

English for Business

Level 2

Model Answers

Series 4 2004 (Code 2041)

Vision Statement

Our vision is to contribute to the achievements of learners around the world by providing integrated assessment and learning services, adapted to meet both local market and wider occupational needs and delivered to international standards.



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English for Business Level 2

Series 4 2004

How to use this booklet

Model Answers have been developed by Education Development International plc (EDI) to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCIEB examinations. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

EDI provides Model Answers to help candidates gain a general understanding of the standard required. The Board accepts that candidates may offer other answers that could be equally valid.

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English for Business Level 2 Series 4 2004

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
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)

Model Answer to Question 1 (a)

MEMO

To All employees of Montego International Investments
From Mr Carlton Sawyer
Date appropriate

Further Guidelines for Business Travel

One of Montego International Investments' targets is to reduce travel expenditure by the end of 2007 to 80% of its present total. We have already achieved significant reductions by asking all of us to consider carefully whether the business being conducted really needs us to travel, and to think about using tele/videconferencing when possible.

The directors have decided that the following decisions on methods of travel when representing Montego should also now be implemented:

Air Travel

Colleagues should travel economy class on short flights. For flights of over three hours, business-class travel will be allowed.

Rail Travel

The general rule is to travel using the standard class except at peak times on journeys of over one hour.

Taxis

Travel by taxi is permitted only if no other form of transport is available.

Car Mileage Allowance

Changes to the amount that may be claimed for use of your car when you are doing business for Montego are being discussed. A decision will be announced early in the new year.

All directors and employees of Montego, irrespective of their jobs, will be required to follow the new guidelines for travel.

C.S.

QUESTION 1 CONTINUED

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:

Fairymount Hotel, Ballsbridge, Dublin 4, Ireland

Email peatain@fairymounthotel.ie 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)

Model Answer to Question 1 (b)

The Fairymount Hotel Offers Style, History and Modern Facilities

A holiday in Ireland is a wonderful experience; a holiday in Dublin is a dream. A holiday at the Fairymount Hotel combines the two: an experience of a lifetime, and an amazing dream that has become reality.

Fairymount is a fine, late 19th Century residence, set in beautiful gardens. The Peatain family has been welcoming guests to Fairymount for over 45 years, and the hotel is famous for its warm and friendly atmosphere. It is close to the city centre in Ballsbridge, Dublin's most fashionable area. The hotel keeps its original elegance and style while offering guests all the modern facilities that are expected of a luxury hotel.

The Fairymount Hotel has a gymnasium, international restaurant, bar, and gift shop. Room service is available all day and every day. The hotel has security-controlled parking for up to 150 cars. Our 185 guestrooms are superbly furnished, each room having its own en-suite bathroom, colour television, direct dial telephone, and refrigerated mini bar. Guests at Fairymount enjoy comfortable surroundings, a relaxed atmosphere, a sense of history, and the best service that a hotel can offer.

We are in Dublin, the capital of Ireland, which is one of Europe's most exciting cities well known for its history and culture. Golf and tennis facilities are only minutes away from Fairymount, and Dublin's most popular restaurants are very close. The sea and Sandymount Strand are just 300 metres away.

For such luxury and convenience, our prices are very reasonable, from 70 Euros per person for 1 night including breakfast. Write for more details to Padraig Peatain, the present owner, at Fairymount Hotel, Ballsbridge, Dublin 4, Ireland. You can email us at peatain@fairymounthotel.ie or telephone contact can be made at + 353 1 667 2266. Experience your dream come true!

QUESTION 1 CONTINUED

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)

Model Answer to Question 1 (c)

Staff views on using staff parking area for building expansion:

Terms of Reference

Miss Menotti has asked for a report on what our staff think of the idea of the loss of staff parking spaces in order to expand the offices and factory at Fashion Matters. Suggestions are wanted for alternative arrangements. The report must be ready for the Board of Directors' meeting in January.

Proceedings

I asked Heads of Department to discuss the proposals with their staff and to report back to me.

Findings

- All staff are in favour of expansion.
- The proposals to use the parking area are disliked by all departments.
- Sales staff argue that their need for parking on site is special.
- Further questions raised concern:
 - whether senior staff need parking spaces
 - if spaces will be available for disabled drivers
 - if public transport is sufficiently reliable.
- One practical suggestion is to use Badoglio Parking.

Conclusions

- Expansion of the working areas is popular.
- The present proposals are disliked.
- There is a general resentment at the loss of parking for staff.
- Arguments are put forward that sales staff and disabled drivers need parking spaces.
- Reserving spaces for senior staff is questioned.

Recommendations

- 1 Give urgent attention to this situation to prevent a possible dispute.
- 2 Emphasise that the proposals are suggestions not decisions.
- 3 Set up a staff working party to consider solutions including the provision of spaces for disabled staff, and the possibility of funding parking spaces at Badoglio Parking.

A Candidate

27 November 2004

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)

Model Answer to Question 2

Brandon Ltd
17 South Road Durham DH1 9UT

Telephone 0191 3780111

25 November 2004

Mr James Turner
Head of Upper School
Byland House School
Brancepeth Way
Durham
DH7 6JT

Dear Mr Turner

Career Choice Learning Programme

This letter is confirmation of the discussion that we had on the telephone this morning in response to your letter of 23 November.

We are usually very happy to accept visits from schools. However, as I explained, in 2005 we shall be undertaking such major changes to our buildings, structure and staff that group visits will be impossible. On behalf of Brandon Ltd, I apologise and guarantee that we shall do our best to accommodate groups of students from Byland House School in 2006.

For 2005 we can offer you:

- a talk to your pupils by me, or by any other member of staff who would suit your needs better
- work experience of at least 1 week for 1 pupil.

For 2006, in addition to visits to us by your pupils, we hope to be able to offer:

- continued participation in your visiting speaker programme
- work experience of at least 1 week for 3 pupils.

We hope that you will find our suggestions useful. Please ring me to agree the arrangements and to finalise details.

Best wishes.

Yours sincerely

Yvonne Regnier (Mrs)
Customer Service Manager

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)

Model Answer to Question 3

First steps in making a successful appointment to a job vacancy:

(Main points from the article "... and you thought it was easy".)

When a job vacancy occurs:

1 Decide on a job description.

- | | | |
|-------------|---|--|
| Think about | - | strong and weak points of existing staff |
| | - | title for job |
| | - | responsibilities of job |
| | - | payment and entitlements. |

2 Decide on 'person specification'.

- | | | |
|-------------|---|-------------------------------|
| Think about | - | skills that would be useful |
| | - | preferred personal qualities. |

3 Consider the benefits of 'internal' and 'external' appointments.

- | | | |
|----------|---|--|
| Internal | - | greater certainty of person's capabilities |
| | - | psychological boost to present staff. |
| External | - | wider 'pool' of candidates |
| | - | more chance of new ideas. |

4 Consider method of advertising.

- | | | |
|-------------|---|--|
| Think about | - | basic costs of advertisement itself |
| | - | processing costs of postage, time-consumption etc. |

5 Choose interviewees.

- | | | |
|----------|---|-----------------------|
| Refer to | - | job description |
| | - | person specification. |