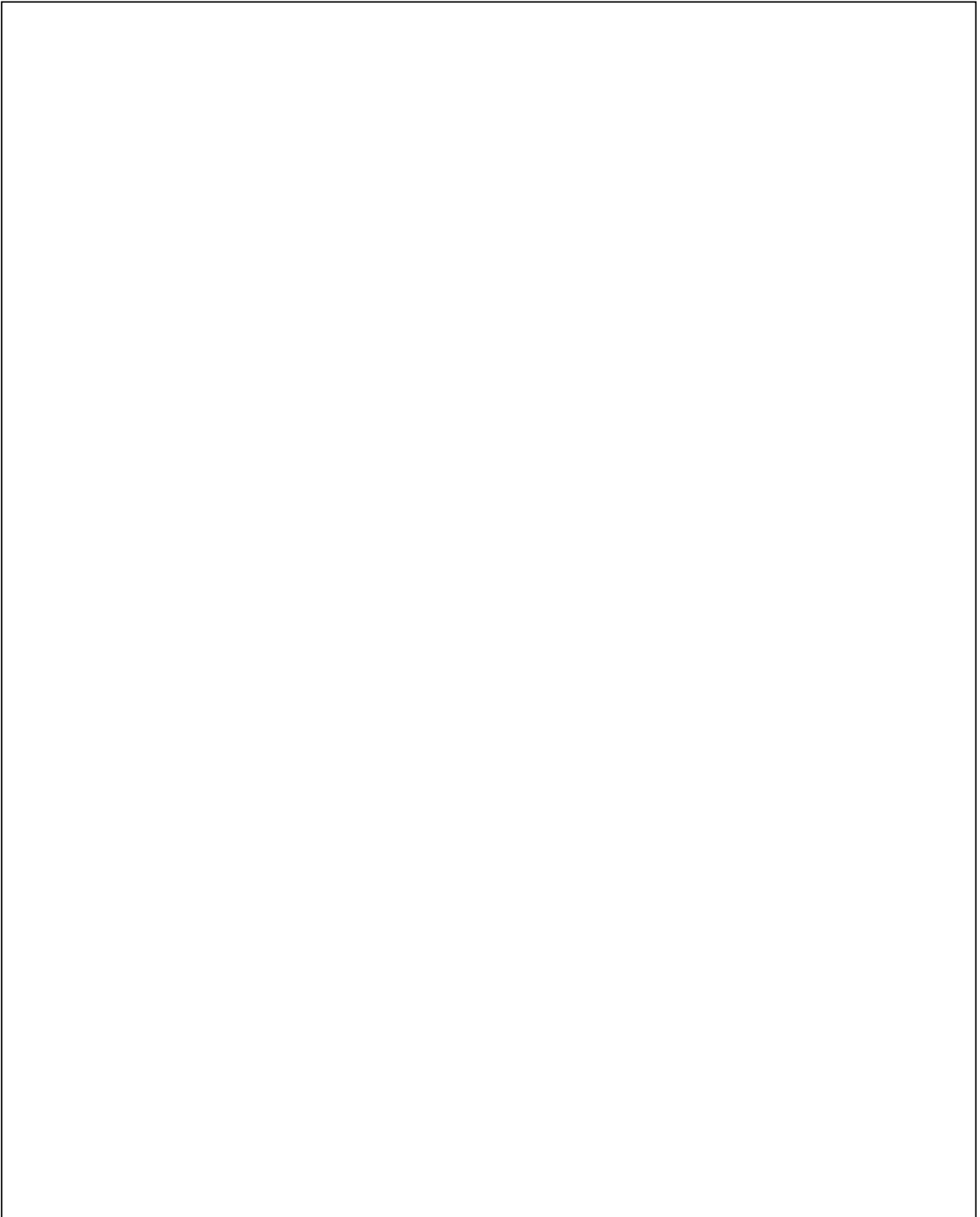
From

Date

Subject

QUESTION 1 CONTINUED

You may continue writing your memo in the space below:



(30 marks)

QUESTION 2

Situation:

You are preparing a handout for a seminar on "Successful Business Women." You need to check the accuracy of the ext.

Task:

Read the handout on the page opposite entitled "Erna Lowe", then say whether the following statements are **TRUE** or **FALSE**. Then write down **only the word or phrases** 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.

Example:

Statement: Erna Lowe was an English man who died in the 1990s

Answer: False. Austrian lady / died in 2002

Write your answers on the lines marked A.

1 Erna Lowe always had a business partner and spent money carelessly.

A _____

2 Erna Lowe sold her business in 1982 when it was losing money.

A _____

3 Working as a chalet maid under Erna Lowe was tiring and badly paid.

A _____

4 Erna Lowe's first advertisement was on TV; it offered a week's holiday in Corsica.

A _____

5 Erna Lowe always took notice of her customer's comments.

A _____

6 Erna Lowe offered ski holidays in four different decades.

A _____

7 Erna Lowe ski holidays were available in only one country.

A _____

8 Better railways brought about the start of Erna Lowe's sunshine holidays.

A _____

9 Erna Lowe's workers thought she gave up easily and did not care about them.

A _____

10 Customers were afraid to tell Erna Lowe what they thought about her arrangements.

A _____

(30 marks)

QUESTION 2 CONTINUED

ERNA LOWE

Erna Lowe was one of the very first independent businesswomen. She offered ski holidays abroad. In 1932 she placed an advertisement in a national newspaper. It simply said: ***Austrian lady will escort people to Austria for 2 weeks, cost £15.*** As a result 5 people booked to go on her first ski-ing holiday to Sölden in Austria.

After the Second World War, in 1948, she started up the ski holidays again. This time she used special trains called *snowtrains* to carry people across France to the Austrian resorts. Some said the rail journey was long and boring so she introduced “dancing carriages” on the trains for the entertainment of her customers. The trains carried 400 people via Calais or Dieppe on the French coast right across France to the resort of Zell am See in Austria, where they stayed in hotels or boarding houses.

In the 1950s Erna Lowe started to use ski chalets in place of hotels. At first the holiday-makers did the cooking and cleaning in their chalet themselves (this saved Erna Lowe a lot of money), but they soon complained about this and she employed maids, passing on the extra cost to the customers. The maids had to work hard and were paid very low wages. Erna Lowe was always looking to save money and she was a hard employer. But she earned the respect of her employees through her determination and her loyalty to them.

When cheaper air travel became available in the 1960s she offered holidays in the sun in Portugal, Corsica and Greece. She sold a growing business in 1979, and went to live in the French ski resort of La Plagne. She could not resist a challenge however and, in 1980, she started to provide ski holidays there for the disabled. She died in February 2002 when she was 92 years old.

Adapted from an article in The Guardian

QUESTION 3

Situation:

Your company is preparing to put a new pet food on the market. Your manager wants you to find out about other pet foods on sale.

Task:

Study carefully the information in the table opposite, then answer the questions below. **Write your answer as a single word, or as a name or in figures.** You will lose marks for unnecessary information.

ANSWERS

- 1 Which pet food has been on the market the longest?
- 2 How many of the listed pet foods are advertised in magazines?
- 3 How many pet foods made since 1976 cost less than €12?
- 4 Which maker advertisers in the Europe market area on TV and in magazines?
- 5 How many makers produce a bag heavier than 4 kg?
- 6 In which year was the newest 3 kg bag started?
- 7 Does Corgi pet food cost more than other 5 kg bags?
- 8 In 1997 how many pet foods sold in the USA market area were advertised in magazines?
- 9 Which maker produces the heaviest bag sold in both the Europe and the USA market areas?
- 10 How many more 4 kg bags than 3 kg bags are available in the Europe market area?
- 11 How many makers advertise on TV in the Europe market area?
- 12 Which pet food introduced after 1990 costs the most?
- 13 What is the market area for the least expensive pet food made before 1995?
- 14 Which maker selling only in the UK market area does not advertise on TV?
- 15 If the pet foods were listed in alphabetical order, which would be third?
- 16 How many pet foods beginning with the letter "B" cost more than €9?
- 17 Balance is the second oldest pet food advertised in magazines. Is this true?
- 18 How many pet foods in 3 or 4 kg bags were made before 1980?
- 19 All pet foods sold in the UK market area in 5 kg bags are advertised on TV. Is this correct?
- 20 What is the smallest bag size sold in the Europe market area and advertised on TV?

(20 marks)

QUESTION 3 CONTINUED**PET FOODS**

NAME	MAKER	MADE SINCE	BAG SIZE (KG)	PRICE (EURO) €	MARKET AREA	ADVERTISED
Fido	Burgum	1997	5	12	UK	TV
Benji	Spinners	1989	4	14	Europe	Magazines
Bounce	Topfoods	1990	5	10	Europe	TV
Fullomeat	Burgum	2000	3	8	UK USA	TV* Magazines
Balance	Petpaks	1969	4	10	UK	Magazines
Goodboy	Spinners	1976	4	12	Europe	Magazines
Corgi	ADC Foods	1997	5	15	Europe USA**	TV*
Barkalot	Topfoods	1990	3	6	UK	TV
Woof	Spinners	1968	3	8	Europe USA	TV Magazines
Treats	UK Pets	200	5	10	UK	TV

Note: In this table the UK is a separate market from Europe.

- * NOT IN UK
- ** Since 1999.

QUESTION 4

Situation:

You work as the personal secretary of Mr Angus Robbins at AT&T Services Ltd at 2 Old Bridge Street, Coventry CV5 6JQ. Your telephone number is 02476-470113 and you fax number is 02476-468018.

Mr Robbins comes into the office and says:

“I’ve just been reading that a former colleague of mine has won a business award in Germany. Erika Schmidt is Regional Businesswoman of the Year. She worked here for 2 years before she left to get married and work in Germany. We must send her a present – flowers would be best. Will you order some through our usual supplier, Worldwide Flowers Ltd, please. Their order forms and price list are in the file. Let’s send 2 dozen roses, half red, half white. And ask them to say they are from everyone at AT&T. Send them to her home address. She lives at Hauptstrasse 131, 30916, Isernhagen. You can add a note to the card, asking her to give me a call. You had better include our number, just in case she’s lost it. Tell Worldwide to put them on our account.”

In the file you find the order forms and price list for the flowers. White roses are £8 a dozen and red ones are twice as much.

Task:

Complete the order form on the page opposite.

QUESTION 4 CONTINUED

WORLDWIDE FLOWERS LTD
(Customer Order Form)

Please complete in capitals.

CUSTOMER NAME:

CUSTOMER ADDRESS:

RECIPIENT NAME:

RECIPIENT ADDRESS:

FLOWER	COLOUR	QUANTITY	PRICE PER DOZEN

CARD DETAILS:

1

2

3

PAYMENT METHOD:

(20 MARKS)

QUESTION 1

Situation:

You work as the Despatch Manager of a large mail order firm, Goods From Home Ltd. Your address is : Birchwood Estate, Warrington WA3 7GA.

Recently you have received a lot of complaints from customers about delivery of ordered goods. The complaints include:

- damaged goods and packaging
- goods delivered later than promised
- goods left in rear gardens and outhouses
- goods not delivered at all

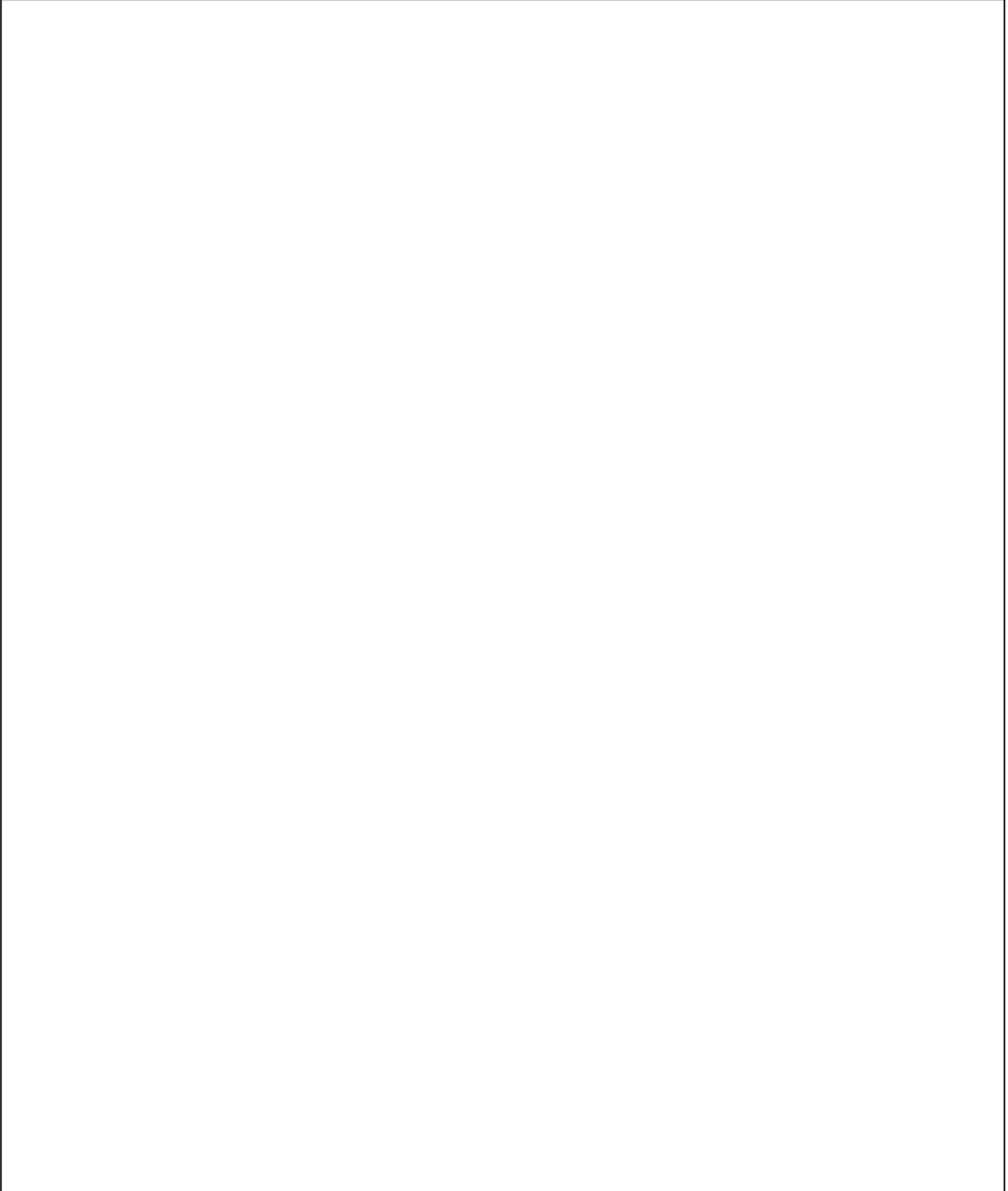
This has cost your firm money in customer compensation, and a lot of time to keep customers happy. Your firm sub-contracts delivery arrangements to National Deliveries Ltd, whose Head Office is at 20 Homer Road, Solihull, West Midlands B91 3LT.

Task:

Write a letter of between 150 – 200 words to the Managing Director of the delivery firm. Give details of some of the complaints and the difficulties these cause. Ask for an explanation, and what proposals he has to improve the situation.

You may invent any details you think are necessary.

Write your letter in the space below.



(30 marks)

OVER

QUESTION 2

Situation:

You are preparing an article on changes in the British Tourist Industry.

Task:

Read carefully the article entitled "British Tourism – Where Next?" which appears on the opposite page, then say whether the following statements are **TRUE or FALSE**. Then 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 down more than 6 supporting words.

Example:

Statement: Foot and mouth was not seen as important and profits from tourism remained high

Answer: False. Big story / loss of revenue

Write your answers on the lines marked A.

1 Tourists today have little money and are not aware of the choices they have.

A _____

2 Many tourists now prefer low cost travel and an inexpensive place to stay.

A _____

3 The foot-and-mouth disease resulted in the closure of many large hotel chains.

A _____

4 Despite a shortage of tourists, many places did not change their practice.

A _____

5 Holidays in Britain cost a lot, but the tourist industry ignores the fact.

A _____

6 All hotel chains offer a full refund to dissatisfied customers.

A _____

7 The "full refund" has meant losses of money and staff.

A _____

8 Many people in the UK tourist industry expect tourists to accept what they offer without question.

A _____

9 The article advises all hotels to adopt the "full refund" system.

A _____

10 Foot-an-mouth affected the tourist industry in all areas, but the precise cost is not known.

A _____

(30 marks)

QUESTION 2 CONTINUED

BRITISH TOURISM – WHERE NEXT?

The big story in British tourism in 2001 was the effect of foot-and-mouth disease. The loss of revenue was estimated at between £1.5 and £2 billion pounds. Many smaller hotels and guest houses up and down the country simply went out of business. The larger hotel chains, for the most part, lost money but stayed in business.

Many smaller establishments did not, however, help themselves. Many inns simply shut on Sundays. Some owners insisted on a minimum 3- or 4- night stay, when customers wanted only one or 2 nights. Their loss was the gain of hoteliers who adapted to suit the customers.

Habits in the tourist industry are changing. Cheap airline tickets are now very popular, and travellers want equally cheap and value-for-money accommodation. A comfortable room with a bath or a shower at an affordable price is what most people want, particularly when they are travelling.

Britain is still expensive, even compared to such countries as Sweden and Switzerland, and the tourist trade in general needs to recognise the fact. People want to feel they are being fairly treated. They are not short of money, but if they feel they are not getting value for their cash, they will go somewhere else. This is why one budget hotel chain offers a full refund if you do not sleep well in their rooms. Very few customers actually claim the refund. The system works because the staff work hard to meet customer needs, such as extra pillows on request, or a quiet environment during the night. Staff turnover has dropped dramatically. Other hotel groups should follow this approach.

In the end the UK tourist industry can no longer say “Here we are – take it or leave it!” The customers will simply leave it. People today know what their options are, and if Britain does not provide what they want, Britain will be the loser!

OVER

QUESTION 3

Situation:

Your publishing company is about to launch a new magazine for young people, and your manager wants you to check the current market in magazines.

Task:

Study carefully the chart on the page opposite entitled “Magazines for the Young” then **answer the questions below. Write your answer as a name, single word or figure in the answer column.** You will lose marks if you write more than this.

	ANSWERS
1 How many magazines started after 1998?	
2 Which magazine featuring fashion costs the least?	
3 How many monthly magazines feature pop music?	
4 Which magazine will be 10 years old in 2003?	
5 How many publishers have a magazine costing less than 1.90?	
6 Which magazine featuring star gossip costs the most?	
7 How many magazines started in the 21 st century?	
8 Is Teenscene both younger and cheaper than Upfront?	
9 Is ATC’s monthly magazine cheaper than Borg’s monthly magazine?	
10 Which magazine started 2 years before FabFabFab?	
11 How many magazines featuring beauty cost less than 2.00?	
12 Are there more weekly magazines under 1.80 than there are monthly magazines over 2.80?	
13 Which is the oldest monthly magazine which features fashion?	
14 How many publishers have a weekly magazine featuring pop music?	
15 Is Coolboy the only Daniel’s magazine featuring pop music?	
16 Is Snippets the most recent weekly magazine published by ATC?	
17 One weekly magazine costs more than any monthly magazine. Is this true?	
18 In the table are there more weekly or more monthly magazines started before 2000?	
19 How many weekly magazines costing less than 1.50 feature star gossip?	
20 Do the Daniel’s magazines feature fashion more than any other publisher?	

(20 marks)

MAGAZINES FOR THE YOUNG

MAGAZINE	PUBLISHED	STARTED	FEATURES	PUBLISHER	COST: (EUROS)
Upfront	weekly	1990	fashion & beauty	Daniels	1.30
Teenscene	weekly	1993	pop music	Reedmax	1.40
Snippets	monthly	2000	star gossip	ATC	2.80
Girlzone	monthly	2001	fashion & beauty	Borg	3.60
FabFabFab	monthly	1999	pop music	Topmags	3.00
Whoosh!	weekly	1998	fashion & pop music	ATC	1.90
Startime	weekly	2000	star gossip & fashion	Reedmax	1.70
Who's in?	weekly	2000	star gossip	Borg	1.70
Coolboy	monthly	1997	Fashion	Daniels	2.90

OVER

QUESTION 4

Situation:

You have just joined the Marketing Department of Universal Golf Products. The company sells golf equipment and clothing from trade stalls at major golf competitions in the UK. Your manager, Mr Alec Hoad, comes into the office and says:

“This is a busy month for us. There are several important competitions where we have a trade stand in the next few weeks. The largest is the Scottish Open, starting on the 19th. It lasts 5 days. I think John Doogan should be our salesperson there – he did a good job at Ayr last year. The Scottish Open starts the day after the final day of the Home Counties Championship at East Grinstead. The latter is a 4-day event with lots of top golfers. I’ll cover that one myself. The Cheshire Ladies’ Competition would be a good one for you to start on. That begins on the 8th and runs for 3 days at Mobberly. You’ll learn a lot there. You and I can do the Hogan Cup in Ipswich together. The Hogan Cup is for amateur golfers and runs for 3 days. It always starts the day after the Scottish Open’s final day. Did I mention that the Scottish Open this year will be played at Dundee? It changes venue every year.”

Task:

Use the information above to complete the chart below **in date order**.

GOLF VENUES FOR MARCH

COMPETITION	VENUE	START DATE	FINISH DATE	SALESPERSON

(20 marks)

QUESTION 1

Situation:

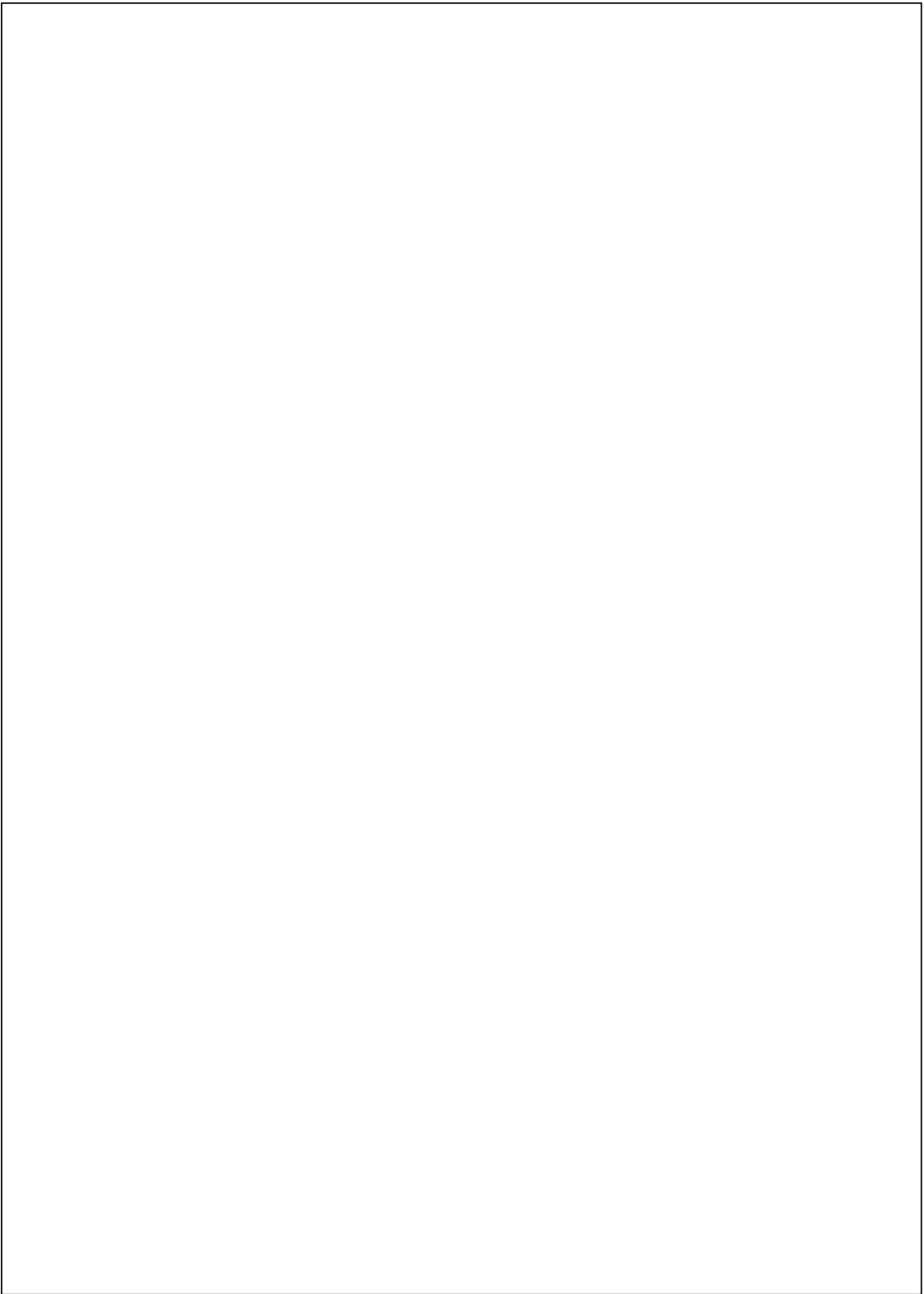
You work as the Assistant Promotions Manager for Wisebuy Supermarkets plc. The company plans to open a new superstore in one of your major cities, and your manager wants to invite a famous pop star, who has just won an international award, to open the new store. This will bring the company a lot of TV and press publicity.

Task:

Write a letter of invitation (of between 150 and 200 words) to the agent of the pop star. Mention the date, time and place, details of the arrangements and procedure for the opening, a suitable fee for the appearance, and why you think the star is a good choice.

You should make up suitable names and addresses.

Write your letter in the space below.



(30 marks)

OVER

QUESTION 2

Task:

Read the passage entitled **GIANT STORES plc: CUSTOMER DELIVERY** 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. The words or phrases that you need may be in different parts of the passage.

Example:

Statement: The box van delivers heavy goods; the crane lorry works on slopes.

Answer: False: lighter items / reasonably level ground.

Write your answers on the lines marked A.

1 Giant Stores will deliver goods to your house seven days a week.

A _____

2 As soon as you order, Giant Stores will tell you what time of day to expect delivery.

A _____

3 Drivers will always bring goods through your front door.

A _____

4 Giant Stores make no charge if they have to make a second delivery.

A _____

5 The crane lorry can do a lot of harm to your property.

A _____

6 Customers should tell sales staff about matters which may make delivery difficult.

A _____

7 Both delivery vehicles are operated by a single person.

A _____

8 You should inspect goods thoroughly before giving written acceptance.

A _____

9 Giant are happy when customers ask drivers to unload bricks on their driveway.

A _____

10 The driver must make enough room to set down goods brought past the front door.

A _____

(30 marks)

GIANT STORES plc: CUSTOMER DELIVERY

Our delivery service operates from 0700 to 1700 Monday to Saturday only. Deliveries to specific areas are covered on different days. Please consult your local store for details.

Giant Stores aim to deliver all goods currently in stock as soon as possible, but we cannot give definite times for any delivery. If you contact the store on the day of delivery, we can tell you whether your order will arrive in the morning or the afternoon.

BOX VAN SERVICE

This service is for lighter items that can be carried to the point of delivery.

Please advise our sales staff of possible problems, including narrow streets or driveways, steep steps or narrow entrances.

When the entrance to a property is shared, as in a block of apartments, we will only deliver to the main front door. If the driver thinks it is unsafe (steep steps etc) he will only deliver your goods to the nearest point. The driver will deliver all bulky items only as far as the main front door. In certain circumstances (disabled or infirm householder) the driver will place goods inside the front door. It is the customer's responsibility to make sure that there is a clear space for the goods.

Please check the goods carefully before you sign for them. We will not leave goods where there is no-one to sign. We will charge half the original fee for re-delivery.

CRANE LORRY SERVICE

This service is for bulk items (bricks or slabs etc) which are too heavy to be carried by the driver and an assistant. The vehicle weight can cause serious damage to driveways and underground drains. Consequently our drivers are not allowed to enter the customer's grounds or property with the crane lorry; please do not ask them to do so.

This lorry operates only on reasonably level ground.

OVER

QUESTION 3

Situation:

You work for a music store. Your Manager is considering the idea of developing the store as a video outlet as well. He asks you to assess the market.

Task:

Study the table entitled **Regional Video Stores** on the opposite page, then answer the questions below. Write your answer as a single word, a name or figure.

- 1 Which chain has the highest weekly rental figure?
- 2 How many chains started operating in the 1990s?
- 3 Are there more special Children's sections than Adventure sections?
- 4 How many N. West and London chains have DVDs?
- 5 Which S. West chain has the most outlets?
- 6 Does Easyview have the highest weekly rental in the N. East?
- 7 How many chains which started after 1997 have DVDs?
- 8 Do the 2 chains with the largest weekly rental both have more than 20 outlets?
- 9 Which chain from those in the S. West or N. East has been in business the longest?
- 10 How many chains with special Children's sections also have DVDs?
- 11 Which chain started before 2001 has fewer than 12 shops?
- 12 Are there more chains with DVDs than there are chains with 20-plus outlets?
- 13 Do all N. West chains have a higher weekly rental than all S. East chains?
- 14 How many chains with Science-fiction or Foreign sections started before 1997?
- 15 Which chain started in 2000 has DVDs and more than 20 outlets?
- 16 Of the chains with Science-fiction, does Universal have the most outlets?
- 17 How many chains opened after 1997 have DVDs and a Children's section?
- 18 Which chain without DVDs has the fewest outlets?
- 19 Which chain with DVDs and Science-fiction opened before 1996?
- 20 Were both the London chains opened before Easyview?

ANSWERS

(20 marks)

REGIONAL VIDEO STORES

CHAIN NAME	REGION	OUTLETS	STARTED	WEEKLY RENTALS	DVDs	SPECIAL SECTION
TOPVIDEO	N. WEST	20	1995	20,000	YES	FOREIGN
STARTIME	S. WEST	25	2000	25,000	YES	CHILDREN'S
VIDEO UK	S. EAST	22	1996	30,000	NO	ADVENTURE
UNIVERSAL	N. WEST	15	1992	29,000	NO	SCIENCE-FICTION
GALAXY	LONDON	10	1998	15,000	YES	FOREIGN
A1 VIDEO	N. EAST	12	2001	10,000	YES	CHILDREN'S
TROJAN	S. WEST	30	2000	35,000	NO	CARTOON
VID-U-LIKE	LONDON	25	1995	28,000	YES	SCIENCE-FICTION
EASYVIEW	N. EAST	16	1989	18,000	NO	CHILDREN'S
VIDEO-24	S. EAST	15	2000	20,000	YES	ADVENTURE

OVER

QUESTION 4

Situation:

You work in the Marketing Department of a large book retailer with shops in all major UK cities. Your department is planning a series of personal appearances by top chefs to promote their new books. They will take place over a 4-week period in Birmingham, Bristol, Glasgow and Manchester. Your manager comes into the office and says:

“That was Penny Molyneux, one of our chefs, on the phone. She is happy with the dates as long as she can be in Manchester on the 14th. You can start to plan the programme now. I’ve written a few notes for you – names, book titles, preferred dates etc. Let me see it when you’ve finished.”

Task:

Using the information above, and the following notes, complete the Summer Cookery Promotion Timetable.

CHEFS	BOOK TITLES
John Povey	Summer Cooking
Joaio Domingo	Pratos de verao
Penny Molyneux	Picnic Parties
Ralph Lenoir	Menus de campagne

Notes:

Each chef will visit all 4 cities.

Visits to Bristol will be in alphabetical order of **family** name (Domingo on the 7th).

John wants to start in Manchester and make Glasgow his third visit.

Ralph prefers to go to Birmingham before he visits Bristol. He also wants to be in Manchester the week after Penny.

SUMMER COOKERY PROMOTION TIMETABLE (COMPLETE IN CAPITALS)

NAME OF CHEF	BOOK TITLE	7 July CITY	14 July CITY	21 July CITY	28 July CITY
	PRATOS DE VERAO	BRISTOL			
RALPH LENOIR	MENUS DE CAMPAGNE				

(20 marks)

QUESTION 1

Situation:

You work as the Assistant Manager of a local health and fitness club, where one of your responsibilities is producing the monthly newsletter to members. Below are some notes about items for inclusion in the next letter.

NOTES

Complaints from some members about children's bad behaviour in the outdoor pool.

From the start of next month children under 14 will only be allowed in the pool from 10.00 till 16.00.

Expect complaints from some parents.

Chief coach, Cheb Pomfret, is running a new tennis course for mature adults. (Details of fees etc for the newsletter are in a note from Cheb on your desk).

The club is having a Party Evening (NO children at all!) with buffet and disco on the last Saturday of the month (exact date and times from the Entertainment Manager are in your files).

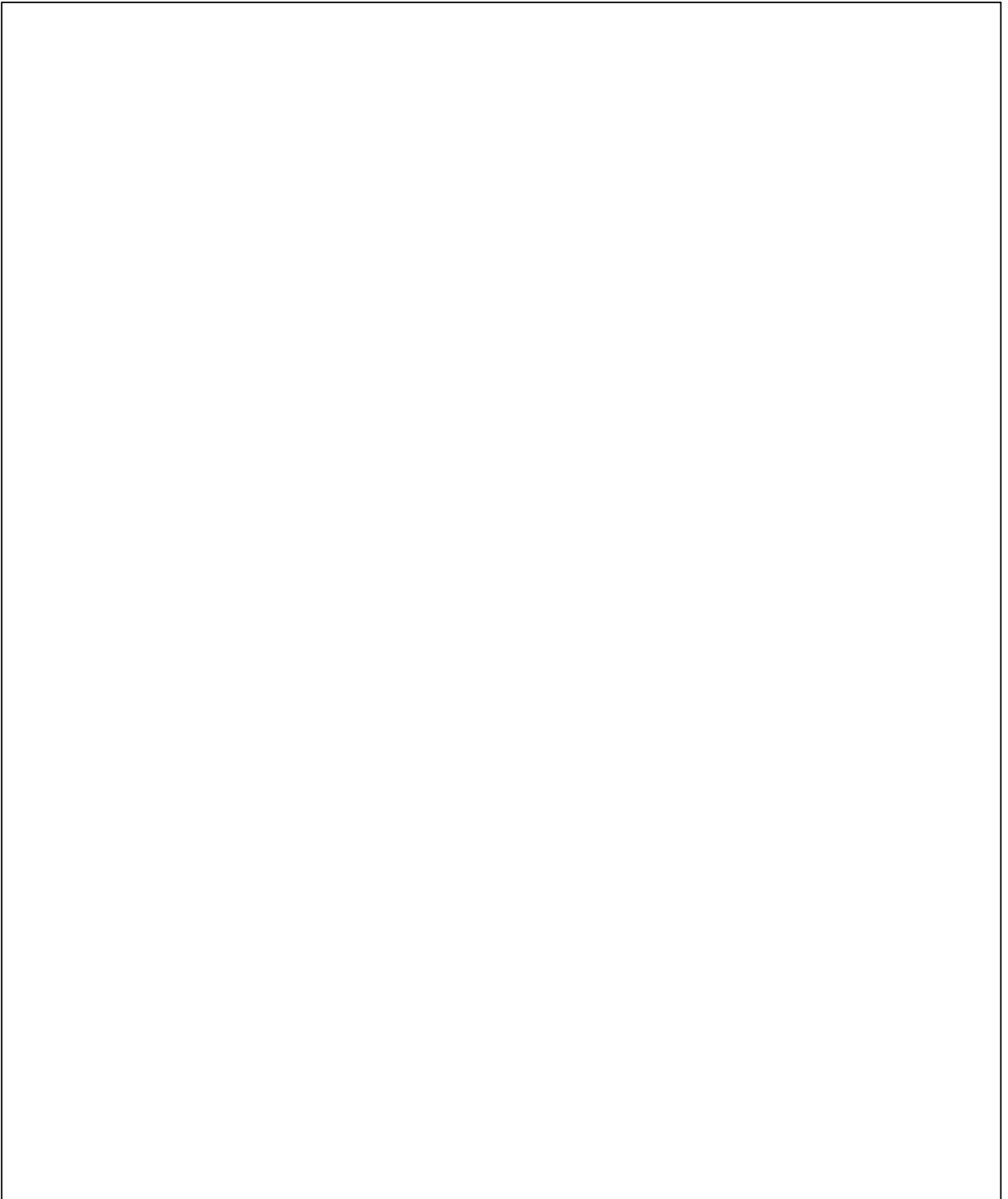
Task:

Write the letter for members, in the space below, using between 150 and 200 words. Give full details of the information above. Remember that the letter must be diplomatic and friendly. You may add details as you wish. The newsletter is addressed to each member personally, so for the 'inside' address, make up the name and address of an individual member of the club.

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 below the instruction.

QUESTION 2

Task:

You work in the Features Department of a regional newspaper, where you are editing a series of articles about successful young business people in the area.

Read the passage opposite entitled "Lady in Bread", then say whether the following statements are **TRUE or FALSE**. Then **quote** 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 this.

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

Example:

Statement: Helen thinks she is very fortunate to be in her job; her friends and family help her.
Answer: True – extremely lucky / they support me.

Write your answers on the lines marked A.

1 Helen dislikes her present job, which she has only just started.

A _____

2 Galloway's customers never contact the firm directly.

A _____

3 Helen has 2 products that she especially likes.

A _____

4 Helen is 25 and unmarried; she cannot drive.

A _____

5 Helen started as an account manager; she is now a brand manager.

A _____

6 Galloway's bread is not as good as supermarket bread; they make no brown bread.

A _____

7 Helen only looks after well-established products; she consults nobody.

A _____

8 The new wholemeal loaf was introduced as a result of customer complaints; both children and their parents eat it.

A _____

9 Helen is in charge of hundreds of people; she does not like help from her family.

A _____

10 The new wholemeal loaf does not taste different; it is for breakfast only.

A _____

(30 marks)

LADY IN BREAD

"It's a dream job. I feel extremely lucky to be here", says Helen Duckworth, Galloway's new Marketing Manager for New Products. This 35 year-old single woman from South Manchester started her career as a bread van driver for 12 months, but soon became a manager in one of their bakeries. This latest job, which she has had for 3 years, sees her in charge of a small team of brand managers.

The job involves planning new products and their packaging, thinking up new ideas, talking to customers, and trying out new inventions. There is also promotion and advertising to be arranged. It's all about giving more choice to the customers, and encouraging them to try new things.

She finds it hard to pick out her favourite products, but one of her babies is the new white loaf. Customers say it is how bread should be. One customer phoned in to say she could not stop eating it and another came to the bakery to deliver a poem about it. Fruit loaf is another of her favourites; it has been re-designed to appeal to young people.

The latest offering is a new wholemeal loaf. It was put on the market because parents wrote in to complain that children won't eat brown bread. So now there is the 'New Great Tasting' loaf which looks more appetising and is slightly sweeter than normal wholemeal thanks to the addition of molasses and other ingredients. It's an all-rounder for the whole family. Children like it toasted. Dads like it as sandwiches. It's bread for any occasion.

Helen feels that Galloway's bread compares favourably with the bread baked in supermarkets. Her family and friends alert her when a Galloway's product is out of stock in the supermarket. "It's quite nice actually. They all support me."

Adapted from an article in Limited Edition.

OVER

CAMCORDERS

MODEL	PRICE £	COLOUR SCREEN SIZE (CM)	SLOW/LONG PLAY (S/L PLAY)	ZOOM FACTOR X	NIGHT USE	DVD	STEREO SOUND
Sharp	600	7	slow	20	yes	yes	no
Samsung	900	7	slow/long	15	yes	yes	yes
Sony	500	6	slow	10	yes	no	no
Hitachi	300	5	slow	20	no	no	no
Thomson	450	7	slow/long	15	no	no	no
Pioneer	750	5	slow/long	15	yes	yes	yes
Chapman	500	6	slow/long	12	no	yes	no
Philips	800	7	slow	20	yes	yes	yes

OVER

QUESTION 4

Situation:

You have just started as Personal Assistant to the General Manager of Cantor Transport, Mr Angus Cantor. He has been going through the daily routine with you. One of your jobs is to keep his monthly diary up to date and he has given you the following notes for next month:

- Out of office every Wednesday (except 11th) for Regional Meeting.
- Transport Committee meets weekly on a Thursday.
- 2nd and 4th Tuesdays – Rotary Club meeting.
- Conference in Vienna on the 13th
- Staff interviews on the last Friday in the month.
- First two Saturdays each month – Charity work.
- Every free Tuesday – Staff Social Committee
- Visits to branch depots each Monday.

On your desk later you find the following:

- A note saying that the Transport Committee meeting for the 26th has been postponed until the following Monday.
- A message from a branch manager asking for the visit on the 30th to be changed to the previous Thursday.

Task:

Complete the monthly diary on the page opposite.

(20 marks)

MONTHLY DIARY
(complete in capitals)

WEEKDAY	DATE	DIARY ENTRY FOR THE DAY
SUNDAY	1st	
MONDAY	2nd	
TUESDAY	3rd	
WEDNESDAY	4th	
THURSDAY	5th	
FRIDAY	6th	
SATURDAY	7th	
SUNDAY	8th	
MONDAY	9th	
TUESDAY	10th	
WEDNESDAY	11th	
THURSDAY	12th	
FRIDAY	13th	
SATURDAY	14th	
SUNDAY	15th	
MONDAY	16th	
TUESDAY	17th	
WEDNESDAY	18th	
THURSDAY	19th	
FRIDAY	20th	
SATURDAY	21st	
SUNDAY	22nd	
MONDAY	23rd	
TUESDAY	24th	
WEDNESDAY	25th	
THURSDAY	26th	
FRIDAY	27th	
SATURDAY	28th	
SUNDAY	29th	
MONDAY	30th	