

English for Business

Level 2

Past Papers 2005

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Past Papers 2005

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There was no Series 1 in 2005

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

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SERIES 2 EXAMINATION 2005
ENGLISH FOR BUSINESS

LEVEL 2

(Code No: 2041)

THURSDAY 7 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.*
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QUESTION 1

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

Option (a)

Situation

Mrs Catrina Spiteri, Personnel Manager at the Head Office of Development Dealings, Saint Anne Street, Floriana, Malta says, "We have had two applications for our trainee manager scheme. At present, we only have one place. I shall interview them both formally next week but it will help me if you can have a look at their application forms, read their references, and give them a preliminary interview. **Write a report** on your findings and make a recommendation."

Here are the notes that you make after having a short interview with each of the candidates and looking through the details of their applications:

<p><u>Maria Galea</u> (age 21)</p> <p><i>Degree in Business Administration First full-time job Some part-time clerical work in holidays</i></p> <p><i>Information Technology – part of Degree. Good computer skills</i></p> <p>Interview = seemed uncertain, lacked confidence.</p> <p><i>References = good – refer to keenness to learn – intelligence and excellent academic results Comments include – "pleasant", "hard-working".</i></p>	<p><u>Anna Drago</u> (age 28)</p> <p><i>No degree – several professional qualifications. 10 years' experience in large office.</i></p> <p>Interview = impressive and confident.</p> <p><i>Experienced in all aspects of communications within business. Used to computer work.</i></p> <p><i>References = good – joined Respco (large, well thought-of firm) 10 years ago as Junior Clerical Assistant – promoted twice – now Team Leader of 4 clerical staff Liked/respected.</i></p>
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Task

Write the report.

(40 marks)

Option (b)

Situation

Mr Robert Barker, Publicity Manager at Denham Art Gallery, Bristol asks you to **write a notice** that will be placed at the entrance to the Gallery. "It should be very clear and include our times of opening ... Don't forget to say that we will not allow anyone to come in after 5.15 pm Sunday to Thursday or after 9.15 pm Saturday and Friday ... tell them about our shop and our café ... the lifts and toilets ... and ... anything else you think may be useful."

Here are the notes that you make:

FOOD – café – looks over river – excellent choice

ADMISSION to GALLERY = free (donations welcome) – use shop and café (helps with finance).

TIMES open 10 in the morning – 7 days
close 6 pm - Sunday, Monday, Tuesday, Wednesday, Thursday
close 10 pm – Saturday and Friday.

SHOP (Ground Level) – art books (10,000 on sale), prints, posters etc.

Each Level (Floor) of Gallery – TOILETS.

Lifts (4 of them) - all Levels.

GALLERY SHUT DECEMBER 24, 25, 26

Task

Write the notice.

(40 marks)

Option (c)

Situation

You work at Pegasus Products, Roscommon, Ireland. Here is a transcript of a telephone conversation that you had today with Mrs Connor, the General Manager:

- Mrs Connor Hello. I think you ought to know that the Directors have decided that, by July of this year, all administrative and secretarial staff will have their own computers, which will be linked to the main computer. Will you **write a memo** to all the staff that the decision will affect?
- You Is this part of the modernisation of our communication systems?
- Mrs Connor Yes. An employee who has secretarial or administrative duties will have his or her own email address.
- You Now I understand! Yesterday I received a memo from you that read, "... from September 2005 all everyday messages ... inside Pegasus Products and to as many customers etc as possible ... will be sent by email."
- Mrs Connor I'm sorry. That decision should not have been sent to you until today... Of course sensitive or confidential messages ... anything that should only be read by ... you know ... by the person that the message is intended for ... will be delivered in written/typed format.
- You ... and in an envelope.
- Mrs Connor Of course ... I ... or more likely the Training Officer, will be issuing ... discussing ... guidelines for staff on how to use the email service ... proper training will probably be organised but we shall have to have some instructions before that.
- You I think that it is important to state immediately that all messages must be accurate and that staff will need to check twice a day to see if they have any new emails.
- Mrs Connor ... and to remember that an email should be as short as possible!

You are asked to write the memo informing the staff affected by the new decisions regarding emails.

Task

Write the memo.

(40 marks)

QUESTION 2

Situation

You work at Moorland Supplies, Liverpool (telephone 0151 228 2896 and email moorlandplc@moorland.com). Mrs Lucy Sims, Head of Customer Liaison Department, gives you the following letter and asks you to **write a letter** in reply, ready for her signature. She says, "Find the answers to Mr Travers' original enquiries, and find out why we have made no response. It is very unsatisfactory ... be apologetic in the letter and, even more importantly, be helpful."

129 Windsor Road Swindon Wiltshire SN3 1LK

Tel 01793 873468 Email traversj@elc.co.uk

6 April 2005

Moorland Supplies
79 Edge Lane
Liverpool
L13 6JK

Dear Sirs

Email Query M00186543 and Order Number OD6760

I have dealt with Moorland Supplies for almost 3 years, ordering by phone, letter and by email. Until recently I have found your service to be excellent.

However, I sent an email to you on 11 January 2005 asking if you could supply the new type of Darcey ballpoint pen refills that I had read about in a magazine. The next day I received an Email Query Number M00186543 from you in a message that read: "... we do not have them in stock. We shall make enquiries and let you know..." I have not heard from you since then!

On 23 January 2005 I telephoned Moorland Supplies and spoke to Mr Ron Carpenter. I asked about the correct ink cartridges for the Z206 Torex Printer. Mr Carpenter told me that for black ink I should order Torex Cartridge 18 and for colour I needed Torex Cartridge 38. I ordered two cartridges of each kind (Order Number OD6760). When they arrived, they proved to be the wrong cartridges for the printer. I telephoned Mr Carpenter for advice and on his instructions I returned the cartridges by post to Moorland Supplies.

That was on 26 January 2005 since when I have heard nothing from you. Therefore I have paid you £120 for cartridges that I do not have, and my printer has now run out of ink.

I ask you to make a positive response quickly!

Yours faithfully

John Travers

John Travers

QUESTION 2 CONTINUED

You find that Mr Carpenter resigned from Moorland at the end of January. You search the computer records and learn that Query Number M00186543 has been deleted. Order Number OD6760 is marked "Returned by customer".

You telephone Torex. The correct cartridges are numbers 17 and 37 and they are available immediately. In a telephone call to Darcey Pens, you learn that the new type of ballpoint pen refill is available in USA only. Darcey Pens agree to tell you when the refills become available in UK, "probably early next year".

Mrs Sims advises you to refund all payments that Mr Travers has made and to send him the correct Torex cartridges. "Remember that Mr Travers ordered four cartridges," she says.

Task

Write the letter.

(30 marks)

QUESTION 3

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

Situation

You work for Khan Enterprise, Georgetown, Guyana, South America. Mr Amral Khan, Managing Director, says to you that he is interested in an article he has read in *The Georgetown Business Digest*, 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 meeting with our Customer Service staff."

Here is the article:

DO YOU WANT YOUR CUSTOMERS? (DO YOUR CUSTOMERS WANT YOU?)

Do you know that it costs five times more to sell to a new customer than to an existing customer? Many businesses are failing because they do not encourage existing customers to be loyal. You may think that **your** relations with customers are good, but almost certainly you need to do more.

Customer relations can be considered as a kind of marketing or selling. Dissatisfied customers will go elsewhere and consequently you will lose a customer to your competitors. It is not as hard a task as you may think to do a few simple things that can improve your customer relations today and in the future.

Decide on a policy that is designed to make your customers satisfied. Your policy will be a guarantee that you definitely want customer satisfaction. Your policy may state, for example, that you aim to achieve 100% accuracy with customers' orders, and that you have a 30-day money back guarantee. You may wish to ensure speedy service, low prices, free delivery, etc. Be sure that all of members of your staff understand the policy and that they keep to it at all times.

Display your policy in your workplace so that customers can easily view it. In addition, you can have your policy printed on the back of your receipts. When you advertise your business, where possible, include your policy. Basically, your policy can become a marketing tool for your business, but be sure that you can (and do) satisfy everything that you have promised.

The only way to find out if your customers are happy dealing with you is to ask them. A simple questionnaire or a friendly chat is all that is needed. Tell your staff to make notes of any comments, or complaints, they receive so that you can look at them as soon as possible.

Task

Write the list.

(30 marks)



SERIES 3 EXAMINATION 2005
ENGLISH FOR BUSINESS

LEVEL 2

(Code No: 2041)

FRIDAY 10 JUNE

Instructions to Candidates

- (a) The time allowed for this examination is 2 hours 30 minutes.*
 - (c) 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.*
 - (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.*
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QUESTION 1

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

Option (a)

Situation

Mr Mukuka Kabwe, Manager at the Head Office of Nkeke Associates, Kalembe Road, Lusaka, Zambia asks, "Do you think that our members of staff are careful enough when they choose their passwords for our computer system? Do they keep them safe? ... I can hardly believe it, but today I saw that someone had written their computer password on a piece of paper ... and had left it ... anyone could see it... at the side of the computer! ... I hope that they all have different passwords. They must never share one!"

Mr Kabwe asks you to **write a memo** to all staff emphasising the importance of choosing a good password and keeping it safe.

You ask Miss Ngosa, Nkeke Associates' Communications Officer, for advice on what additional information you should include in the memo. She gives you the following ideas:

Change password - often. (I change mine after 8 weeks or so.) If they don't do this, SOMEONE will discover it! MUST CHANGE IT IMMEDIATELY, IF THEY THINK SOMEONE MAY HAVE SEEN IT!

Choosing password: NEVER THEIR NAME (OR HUSBAND/WIFE/CHILD etc)

Changing password – make it different – VERY different – from ones used before

Choose password: mix letters, numbers, symbols – at least 7 characters long eg: ch8an?ge2

Task

Write the memo.

(40 marks)

Option (b)

Situation

You work at Dianella Superstore in Napier Road, Perth, Western Australia. At a recent Administration and Finance Meeting the following was part of the discussion:

Personnel Officer	<i>I'm a little worried that some staff are not helping us to keep our records accurate ... if they change their home telephone number ... well, I am just not being told ... sometimes even changes of address, name ... I am not informed.</i>
Head of Accounts	<i>Yes. It's a problem that I often come across ... we sometimes find we try to pay an employee's wages into a bank account that no longer exists ... They have changed banks ... without telling us.</i>
Personnel Officer	<i>Many are not signing in and out properly ... when they arrive at work and when they leave. I suppose if we didn't pay them when they ...</i>
Head of Administration	<i>I agree that something has to be done ... but not paying staff is much too harsh ... I think we need to write a notice to remind staff ...</i>
Personnel Officer	<i>We can put it in the staff rest-room. It will need to be a tactful reminder. Can we include in the notice the rules about our discounts to staff?</i>
Head of Administration	<i>Yes. The rules are quite simple ... 20% off everything we sell ... but ... only 15% until they have worked here for a year ...</i>
Personnel Officer	<i>That's right ... and all items have to be paid for ... They must not take anything home until all the money is paid.</i>
Head of Accounts	<i>We can deal with lost property in the same notice ... shouldn't we ask people to give all lost property to the Security Officer? If not claimed ... after 6 months ... person who found it ...</i>
Personnel Officer	<i>... can ask to keep it ... The only thing that I ever found was a packet of sandwiches ... I wonder what they were like after 6 months!</i>

You offer to write the notice.

Task

Write the notice.

(40 marks)

Option (c)

Situation

For the past year you have been employed in a hotel close to your home. The manager suggests that you should **write an article** describing what it is like to work in a hotel. He says, "The magazine, *My Business*, has been asking readers to contribute articles that describe what they do and what qualities are needed by anyone who is thinking of doing a similar job ... The editor of the magazine prefers articles to be 4 or 5 paragraphs long ... I think you would be able to write an interesting article ... Don't forget to think of a title for it ... If the magazine published your article, it would be good for your career prospects."

You write down some ideas of what you may want to include in the article:

must like working with the public SMILE dress smartly	customer care/service being pleasant being helpful	unsociable hours patience + work under pressure tactful and considerate
accurate in their work (particularly with money!)	variety of work	
be prepared to learn quickly + accept responsibility + little supervision		
computer skills	a satisfying job excellent prospects	hard work
NOTE – I may want to leave out some of these ideas AND/OR add to them.		

Task

Write the article.

(40 marks)

QUESTION 2

Situation

As Manager of Tolverton Computer Store, you receive the following letter:

14 Warner Road
London
N8 3BH

Telephone (020) 8340 4834

Tolverton Computer Store
321 Brixton Road
London
SW9 7WF

6 June 2005

Dear Sirs

On Tuesday last week, I visited your shop. When a salesperson asked me if she could help, I thought that she would only be interested in selling something to me. What a pleasant surprise it was when I realised that she genuinely wanted to help me to choose wisely.

She demonstrated various types of computer and when I asked a question that she could not answer, she found another employee who could advise me further. After about 40 minutes, I said that I could not make a decision and that I needed to think about it. She gave me a card with her name on it: Judith Simpson. Additionally she made certain that I had information on the various computers that I was considering and said that I could telephone, visit the shop or write for any further advice.

I never felt under any pressure to buy anything. What a refreshing change from how I have been treated at other shops!

I have made my choice: the Accolade Supreme. Do you have it in stock? Do you offer a 'set-up service': someone to install the computer and show me how to use it?

I look forward to receiving your reply and to buying my new computer.

Yours faithfully

Adrian Shaw

Adrian Shaw

QUESTION 2 CONTINUED

You decide to **write a letter** in reply and make the following notes:

THANK MR SHAW

Installing computer = £20 – check working properly – fit any additional hardware (printer etc). (Brief explanation of how to use computer included – longer explanation – about an hour = £20 extra)

Glad Mr Shaw pleased with visit. (I must congratulate Judith – find out who the other assistant was.)

Emphasise – company policy = be helpful. (We want customer to be happy with service - and always buy from us!)

*Accolade Supreme = excellent choice – 20% discount if bought before 31 July.
(£600 down to £480 !)*

Guarantee – 12 months – FREE.

*For details of credit purchase - phone/visit.
(I must make sure that it includes our helpline number: 0171 353 2682.)*

Look forward to serving Mr Shaw.

Write the letter.

(30 marks)

QUESTION 3

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

Situation

You work for the Tourist Office in your locality and you have been asked to meet some residents who are worried about the effects of tourism on the area. The following article has appeared in a local newspaper and you think it states some of the worries that residents may have. You decide to **write a list** of the main points from the article to help you to prepare for the meeting.

TOURISTS, STAY AT HOME. WE DO NOT WANT YOU HERE!

As someone who lives in an area where tourism has increased in the past 20 years, I know the benefits it can bring ... and the problems.

Especially at weekends and during school holidays the local residents dare not leave our village to visit relatives and friends, or even to go shopping at the supermarket 5 miles away. We know that if we do, coming home will be a nightmare: queues of traffic all going to our village: cars, buses, every form of transport imaginable and when eventually we succeed in getting home, some tourists will usually have parked their car across the driveway to our house.

Perhaps someone can tell me why, when people visit a place because of its pleasantness and beauty, they wish to spoil it by throwing wrappers, bottles, half-eaten food and anything else that they no longer want onto our footpaths, roads or into our gardens. We place litter-bins everywhere that we can think of and polite notices asking visitors to put their rubbish in the bins ... and still they prefer to throw it away wherever and whenever they wish. The litter is awful to look at and it is becoming a threat to our health.

There are simply too many people in such a small area and it is no longer the beautiful, peaceful place that made it so attractive to live in and to visit. The hills and woodland that surround the village are suffering too. The grass, plants and even the soil are being worn away by visitors' feet, bicycle wheels, and by cars being parked. Rare wild flowers have been trodden on or picked so that the few places where they still grow have to be kept secret. The wildlife that once lived in the area has been frightened away. We no longer see the vast numbers of different species of birds and animals that were a common sight in my childhood.

Our local shops have stopped providing for the residents. Instead of selling what we need: our daily food etc, almost all the shopkeepers now only have what the visitors want: sweets, snacks and cheap souvenirs.

And the noise! Hearing children shouting while they play can be pleasurable, but every day, from morning to night ... I think not! Perhaps even worse is the constant sound of what some people think of as music coming from the hundreds of cars and portable radios ... they may like it ... I do not and I do not want to listen to it! TOURISTS, STAY AT HOME. WE DO NOT WANT YOU HERE!

Task

Write the list.

(30 marks)

SERIES 4 EXAMINATION 2005

ENGLISH FOR BUSINESS

LEVEL 2

(Code No: 2041)

FRIDAY 18 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

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

Option (a)

Situation

Mr Ersio Soko, Head of Personnel Services at the Head Office of Nyongani Products, Kimathi Road, Siovonga, Zambia says, "I think that last week's meeting of Heads of Department to discuss Nyongani Products' methods of interviewing candidates will lead to more efficient interviews."

You agree with him that some very good ideas were suggested.

Mr Soko says, "They are now decisions, not suggestions. All of our Heads of Department must follow the same system of interviewing. We can't have some using it and others not. **Write a memo** to be sent to all of them ... emphasise that they must use it immediately ... You can have the notes that I made at the meeting They will remind you of the decisions ... Here they are ... You will need to organise them and write them in better English."

Mr Soko's notes:

Each interview = same amount of time ... bad feeling otherwise. ("She had more time than me." "It's not fair ..." "I could have done better with more time.")

Study ALL the application forms BEFORE the interviews - YOU need to prepare ... might miss something ... might be important.

Good idea = main questions written before interview ... note candidates' answers (at the interview) ... compare them (when deciding).

FAIRNESS eg ask same questions (mostly), don't interrupt, never be aggressive, look interested etc.

Qualified? Experience? Etc

INTERVIEWS CAN BE PLEASANT ... FOR ALL ... (REALLY!)

Task

Write the memo.

(40 marks)

Option (b)

Situation

You work in the management team at Marsascala Supermarket in Floriana Road, Valletta, Malta. Recently there has been concern about falling sales and lack of trade. Mrs Melita Bonello, Sales Director, asks you to interview customers and to **write a report** ready for the meeting of the Board of Directors next month. She says, "I want some preliminary ideas of what is wrong ... Why are we losing customers? ... What can we do to ... you know ... bring them back?"

For seven days you and a team of staff interview customers as they leave the Supermarket.

Here is a table of the questions and your findings:

QUESTION	RESPONSE (figures = number of customers)			
	Very good	Fair	Poor	Don't know
What do you think of the quality of our products?	340	112	8	40
What do you think of the range of our products?	83	268	106	43
What do you think of the helpfulness of our staff?	195	239	24	42
What do you think of our facilities (café, toilets etc)?	54	284	118	44
How do we compare with other supermarkets?	41	297	138	24

You noted that several customers commented on very slow service in all departments of the supermarket (particularly at the tills), a lack of cleanliness in the café and that the toilets were often closed.

Task

Write the report.

(40 marks)

Option (c)

Situation

You are employed in an office close to your home. Each year employees have a staff appraisal. That means a senior member of staff discusses with the employee the progress he or she has made, the strengths and weaknesses that have been revealed, what the firm can do to help, what improvements will be expected, and any training that may be needed. It assesses the work of the employee in an organised way.

Your manager suggests that you should **write an article** for the staff magazine describing your views on staff appraisal, and the benefits of it. She is especially keen that staff appraisal is seen by the staff as something to be welcomed rather than something to be feared, and that you include some opinions of your own.

The editor of the magazine prefers articles to be 4 or 5 paragraphs long.

You write down some ideas of what you may want to use in the article:

nobody enjoys being criticised ... BUT ... weaknesses MUST be known ... or can't improve
done in a "friendly way" It is a discussion – you can say what you think!
helps working atmosphere in office DISADVANTAGE = takes time (manager and employee)

Assessment results - used for references/promotions/selection for training etc
NOTE – I may want to leave out some of these ideas AND/OR add to them.

Task

Write the article.

(40 marks)

QUESTION 2

Situation

As Public Liaison Officer of Darfield Metals, you receive the following letter:

29 Wakefield Road
Barnsley
S71 4RT

Telephone (01266) 752 996

Darfield Metals
46 - 56 Wakefield Road
Barnsley
S71 4BJ

16 November 2005

Dear Sirs

The Proposed Extension to Darfield Metals

I am very worried about the proposed large extension to the buildings at Darfield Metals.

As you can tell from my address, I live very close to your factory. I have to admit that you have not previously caused me any real problems. However, the extra buildings will double the size of the factory. The design of the new buildings seems very unattractive, and I will have to look at it every day!

I understand that many of the new units will be warehousing and that you will close your warehouse at Rotherham. That must mean more activity here 24 hours a day and much more heavy traffic. Surely that will disturb the residents of Wakefield Road and cause extra noise, pollution and, possibly, danger.

I ask you to reconsider your plans and let the residents who live here continue to enjoy doing so.

Yours faithfully

Pauline Warren

Pauline Warren (Mrs)

QUESTION 2 CONTINUED

You discuss the letter with the Managing Director who is eager to continue to have good relations with local residents. He says, "I lived in Wakefield Road for the first 12 years of my life. I think that Mrs Warren and I went to the same school ... **Write a letter** in reply ... I wonder if she remembers me, Tony Hanson ... She was Pauline Dale then ... Invite her to phone us - 01266 752 935. We can set up a meeting to discuss any problems about the new building ... plans much too far advanced to stop, but alterations are possible ... When she comes, I shall want to meet her ... I shall need you here too. You know how to deal with complaints ... It is your job! ... In the letter tell her some of the ways in which we are dealing with her worries."

You write down some ideas to put in the letter:

New building - rear of factory – CANNOT BE SEEN from road ... lorries etc will enter and leave from Leeds Road NOT Wakefield Road.

Wakefield Road = cars, pedestrians etc ONLY.

New landscaping = plants, trees, flowers, grass etc on frontage to Wakefield Road.

New jobs (60 approximately).

Write the letter.

(30 marks)

QUESTION 3

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

Situation

You work for a large retail outlet whose main offices are in Birmingham, England. You have been asked to give a series of lessons to the trainee managers. One of the first lessons is "Public Speaking". You find the following extract from an article and think that it has some useful information to include in your talk. You decide to **write a list** of the main points from the extract.

Tips for giving a talk

Prepare well and you may actually enjoy the experience. By preparing well, I don't mean just deciding what you are going to say. Of course, that is important but it is only the beginning.

Prepare your room. Be at your venue well before the starting time. Think about acoustics, lighting, seating, tables and the positioning of any equipment that you intend to use. If you are not familiar with any of the equipment, ask someone who is! Try to greet people as they arrive. Just a few seconds' contact will help to build up a relationship and give you ways to involve your audience in your talk. For example, "I was talking to Bill just before we started and he said"

Many people when faced with giving a talk, for some reason, think that they have to use a special tone of voice, have a different way of talking to people. They are very wrong! Of course you will need clarity and voice projection, and you may need to speak a little more slowly than normal. But keep the variety in your tone.

Speak as though you are talking to one person. After all, each member of the audience is listening to one person. Maintain eye contact with your audience as much as possible. And try to make eye contact with everyone in the audience at least once.

Remember that the first 20 seconds of any talk are the most important. There are many ways of making a memorable first impression. Use a powerful quotation. Make a reference about something special to your audience or about the room that you are in. Tell a story. Audiences love stories. Perhaps you can involve your audience early on. Give them something to think about. It lets them know that yours isn't going to be just another boring talk

Task

Write the list.

(30 marks)

