



# English for Business

## *Level 2*

## Past Papers 2004

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Model Answers for some papers are available free of charge. Contact [info@lccieb-germany.com](mailto:info@lccieb-germany.com)

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SERIES 1 EXAMINATION 2004  
**ENGLISH FOR BUSINESS**

LEVEL 2

(Code No: 2041)

MONDAY 8 MARCH

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***Instructions to Candidates***

- (a) *The time allowed for this examination is 2 hours 30 minutes.*
  - (b) *Answer all 3 questions. Candidates should note that they are required to answer only one option in Question 1.*
  - (c) *All answers must be clearly and correctly numbered but need not be in numerical order.*
  - (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.*
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## QUESTION 1

Write on ONE of the following subjects:

### Option (a)

#### Situation

At the weekly Management Committee meeting at Sohal Solutions, the senior partner, Mr Navjot Sohal Singh, explains his annoyance that some members of staff are parking their cars in the wrong places. He says, "We need a notice displayed in appropriate places reminding them where not to park. I have tried speaking to staff individually, sending memos, emails ... and still ... well, you know the problem! We shall have to consider penalties ... whatever you think might work."

He asks you to **write the notice**. "Be firm but, of course, don't be rude."

You make the following notes:

*Staff – lucky – plenty of parking. Why park in wrong place?*

*NOT visitors' spaces  
disabled spaces  
blocking entrance or loading area  
(all obvious really)*

*ANYWHERE ELSE?*

*Disabled must have permit (if disability is long-term)  
get it from me – display it clearly  
or special permission for short-term problems  
permission from ME (no-one else) – register car number*

*SECURITY TOLD TO REPORT TO ME ANY STAFF – ALL EXAMPLES OF INFRINGEMENT –  
(permission to park may be withdrawn!!)*

**Write the notice.**

**(40 marks)**

### Option (b)

You have applied for a job in the Human Resources Department of a very large company. The main responsibility of the post is staff induction, ie making arrangements for new members of staff to learn about the company and their own part in it, and helping them to feel welcome.

Yesterday you received a letter inviting you to an interview.

Here is an extract from the letter:

*All candidates are asked to write an article, to be sent to us a week before their interview, briefly explaining their ideas on how new colleagues can be integrated quickly into a firm. Please do not make it too long - 4 or 5 paragraphs will be fine.*



## QUESTION 2

### Situation

Miss Sheila Roberts, the Membership Liaison Officer of Biblio-file Book Club, shows you the following letter:

**33 North Park Avenue  
Leeds West Yorkshire LS8 4ND  
(Telephone 0113 266 6182)**

24 February 2004

Biblio-file Book Club  
17 - 21 Bolton Avenue  
Windsor  
Berkshire  
SL4 4JD

Dear Sirs

**Membership number 030045**

I wish to cancel my membership of your book club with immediate effect.

Your books are excellent, but my December order, which had been intended as a present for someone, was damaged by the deliverer "throwing" (my neighbour's description) the parcel over her garden gate. I sent the details to your email address [biblio@create.co.uk](mailto:biblio@create.co.uk) stating that I did not think that the book was in an acceptable condition and that I should not have to pay the postage for returning it to you.

You did not reply and at the beginning of January I learned that you had already charged me for the book by direct debit from my bank account. I tried to telephone you (01753 863368) but a recorded voice said, "All our customer advisers are busy at the moment. If you wish to leave a message, please speak after the short tones."

I left a message but I have had no response from you. Today I came home to find a note in my letter box telling me that the latest delivery had been placed at the rear of my house. It had been raining all morning and so both the packing and the book were very wet!

I shall pay for this item but I think that the delivery system is unsatisfactory and that your lack of response to my complaints is impolite.

Yours faithfully

*Wendy Dawson*

Wendy Dawson (Mrs)

You and Miss Roberts discuss the content of Mrs Dawson's letter.

You: What do you suggest we should do?

Miss Roberts: Apologise!

You: Is that all?

Miss Roberts: Mrs Dawson has been a member for quite a while – 6 years is it? Yes, June 1997 – that makes almost 7 years. It seems a pity ...

You: We can offer her a free choice from our catalogue - but I think we ought to explain how the problems happened.

Miss Roberts: I agree - if we can! She isn't the only person to complain about that firm of carriers, but we're going to be using a different firm from May.

You: So hopefully, things will get better ...

Miss Roberts: But we can't blame the carriers for the email and phone problems! They are - well - our own inefficiency, lack of communication. I think we can only say something like ...

You: ... We shall do our best to ...what?

Miss Roberts: You decide how to express it. Will you write the letter to Mrs Dawson? I want to sign it. Try to persuade her not to resign her membership, although it would be understandable. Be very tactful - offer compensation for the two books that she wrote about.

### **Task**

**Write the letter.**

**(30 marks)**

### QUESTION 3

#### Situation

Pierre Suchet, the General Manager at your place of work, says, "I know that you are preparing to talk to students who are studying a management course at our local college. I have just read an article in a magazine and wondered if it might be of use to you."

Here is the article:

#### How To Motivate Your Employees

Supervising people involves more than telling them what to do.

If you want the best from your employees treat them as individuals. Remember their personal problems. Find time to ask how they or their families are, how they enjoyed their holiday, whether the plumbing problem has been fixed.

Encourage learning. Help them to take on extra responsibility, but be available to offer support when they are dealing with a problem that they have not met before.

Let them be sure that when you pass their suggestions and contributions up to higher management, you will acknowledge that the idea is not yours. Members of staff will contribute suggestions more readily, if they know that the 'bosses' are told where the idea comes from.

When things go wrong, protect the people for whom you are responsible. Do not deal with problems by telling your superiors how awful your staff are. Simply state how you will go about preventing a repetition, without blaming anyone publicly. This way your staff will probably be loyal to you in return.

Let them do what they are good at doing. We all like to feel pleased about our work. If we can do something that we do well, we will feel proud. If you believe there are weaknesses, work on these too, but concentrate on what is being done well.

Praise your staff in public, and reprimand them in private. Nothing damages confidence more than public embarrassment.

You decide to **write a list** of the main points so that you can refer to it in your talk.

#### Task

**Write the list.**

**(30 marks)**



SERIES 2 EXAMINATION 2004  
**ENGLISH FOR BUSINESS**

LEVEL 2

(Code No: 2041)

WEDNESDAY 21 APRIL

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***Instructions to Candidates***

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  - (c) *Answer all 3 questions. Candidates should note that they are required to answer only one option in Question 1.*
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  - (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.*
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-

## QUESTION 1

Write on ONE of the following subjects:

### Option (a)

#### Situation

You are a member of the Management Committee of Longford House Hospital, Conway, North Wales. At a recent meeting, part of the discussion concerned the notices placed around the building:

David: *I think that there are too many notices. No-one is going to read them all, and some of the information is out of date!*

Helen: *I agree. In the Reception Area, for example, there are notices that welcome visitors ... state that members of staff are not allowed to accept gifts ... advise patients to keep their valuables in our safe ...*

You: *... yes, and notices giving the allowed visiting times: any time!*

Helen: *... another notice says that between 8 o'clock in the evening and 10 o'clock in the morning, visitors must report to the Reception Desk before ...*

You: *I believe the actual times are between 10 in the evening and 8 in the morning. They were changed 2 weeks ago.*

Helen: *Yes, you are right, and yet the notice by the main entrance still gives the old times.*

You: *I shall take down all the old notices in the Reception Area and **write a notice** ... just one ... that will give all the necessary information.*

David: *I have had a request from the cook. Can you add to the notice that any diet/menu requests should be made as soon as a patient is admitted? ... It's too late when the food has been cooked and served!*

You: *Certainly. Do you think I should make any more small additions to any of the information that you have so far mentioned?*

David: *It would be better if patients' valuables were left at home ... but you would need to be tactful in how you expressed it.*

Helen: *I would like to add that donations to charities are always welcome.*

#### Task

Write the notice.

(40 marks)

## Option (b)

### Situation

“I liked the article that you wrote for our customers’ monthly magazine, *Amicable Amity*,” says Mrs Patel, the Customer Liaison Manager at Amity Enterprises. “Several customers have written to the Editor asking if you will be contributing any more articles. Will you **write an article** on Amity’s complaints procedure? You know better than I do what should be included ... we know complaining is sometimes difficult ... don’t be worried ... friendly ... we want to help ... we actually listen ...”

You agree to write the article and here are some of the notes that you make:

#### Amity and complaints

*Deal with them immediately – usually!*

*Customers must say clearly what is annoying them – we cannot solve a problem, if we do not understand what it is. (I need to say that more tactfully.) Complain – write ... phone ... visit us (any branch) etc.*

*What does the customer want us to do?*

#### Stages of complaints

1. *complain immediately – to person/department etc that is at fault*
  - *that person/department acknowledges complaint in 3 working days*
  - *answers complaint in 10 working days*

*If customer not happy:*

2. *ask for complaint to go to a senior manager*
  - *10 working days*

*If customer not happy:*

3. *complaint goes to Regional Director of Amity*
  - *invites customer (within 15 working days) to a meeting*
  - *discuss and agree solution*

*If customer not happy:*

**NEVER HAPPENED! ALWAYS AGREEMENT!**

*“We always listen ...it helps us.” – (customer confidence).*

*NOTE 1 : I may decide to change my ideas and/or add to them.*

*NOTE 2 : Amicable Amity usually likes articles to be short – about 4 or 5 paragraphs.*

### Task

Write the article.

(40 marks)

## Option (c)

### Situation

Mrs Margot Parmentier, the Managing Director of Parmentier Studiocrfts, is very angry that a head of department has sent her an email that has many spelling and grammatical errors. She says, "He cannot possibly have used his computer's spellchecker, and he must have sent the message to me without reading it first! ... What is even worse, is that he starts the email 'Dear Margie'! I prefer to be called Mrs Parmentier, or Margot by people who know me well ... never Margie!" She adds, "I shall speak to the person who sent me the email, but I want you to **write a memo** to all heads of department stating the 3 main rules of Parmentier Studiocrft's policy on email etiquette."

She emphasises that the message must not mention her specifically.

Here are your notes:

#### EMAILS

- 3 rules – use formal name in greeting (until they receive an email in reply which will show the name the person prefers). Otherwise danger of causing anger.
  - GRAMMAR/SPELLING – accurate as possible (mistakes will still happen!)
  - third rule (not mentioned by Mrs Parmentier) = do not reveal other people's email addresses when sending message to several people (eg using mailing list) – again can annoy/anger. Each email should reveal ONLY the address of the person it is being sent to.

### Task

**Write the memo.**

**(40 marks)**

## QUESTION 2

### Situation

Mr Piotr Fenyk, the owner of Omega Fashions (telephone 0117 942 2861), hands you the following letter. He says, "I have spoken with Pierre on the telephone, and with his tutors at university. They say that he was an excellent student. **Write a letter** inviting him to interview."

17 rue de la Gare 62800 Lens France  
Telephone 03.21.14.74.09

16 April 2004

Mr Piotr Fenyk  
Omega Fashions  
Clevedon Road  
Bristol  
BR2 6CL

Dear Mr Fenyk

#### **Vacancy for a Trainee Designer**

Following our telephone conversation yesterday, I have decided that I would very much like to be considered for the post of Trainee Designer at Omega Fashions that was advertised in the magazine *Fashion and Fabrics International*.

I am 23 years old and have recently completed a 4-year degree course in Textiles at the University of Lens.

I would welcome the chance to work and train in a fashion house with the high reputation of Omega Fashions.

Yours sincerely

*Pierre Giraud*

Pierre Giraud

Mr Fenyk adds, "Pierre speaks excellent English and has the necessary qualifications. I have made a few notes of what to include in your letter." Here are Mr Fenyk's notes:

*Interview = 17 April – start at 10.30 am – 4 candidates.*

*Informal visit day before - does he want to visit am or pm? Ask him.*

*Does he want us to find a hotel? We pay expenses – travel (including taxis) - meals  
– accommodation*

*Tell him to contact us for any questions/answers – also to say if he will come to interview!*

*Hope to appoint 1 (possibly 2).*

*Must bring examples of his design/textiles work at University.*

### Task

**Write the letter.**

**(30 marks)**

### QUESTION 3

#### Situation

You work in a senior position at Kudos Financial Services, Perth, Western Australia. The City Beach University has invited you to speak to students about careers for graduates at Kudos Financial Services. Having looked at the firm's Employees' Handbook you decide to **write a list** of the main points from the following extract about fixed benefits so that you can refer to it during your talk.

#### **Kudos Finance Services – Graduate Employees – Fixed benefits**

Fixed benefits are those that come as a part of your job and usually they are permanent. You are entitled to them as part of your Contract of Employment. At Kudos Financial Services, all employees receive 24 days' holiday. You can also choose to 'save' holidays through our 'extended holiday scheme' which allows you to take a long holiday by not using all your entitlement in previous years. For example in Year 1, you can decide to use only 14 days of your entitlement, and in Year 2 have 34 days' holiday. (The days must be saved. You cannot borrow from future years.)

When you are employed at Kudos, you will join our contributory pension scheme (which is regarded as one of the best in the country) and you can apply for loans at special rates, normally 3% lower than those offered to our clients. Interest-free season ticket loans are also available for travel to and from work. Our bonus scheme pays a financial bonus to employees once a year, depending on how well the company has done. As a guide, in April 2003, employees received a payment of 9.3% of their salary as a bonus.

When you have completed two years' unbroken service, you can apply for an 'employment break'. This can be from one to five years and can be used for many reasons, such as caring for a sick or elderly relative, study, further education, childcare etc. You will not be paid during this time, but your job will be safeguarded for the agreed period.

We are committed to other forms of flexible working too, wherever it meets both your needs and the needs of the business. You will have a flexible contract, with normal working hours falling within the period 8 am – 8 pm. There are many options, such as flexi-time, part-time working and job-sharing.

#### Task

Write the list.

(30 marks)



SERIES 3 EXAMINATION 2004  
**ENGLISH FOR BUSINESS**

LEVEL 2

(Code No: 2041)

FRIDAY 11 JUNE

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***Instructions to Candidates***

- (a) *The time allowed for this examination is 2 hours 30 minutes.*
  - (d) *Answer all 3 questions. Candidates should note that they are required to answer only one option in Question 1.*
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  - (e) *Adequate and appropriate communication is required rather than a particular number of words.*
  - (f) *When you finish, check your work carefully.*
  - (h) *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.*
-

## QUESTION 1

Write on ONE of the following subjects:

### Option (a)

#### Situation

Mr Gurdev Bhatti, Senior Training Officer at Jodhpur Enterprises, Jodhpur, India asks you what problems there have been since meetings have been held in the form of videoconferences. You tell him, "It's too soon to say. We have only had a few ... eight or nine, I think ... but certainly, videoconferences save time and money ... We can see and talk to people who are in other towns and even other countries ... but videoconferences are far easier when people already know each other ... Visual aids are useful ... Perhaps we don't use them enough ... you know, charts, graphs and ... another thing is..."

"You obviously have thought about it," says Mr Bhatti. "Perhaps you can **write a memo** to go to all heads of department ... in my name ... Tell them all the things you think will make our videoconferences better ... Let me see the memo before you send it."

You return to your office and make the following notes:

*Position of cameras – NOT directed towards windows = distraction  
(people walking by, etc)*

*Choice of rooms – NOT IN NOISY PART OF BUILDING (traffic, machinery, etc)*

*Room – notice outside – something like (if not in the meeting) – DO NOT COME IN*

*Position of cameras – latecomers = problem if camera faces door*

*PRACTISE – make mistakes before meeting*

*Technical problems! – Have 'experts' ready!*

#### Task

Write the memo.

(40 marks)

## Option (b)

### Situation

You work at the Head Office of Haven Bank, Walton Street, Oxford OX2 7ML. A series of meetings of representatives of several departments has been held to discuss the introduction of a new type of account, called *Impetus*. At the most recent meeting the following discussion takes place:

- Publicity Department: *We must be clear about what Impetus is. It is a type of current account.*  
Administration Department: *Yes ... but I am not happy that customers will have to pay a monthly fee ...*  
Publicity Department: *... £7.50 a month ... that is not a lot ... Just think of the advantages ... £400 of special benefits each year!*  
Administration Department: *I know ... but are they worth having?*  
Finance Department: *There's a free overdraft of £250 ... just think ... £250 in debt and no interest charges ... and that's not all ... any overdrafts of more than £250 are charged at an annual interest rate of only 7.5% ... nobody will get a better offer anywhere ... Are the extras worth having? Of course!*  
Publicity Department: *You didn't mention that if someone opens an Impetus Account ... then changes his or her mind within 90 days... an ordinary current account will be reopened ... and ... you are not going to believe this ... all the monthly fees already paid ... given back to the customer! Then there is the free life assurance ... £4,000.*  
Finance Department: *... a legal helpline ... 24 hours a day ... any legal problem!*  
Publicity Department: *... purchase protection ... cardholder protection ... extended warranty cover ... all free ... with the Impetus Account ... We have advertised on TV... in papers ... We now need a notice that we can display in all our branches telling customers about Impetus and to get more details from the Enquiry Desk.*  
Administration Department: *I am convinced! You must remind whoever writes the notice that Mr Hamid Gatrad, the Managing Director, insists that his name is on all notices.*

You offer to **write the notice** to go out to the branches of Haven Bank.

### Task

**Write the notice.**

**(40 marks)**

## Option (c)

### Situation

You work for an import-export company, *Naught Unattainable* of Victoria Street, Liverpool, Merseyside L1 5PJ. This company imports and exports goods for re-sale. The Head of Administration is Miss Rachel Withers.

*Naught Unattainable* has recently won first prize in the Efficient Business Award, an important competition organised by the magazine *Business UK Works*. This success has been reported widely on television and radio, in magazine features, etc. The *Wirral and Merseyside Observer*, a local newspaper, has phoned Miss Withers asking if a member of staff would write an article about what it is like to work at *Naught Unattainable*.

Miss Withers asks you to **write the article**. She says, "The editor of the paper suggests 4 or 5 paragraphs ... about a normal day working here ... busy ... clients world-wide ... 365 days ... 24 hours ... we never stop ... docks ... shipping companies ... road ... rail ... air ... documentation ... emails ... phone ... urgent orders ... regular orders ... humour ... tension ... unusual requests, etc. Write about anything that happens at *Naught Unattainable* ... you know more about what it is like than even I do ... you decide what to include ... It will help our business, if you mention how efficient we are despite all the activity ... Please, write interestingly. This award has brought us a lot of new business. I would hate to lose it because of a boring article in the local paper!"

### Task

**Write the article.**

**(40 marks)**

## QUESTION 2

### Situation

Mr Marcel Lantier, Sales Director at Reverie Publishers Ltd, gives you the following letter and asks you to **write a letter** in reply to it.

## Monograph Bookshop

Queensbury Bradford West Yorkshire BD13 4SD  
Telephone 01274 812862 Fax 01274 812863 Email jgiusa@monograph.co.uk

9 June 2004

Reverie Book Publishers Ltd  
17 – 21 Golden Valley Road  
Hay-on-Wye  
Herefordshire  
HR8 3LR

Dear Sirs

### Personal Appearance by Marjorie Jennings

When Reverie Book Publishers approached me last year and asked me to take part in Mrs Jennings' book signing tour, I was delighted. To have such a famous, popular cook and writer present in my shop seemed almost too good to be true. I accepted immediately.

You promised to supply a display of all her books and you said that Marjorie would arrive at 10 am on 29 May. It was planned that she would stay for 2 hours talking to customers and signing copies of her books. Most importantly, I was told that I would not have to pay anything.

Your display arrived and looked excellent. The posters that you supplied announced the time and date of the event. Everything seemed well prepared.

Customers began queuing at 7 am, but Mrs Jennings did not arrive until almost 12 o'clock midday. She came into the shop, asked where the reporters were, and shouted at me when I told her that they had left after having waited over an hour for her to arrive. Mrs Jennings then went without signing any books.

This morning, I received an invoice from her agent demanding £1,500 for Mrs Jennings' appearance at my shop!

I look forward to your explanation of this totally unacceptable behaviour.

Yours faithfully

*Jessica Giusa*

Jessica Giusa (Miss)  
(Manager)

## QUESTION 2 CONTINUED

Mr Lantier tells you to be very apologetic in your reply. "It is partly our fault. I have checked the letter that we sent to Mrs Jennings ... we told her 11.30 am! Why did we do that? The correct time was 10 am ... We told everybody 10 am ... except Mrs Jennings! Explain to her agent and ask him about the invoice. When you write to Miss Giusa ... ask her what she wants us to do ... perhaps a new signing session ... or some form of compensation ... I don't know ... but I would be very upset, if I had been treated in that way."

In a telephone call, Mrs Jennings' agent says, "I'm glad that you have told me about the error ... Marjorie was angry ... but ... she should not have shouted ... apologise will you? I shall send Miss Giusa some flowers ... Don't tell her ... It will be a surprise ... The invoice should have been sent to you ...sorry!"

### Task

Write the letter.

(30 marks)

## QUESTION 3

### Situation

Miss Andrea Irvine, the Personnel Officer at the firm where you work, says, "This article has some useful information in it. So far we have not had any such requests for leave of absence or changes to working patterns, but will you **write a list** of the main points of the article so that I can refer to it, if a colleague asks me about the regulations?"

(Use your own words as much as possible.)

### Are you aware of the new flexible working rules?

In April 2003 in the United Kingdom, new rules came into force making it easier for some people to be able to adjust their working lives to suit their own and their families' needs. In particular, some parents have a greater choice in how they work and when they work.

The new regulations mean that parents of children under the age of 6, and of disabled children under 18, have the right to ask their employers for flexible working practices. To be eligible, workers must have worked for the employer continuously for at least 26 weeks at the date the application is made. Additionally, applications must be made no later than 2 weeks before the child's 6th birthday, or 18th birthday in the case of a disabled child.

Such parents may request to change their working hours, to work from home or to work part-time. However, employers can refuse the request, if they have a 'clear business reason' for objecting. In the regulations, there are several grounds on which employers can refuse requests for flexible working. The most important are that flexible working would create 'additional costs' or have a damaging effect on a firm's ability to meet customers' demands.

The new rules also give fathers the right to 2 weeks' paid 'paternity' leave to help to look after a baby. The maximum pay for this leave is £100 per week. Mothers have the right to take leave from work for up to a year in total. (The number of weeks that such leave is paid has risen from 18 to 26 and the rate of pay has increased to £100 per week maximum.) Parents who adopt children now have, for the first time, similar rights covering pay and leave.

### Task

Write the list.

(30 marks)



SERIES 4 EXAMINATION 2004

## ENGLISH FOR BUSINESS

LEVEL 2

(Code No: 2041)

THURSDAY 25 NOVEMBER

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### **Instructions to Candidates**

- (a) *The time allowed for this examination is 2 hours 30 minutes.*
  - (e) *Answer all 3 questions. Candidates should note that they are required to answer only **one** option in **Question 1**.*
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  - (i) *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.*
-

**QUESTION 1**

Write on **ONE** of the following subjects:

**Option (a)**

**Situation**

At a meeting of the directors of Montego International Investments, Kingston, Jamaica, West Indies, part of the discussion is about how to save money on business travel:

- MANAGING DIRECTOR (Mr Carlton Sawyer) *We have set a target of saving 20%... at least ... by the end of 2007.*
- FINANCE DIRECTOR *20% saving on what?*
- MANAGING DIRECTOR *On the amount we spend on business travel.*
- FINANCE DIRECTOR *We already ask staff to have teleconferences ... and what are they called when a camera is used? Yes ... videoconferences. Surely that saves money.*
- MANAGING DIRECTOR *I agree ... but we need to save much more. I have prepared a table of my recommendations.*
- COMPANY SECRETARY *Do these recommendations apply to.....?*
- MANAGING DIRECTOR *... to everyone ... including us!*

(Mr Sawyer hands a copy of the following table to each of the directors.)

Means of TRAVEL	Recommendations	
AIR	BUSINESS CLASS	ECONOMY CLASS
	Long flights – 3 hours+	All other flights
RAIL	FIRST CLASS	STANDARD CLASS
	Peak-time journeys over 1 hour	All other journeys
CAR	Will be discussed (and decided) January 2005	
TAXI	Use only if no other means of travel possible (bus etc)	

The other directors agree to Mr Sawyer’s suggestions, and he asks you to **write a memo** to all staff telling them about the decisions. He adds, “Send it out in my name, please. State the information clearly and don’t copy the table.”

**Task**

**Write the memo.**

**(40 marks)**

## Option (b)

### Situation

You work at the Fairymount Hotel, Dublin. Mr Padraig Peatain, the owner, asks you to **write an article** about the Hotel so that he can publish it in the magazine, *Memorable Holidays*. He says, "Don't forget to put our address etc in the article ... You should explain what we offer to our guests, where we are, and why people should come here for a holiday ... The editor of the magazine prefers articles to be 4 or 5 paragraphs long."

You make some notes from the hotel brochure and from the guidebook, *Dublin For Tourists*.

Notes from the brochure:

<u>Fairymount Hotel, Ballsbridge, Dublin 4, Ireland</u>			
Email	<a href="mailto:peatain@fairymounthotel.ie">peatain@fairymounthotel.ie</a>	Phone	+ 353 1 667 2266
Hotel built 1880 (bought by Peatain family 1958)		Present owner	Mr Padraig Peatain
Hotel	large gardens (top quality hotel), room service all day, up-to-date facilities, elegant ... in Ballsbridge, ... close to Sandymount Strand ... close to golf ... tennis		
Charges	affordable – from 70 Euros – 1 person, 1 night – breakfast included		
Facilities	gymnasium, restaurant etc		
Rooms	185 bedrooms	excellently furnished	etc
(NOTE – I may not need all this information – or I may want to add other details.)			

Notes from *Dublin For Tourists*:

Dublin ... Ireland's capital city (Ballsbridge ... many embassies and diplomatic offices ... luxury hotels ... restaurants).
Two main beaches in Dublin City. South of the city centre is Sandymount Strand ...

### Task

**Write the article.**

**(40 marks)**

## Option (c)

### Situation

The Directors of Fashion Matters have decided that a large area of the staff car park will close so that the offices and the factory can be enlarged. The decision will mean that senior staff only will be allowed to park on the site.

Miss Andrea Menotti, the Managing Director, says, 'Can you find out for me what the staff think about the idea? Please **write a report** so that I can present it at the next meeting of the Board of Directors...that is...let me check my diary...at the end of January. Any suggestions you can make will be very welcome.'

You ask Heads of Department to talk with their staff and to tell you their findings. Here are some of the notes that you make from their comments:

#### **Production Department**

...workers are very annoyed. They want to know why the senior staff should be favoured ... and what about staff that have physical disabilities? ... expansion is a good idea but ...it does seem that the Directors are not being fair to the workers!

#### **Sales Staff**

We need to be able to park here ... we often have to drive 200 kilometres to visit clients and then report back here ... parking is essential for us ...Senior staff? If any of us should lose a car parking space, it should be them!

#### **Administrative Staff**

Why do we have to think about using the public transport? It is not reliable. It's often late! Why can't Fashion Matters arrange free parking for us at Badoglio Parking? It normally costs £20 a day to park there. It is only 100 metres away ...or the directors could increase our salary so that we can afford to park there ...

### Task

**Write the report.**

**(40 marks)**

## QUESTION 2

### Situation

Mrs Yvonne Regnier is Customer Services Manager at Brandon Ltd, 17 South Road, Durham DH1 9UT (telephone 0191 3847356). She asks you to read the following letter:

**Byland House School**  
**Brancepeth Way    Durham    DH7 6JT**  
Telephone 0191 3780111

23 November 2004

Brandon Ltd  
17 South Road  
Durham  
DH1 9UT

Dear Sirs

### **Career Choice Learning Programme**

In co-operation with several local firms, Byland House School organises a 'Career Choice Learning Programme'. The programme introduces pupils in their final year at the School to what it is like to earn a living. All the participants are aged 15 to 16.

The pupils are encouraged to visit businesses, offices and factories in groups. Additionally, we invite business people and others with experience in particular aspects of work: union officials, public workers, professionals etc to come to the School to talk about what their work is like and what career prospects there are.

If you are able to help us in either of the ways mentioned, or if you can offer us support in any other way, please let us know.

If you would like to discuss any aspects of the programme, please phone me at a time convenient to you.

Yours faithfully

*James Turner*

James Turner  
(Head of Upper School)

## QUESTION 2 CONTINUED

Mrs Regnier says, "Please **write a letter** to Mr Turner ready for my signature. I have made some notes to help you."

*I have spoken to Mr Turner on the phone – this letter to confirm – pupils' visit impossible 2005 (2006?) – reorganising Brandon Ltd. – new staff – building work – redecoration etc.*

*Talk to pupils – YES – me or any other staff (whatever School wishes).*

*Possibility of work experience (pupil actually working here, instead of just visiting) for 1 week – (perhaps longer) - 1 pupil 2005 (3 in 2006) – if School wishes – let me know.*

*Apologise – regarding group visit.*

*Ask them to phone me to finalise the details.*

*Y. R.*

### Task

**Write the letter.**

**(30 marks)**

### QUESTION 3

(Remember that Question 3 expects you to use your own words whenever possible.)

#### Situation

You have been asked to talk with the trainee managers of your company about the process of finding an appropriate person to fill a job vacancy. The following extract from a magazine article interests you and you decide to **write a list** of the main points:

#### ... and you thought it was easy!

"We have a job vacancy. I'll put an advertisement in a newspaper, interview the applicants and appoint the one that seems best – simple!" If that is what you do, then you are likely to appoint the wrong person to your firm. It is much more complex than that, but, once you know the process, it is straightforward.

The first step is to write a job description. This helps you to consider exactly what you need the new employee to do, and it is a chance to look at weaknesses and strengths that you have in your present staff. The description will usually include the job title and what tasks the employee will be expected to perform. Other possible statements are the salary, hours of work and holiday entitlement.

Once the job description is complete, you can think of special skills and qualities that will be helpful, for example "able to think quickly" or "have a good sense of humour". This practice is sometimes called 'person specification'.

Businesses also must decide whether they want to appoint a person who already works for the firm, or to look for someone from outside. There are benefits in both. An 'inside' appointment will mean that you already have a good idea of what that person can and cannot do. There is less guessing! Additionally, members of staff like to think that there is a chance of promotion if they do well in a job. However, an 'outside' appointment gives you more choice of candidates and the possibility of new ideas being brought into your firm.

Select your method of advertising. This will depend on many considerations, including cost! Remember that you have to work out the cost of the advertisement itself (recently a major insurance firm spent £500,000 to recruit 50 staff - £10,000 each), and the cost of processing (envelopes, letter-headed notepaper, postage, TIME) the applications.

When the applications arrive, you can assess the candidates against the criteria that you have chosen in 'job specification' and 'person specification'. Then all you need to do is select those you wish to interview and ... well, that is the subject of the next article.

#### Task

Write the list.

(30 marks)