

# English for Business

## ***LEVEL 2***

## Past Papers 2006

London Chamber of Commerce and Industry (LCCI) International Qualifications  
Platanenstr. 5  
07549 Gera  
Tel: 0365 / 7 38 85 19  
Fax: 0365 / 7 38 85 36  
Webseiten: [www.lccieb-germany.com](http://www.lccieb-germany.com)  
Email: [info@lccieb-germany.com](mailto:info@lccieb-germany.com)

## **Contents**

### **English for Business**

#### **Level 2**

#### **Past Papers 2006**

Series 2 .....	3 - 10
Series 3 .....	11 - 18
Series 4 .....	19 – 25

There was no Series 1 in 2006

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

© LCCI CET

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

**SERIES 2 EXAMINATION 2006**  
**ENGLISH FOR BUSINESS**

**LEVEL 2**

(Code No: 2041)

THURSDAY 6 APRIL

---

***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.*
-

## QUESTION 1

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

### Option (a)

#### Setting

You work at the Head Office of Peerless Commodities, Claremorris, County Mayo, Ireland. Here is a transcript of a telephone conversation that you had today with Mrs Bridget Molloy, the Administrative Manager:

- Mrs Molloy Hello. Will you **write a memo** to all the staff at Head Office, please?  
I should have written it earlier, but I have been delayed at our branch in Drogheda.
- You Of course I shall, Mrs Molloy. What is the message?
- Mrs Molloy Well, as you know, we have recently appointed a new Public Relations Officer, Miss Maureen Flavell ... No, I'm sorry ... It's not Flavell ...It's Flaherty. I'll spell her name: F...L...A...H...E...R...T...Y.
- You Yes, I met her after the interview.
- Mrs Molloy She is coming next week to visit Peerless Commodities to look around our factory and offices. She wants to get some ideas of what may interest the newspapers, TV companies, magazines ... things that will be good publicity for us.
- She will visit on Tuesday. She'll arrive in the morning, at about 10 o'clock. Can you make certain that there is a car parking space reserved for her?
- You When does she begin her job?
- Mrs Molloy Oh, it's not for another 6 weeks, but she wants to make plans before she officially starts. Will you show her around on Tuesday? Be her guide and introduce her to staff. She wants to talk with as many people as possible and to get ideas from them for possible publicity.
- Write the memo and warn staff to expect the visit. It will be completely informal.

#### Task

Write the memo.

(40 marks)

## Option (b)

### Setting

Mr Damianos Petropoulos, Forward Planning Officer at Office Supplies Direct, Nicosia, Cyprus says, "I have found two possible sites for our proposed new branch in Limassol. Will you go and see them? **Write a report** on the two sites. This will only be a preliminary investigation, but your opinion will be helpful. Remember that our shops should be close to businesses and have plenty of parking space."

Here are the notes that you make after visiting the sites:

<p><b><u>17 – 21 Gala Road</u></b></p> <p><u>Building</u> – good condition, previously general store, enough space for office and shop.</p> <p><u>Situation</u> – residential area. (Some businesses/factories/shops – but not many!)</p> <p><u>parking</u> – none on site – parking possible in street – restricted to 15 minutes.</p> <p><u>Other notes</u> – buses from Limassol Centre – stop 20 metres from site. (Buses every hour to/from Limassol.)</p>	<p><b><u>110 – 114 Raller Way</u></b></p> <p><u>Building</u> – good structure, poor decoration, some broken windows, not used for more than a year, enough space for shop and office. (Previously car sales.)</p> <p><u>parking</u> – 40 car spaces on site - forbidden on streets.</p> <p><u>Situation</u> commercial/industrial area – many factories, offices – different types.</p> <p><u>Other notes</u> – good bus service, every 30 minutes to and from Limassol Centre. (Stop at end of road – 100 metres.)</p>
---	---

### Task

Write the report.

(40 marks)



## QUESTION 2

You work at the Holiday Information Centre, Swindon. Mr Peter Williams, Manager, gives you the following letter and asks you to **write a letter** in reply.

**112 Slough Road Swindon Wiltshire SN2 2AG**  
Tel 01793 872765

4 April 2006

Holiday Information Centre  
37 Hill Top Grove  
Swindon  
Wiltshire  
SN1 6FT

Dear Sirs

### **Visa Requirement – New Zealand**

I am an Italian studying English at Swindon College.

My pen friend, who lives in New Zealand, has invited me to stay with her for a month in August.

Can you advise me about visas? I have heard that New Zealand requires visitors to have a visa as well as a passport. How do I get one?

Are there any other things that I should know before I accept the offer of the holiday?

Please, can you reply fairly quickly? Since I am a student, I shall need to start saving immediately, so that I shall be able to afford to go on holiday.

If I do decide to go to New Zealand, I shall come to the Holiday Information Centre to book the flights. Is that a service that you offer?

Yours faithfully

*Catrina Dettori*

Catrina Dettori (Miss)

## QUESTION 2 CONTINUED

Here is a brief summary of the regulations about visiting New Zealand:

### **Passports**

All visitors must carry a passport that is valid for at least three months beyond the date you intend to leave New Zealand.

### **Visas**

You do not need a visa to visit New Zealand if you are:

- a New Zealand citizen or an Australian citizen travelling on an Australian passport
- a citizen of a country that has an agreement with New Zealand to allow visits without a visa.

### **Visa Waivers**

Travellers from 50 countries do not need a visitor's visa for visits of less than three months. You do require:

- enough money to support yourself during your stay - approximately NZ\$1000 per month per person.

Mr Williams says, "I have checked the list of countries. Italy is one of the 50, and so Catrina will not need a visa ... unless she wants to stay longer than 3 months, of course. Make sure that you tell her about the other things that she will need: money etc ... and offer any further help ... including booking her flights ... It may be useful to tell her that August in New Zealand is the winter season. Since Catrina will be staying with a friend, she will not have hotel bills. She will not need NZ\$1000 ... but she may find it useful to have a letter from her pen friend stating that she will be staying in the pen friend's home."

### **Task**

**Write the letter.**

**(30 marks)**

### QUESTION 3

Remember that in Question 3 you should use your own words whenever possible and appropriate.

#### Setting

You work for Intervention Projects, Sandy Lane Estate, Barbados, West Indies.

Mrs Marcia Lyttle, Managing Director, says to you that she is interested in an article she has read in *The Holders Hill Business Digest*, a local magazine. She asks you to **write a list** of the main points of the article. "In my next meeting with the Customer Service staff, we shall be talking about simple ways to impress existing and potential clients. This article is exactly the kind of thing that I am looking for."

Here is the article:

#### TELEPHONE ETIQUETTE

Making a caller wait too long for someone to answer gives the impression that your business is not efficient. I always instruct my staff to try to answer the phone on the second ring. The third ring is acceptable, but any longer and, at best the caller may feel neglected. At worst, he or she may end the call and you will have annoyed a client.

When people telephone your place of work, you certainly ought to thank them for calling, give them the name of your company so they know that they have reached the correct number, identify yourself and ask how you can assist them. For example an effective yet uncomplicated greeting is, "Thank you for calling the XYZ Institute. This is Barbara Taylor speaking. How may I help you?"

The receptionist's role is vital to a firm's success. The receptionist presents the first impression most customers get of your business. Why not call your own number and see how you feel after listening to your receptionist or your automated message? Ask yourself the question, "Do I feel welcome? Does the first impression make me feel that the business is efficient?"

A receptionist should speak slowly. Too often, I call a business and don't clearly hear the name of the business. I wonder if I have called the right place because the receptionist talked too quickly. I frequently get the impression that he or she is just dealing with the call as quickly as possible, rather than trying to help me, the caller.

The telephone is a way of attracting and keeping customers, and if you follow some of this simple advice, your customers will get a more positive opinion of your business.

#### Task

Write the list.

(30 marks)



**SERIES 3 EXAMINATION 2006**  
**ENGLISH FOR BUSINESS**

**LEVEL 2**

(Code No: 2041)

FRIDAY 9 JUNE

---

***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.*
-

## QUESTION 1

Write on ONE of the following subjects:

Option (a)

### Setting

Mr Gulam Miah, a director of the firm for which you work, says, "I am concerned that some of our heads of department and team leaders have forgotten how to hold meetings efficiently. Do you realise that many of the meetings here go on for longer than 2 hours? It's ridiculous ... a good chairperson should ... well, I don't need to tell you! Your meetings are excellent. Will you **write a memo** to all heads of department and team leaders? Tell them how to improve their meetings ... I think that you should send it in my name."

Here are some notes that you make:

**A good meeting = agenda + precise/clear + everyone participates + STARTS ON TIME! - VERY strict on time (AND FINISHES ON - or before -TIME!)**

**AGENDA - Don't wander away from it - wanted BEFORE the meeting - circulate - (BEFORE MEETING = most important.)**

**REASON = chance to think about what is to be discussed.**

**INVOLVE EVERYONE - "What do you think?" "Do we all agree?" etc CHAIRPERSON keeps discussion relevant. "That's interesting, but can we look at it another time?"**

**Start on time! Waiting for people = encourage lateness.**

**Keep it short! Success = participation and decision NOT length of time.**

Task

Write the memo.

(40 marks)

## Option (b)

### Setting

You work at the Head Office of Como Airlines, Via per Cernobbio 28, Como, Italy. Here is an extract from a recent meeting of the Passenger Service team.

- Marco I think we should **write a notice** that can be placed in our Passenger Lounges to explain to our customers the regulations about luggage on our aircraft.
- You What sort of thing do you mean? Something like 20 kg weight limit?
- Marco Yes, that's right, but 20 kg is for Economy Class only ... Is it 30 kg for First Class?
- Manuela No. First Class is now 40 kg. We made the change in April, and we decided that hand luggage ... you know the bags that passengers can carry with them into the cabin ... would be 5kg maximum.
- You That's for everyone isn't it – First and Economy? Can't they also take some little things ... handbag, coat ... something to read ...?
- Manuela Yes ... as long as they are of a reasonable size ... and, of course, not dangerous.
- Marco The notice should prepare passengers for some of the questions that they will probably be asked ... especially about the luggage. I know I still find it a surprise when some of the questions are asked ... about whether I packed the case myself, for example.
- You Yes. I know the questions have got to be asked, but they are upsetting: "Has your bag been out of your sight?" I'm always worried that it might have been!
- Marco The notice should reassure our passengers that these questions are for their own good – safety, security ...
- Manuela I have just thought. They should take with them any medicine that they might need.
- You agree to write the notice.

### Task

**Write the notice.**

**(40 marks)**

### Option (c)

#### Setting

You are employed in a hotel in your own town or city. The manager says to you, "I want an article that I can include in the Hotel's new brochure ... just a short article 4 or 5 paragraphs long ... describing some of the Hotel's facilities and what visitors can see and do in the locality. Will you **write the article** for me?"

The manager writes down some ideas of what you may want to include in the article, but says, "These are only ideas. You can write something completely different if you wish. However, the article must encourage people to visit our area and our hotel."

The manager's ideas:

Hotel - comfort - gymnasium - food - parking - garden etc - service – situation etc

Town/surrounding area - shops - specialities – famous buildings – places nearby etc

Entertainment – theatres – sports – cinemas – parks – walks etc

#### Task

**Write the article.**

**(40 marks)**

## QUESTION 2

You work at Gorway Bank, Walsall. Mrs Rita Cullum, Manager, gives you the following letter and asks you to **write a letter** in reply. She says, "I asked Head Office for information about the £1 coin, but I have not heard anything from them! Will you phone them? I think there is a Special Issues Department ... they should know something! Explain the delay to Mr Blake. ... As for his query about a Savings Account ... I think the *Respite Account* may suit him ... Have a look at the leaflet and see if you agree."

202 Aldridge Road  
Walsall  
WS2 3CF

7 June 2006

Gorway Bank  
Lower Gorway Street  
Walsall  
WS1 6KG

Dear Sirs

**Account Number 36690276**

Three weeks ago, I wrote to you about an article that I read in a local newspaper. The article said that in 2007 a new £1 coin would be available.

What interests me is that on the reverse of the coin will be a picture of the poet W. H. Auden who was born in 1907. I asked if the Gorway Bank could obtain 400 of these coins for me. As I explained, I am secretary of the United Kingdom Auden Appreciation Society and I would like to give each of our members one of the coins.

In the same letter, I asked if Gorway Bank offered a Savings Account into which I could invest a small sum of money each month. I explained that I would not be able to save the same amount of money every month and that some months I might not be able to save anything.

I would appreciate replies to my questions.

Yours faithfully

*Thomas Blake*

Thomas Blake

Here are the notes that you made when you phoned the Special Issues Department:

*Auden Centenary Coins –Yes! – available March 2007 – Auden picture on £1 coin and 50 pence coin.. Orders for coins - before end of January 2007.*

You find the relevant extract from the leaflet explaining the *Respite Account*:

**Do you want to save money regularly?  
Do you want a high rate of interest on your money?  
Do you know that you will sometimes not be able to save?**

If you do, Gorway Bank has exactly the account for you – the

## **Respite Account!**

Agree to save a minimum amount each month.  
You can pay any amount above that minimum and  
you can even have 3 months in any 12  
when you decide not to save anything.

**YOU are in CONTROL.**

**Task**

**Write the letter.**

**(30 marks)**

### QUESTION 3

(Remember that in Question 3 you should use your own words whenever possible.)

#### Setting

The Head of the Finance Department says, "I have been asked to talk to trainee finance officers who are studying at a local college. The subject is 'Dealing With Debt'. Can you **write a list** of the main points from this article for me, please? It is exactly the kind of information that I will find useful."

Here is the article:

#### **How a small business can deal with late payment**

Small companies have for years been at risk from slow payments by large clients. Serious late payment can even lead to bankruptcy in the worst cases. However, even if the amount owed is small, chasing payment is an everyday task for many small businesses.

To deal with the problem of late payments, there are several things you can consider:

You can print your terms and conditions for payment clearly on contracts. These terms should state the payment period for any invoice - quite often you would expect payment within 30 days, but this could be shorter or longer depending on your type of business. If you do this, no firm can easily use the excuse, "Oh, we are sorry. We did not know when you would expect us to pay."

You can offer a discount for early payment. For example, you can charge £500 + VAT for a service (or product), if the amount is settled within your stated payment period of 28 days, and £475 + VAT, if payment is made within 10 days. This is likely to encourage many clients to pay early. You will of course make less money on each deal, but that is surely better than having a client owing you the whole amount.

If a client has not paid on time, it is essential to pursue the debt. Always try to find a person to contact in the Accounts Department. A person who you have found to be helpful in the past is best, but any named person is better than just the "Accounts Department".

Politely ask for the payment to be made and, if the problem continues, you can consider charging interest on the overdue amount, or in the worst case, threaten the late payer with legal action. In these instances, you will probably not have any more business from that client, but do you really need clients who do not pay?

#### Task

Write the list.

**(30 marks)**



SERIES 4 EXAMINATION 2006

## ENGLISH FOR BUSINESS

LEVEL 2

(Code No: 2041)

FRIDAY 17 NOVEMBER

---

### ***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.*
- 



## QUESTION 1

Answer **ONE** of the following options:

### Option (a)

#### Situation

Mrs Claudia Hofer, the Human Resources Manager at Generali Stores, Graz, Austria says, "One of our local colleges has asked if a member of our staff will submit a short article for the college students' magazine about what it is like to work in a large department store."

Mrs Hofer asks you to **write the article**. She points out that it should be lively and likely to stimulate interest in the work. She suggests some of the points that you may wish to write about: meeting different people, discussing what they need, offering advice on different products and the prices, keeping up to date with new products, and how it can be a worthwhile and satisfying career. She says, "You may add anything else which you think relevant. You can, of course, leave out any of my suggestions."

The college wants the article to be about 4 or 5 paragraphs long.

#### Task

**Write the article.**

**(40 marks)**

## Option (b)

### Situation

For the past year the firm for which you work, Darbar Industries, Lahore, Pakistan, has used teleconferences (meetings using telephones instead of participating 'face-to-face') for most of its meetings. Mr Bashir Javed, the Director of Administration, asks you to **write a report** on what the staff, who have taken part in the teleconferences, think of the system. He says, "Obviously, there are advantages and disadvantages. Saving money on travel is one advantage – an important one! We have factories and offices all over the world – with teleconferences we can regularly hold meetings with any or all of our branches. Let me have the report by the end of next month. Make some recommendations on how we can improve the efficiency of the teleconferences."

You have sent a questionnaire by email to all branches of Darbar Industries asking them to distribute it to all staff who have taken part in a teleconference. Here are the notes that you make of the most frequent comments you received in the replies:

*Easy to attend – including guest speakers. Less socialising – more time on agenda.  
Saves money.*

*Often more preparation time needed – BUT participants better prepared!*

*Technical failures + organiser's lack of knowledge of equipment = problems!*

*GOOD for simple problem solving + exchanging information.*

*LESS GOOD = negotiation + it is VERY IMPERSONAL  
+ time difference in other countries.*

*Several recommendations for occasional face-to-face meetings.  
("It is easier to talk to people over the phone, if you already know them.")*

### Task

**Write the report.**

**(40 marks)**

## Option (c)

### Setting

You work for THK Steel Products in Brisbane, Australia. Mr Brian Murdoch, the Sales Manager, is about to visit potential clients throughout Europe. He asks you to phone and confirm a provisional booking that you made 3 months earlier with Hotel de Charenton, Paris, France.

Here is a transcript of the telephone conversation:

You *This is THK Steel Products of Brisbane, Australia. I wish to check a provisional booking for Wednesday and Thursday nights next week.*

Hotel *Let me see ... THK Steel Products ... yes ... there is a single room reserved for a Mr Murdoch.*

You *Mr Murdoch is our Sales Manager. Is the room en-suite?*

Hotel *All our rooms are en-suite.*

You *Mr Murdoch will need to work from his room and he will find it difficult to do so if there is any noise.*

Hotel *Mr Murdoch will not be disturbed. His room overlooks our courtyard. It is very quiet and peaceful. By the way, since Mr Murdoch will need to work while he is staying with us, does he know that we offer all modern business facilities to our customers?*

You *You mean internet access ...*

Hotel *... anything you would expect to be available - even a person to assist him, but we obviously have to charge extra for that. All our other services are free.*

You *You have been very helpful. I would like to confirm the booking. Mr Murdoch will need dinner both days.*

Hotel *We don't provide meals – except for breakfast. We do, however, have arrangements with the restaurant next door to us. Let us know if you still wish us to book meals for Mr Murdoch.*

**Write a memo** to Mr Murdoch and give him the details of the arrangements.

### Task

**Write the memo.**

**(40 marks)**

## QUESTION 2

### Setting

Mrs Christine Williams, the Manager of Clarity Computer Sales, asks you to reply to the following letter which she has received. She suggests that you should check the details given by Mr Fenton. She says, "Arrange to fix the problem with the computer immediately. Dissatisfied customers are bad publicity for us. However, the Johnson 177 laser printer will only print in black. That should have been made clear to Mr Fenton when it was given to him. The Johnson 277 prints in colour. Tell him that we can supply the 277 at £180 extra."

17 Lancaster Road  
Exeter  
Devon  
Exeter  
EX6 8YH

15 November 2006

Clarity Computer Sales plc  
134 - 138 High Road  
Exeter  
Devon  
EX2 3SG

Dear Sir or Madam

In March of this year, I bought an Aspect 9200 computer from you. Additionally, as a special offer, you gave me a Johnson 177 laser printer free of charge.

Neither the computer nor the printer works adequately. The computer constantly switches itself off and the printer refuses to print in colour!

I phoned you last week and complained about the computer. I was told that I could bring the computer into Clarity Computer Sales and your "expert" would look at it for me. As I told your employee on the phone, I expect someone to come to my home. I do not intend to come to you! You are at fault, not me!

Please do something very soon! Otherwise I shall get in touch with the local newspapers to tell them what poor service I have had from you.

Yours faithfully

*Michael Fenton*

Michael Fenton

## QUESTION 2 CONTINUED

You look at the agreement that Mr Fenton signed. Here is an extract from it:

- Clarity Computer Sales plc agrees to visit the customer's home to repair any product, if a fault is reported within 6 months of purchase.
- Clarity Computer Sales plc agrees to repair any product brought to its premises within 12 months of purchase.
- All such repairs will be conducted free of charge (parts and labour).

In discussion with Mrs Williams, you decide that the repair, as a goodwill gesture, will be carried out at Mr Fenton's home.

### Task

**Write the letter.**

**(30 marks)**

### QUESTION 3

#### Situation

You work for Rockley Enterprises, Bridgetown, Barbados, West Indies. Mr Leon Eastwood, Managing Director, says to you that he is interested in an article he has read in *The Bridgetown Business Observer*, a local magazine. He asks you to **write a list** of the main points of the article. "It will be useful when I next have a discussion session with our trainee managers."

Here is the article:

#### **What do you expect from your staff and what do they expect from you?**

If you want the best from your workers, you have to plan for it. Are you sure that your members of staff know what you expect them to do? Don't leave them to guess what you want from them. Tell them in as much detail as possible so that there is very little guessing involved.

Employees also need "room to grow". What do I mean by that? Well, they need challenges, tasks that stretch them, jobs from which they gain new knowledge and expertise. Sometimes this will involve formal training, but often it will simply be a matter of learning through doing the task. A staff that always works within its known capabilities is a staff that has no ambition, and a firm that has employees with no ambition is a firm that will itself not improve.

Praise your workers if a job is done well. Recognition from employers is often more important than extra money – although that is welcome too! Equally, you should let staff know if a job is not done as well as you need.

Require people to prepare themselves whether it is for a major new role in the firm or simply for a weekly meeting. When people fail to prepare themselves for meetings, it implies that the work attitude in the firm is quite possibly inadequate. Do something about it. Speak to anyone who is obviously ill-prepared and make it very clear that your expectations are higher.

#### Task

Write the list.

**(30 marks)**