

English for Business Communications (8959) – Level 2

Additional sample papers



www.cityandguilds.com
January 2007
Version 1.0

About City & Guilds

City & Guilds is the UK's leading provider of vocational qualifications, offering over 500 awards across a wide range of industries, and progressing from entry level to the highest levels of professional achievement. With over 8500 centres in 100 countries, City & Guilds is recognised by employers worldwide for providing qualifications that offer proof of the skills they need to get the job done.

City & Guilds Group

The City & Guilds Group includes ILM (the Institute of Leadership & Management) providing management qualifications, learning materials and membership services and NPTC (National Proficiency Tests Council) which offers land-based qualifications. City & Guilds also manages the Engineering Council Examinations on behalf of the Engineering Council.

Equal opportunities

City & Guilds fully supports the principle of equal opportunities and we are committed to satisfying this principle in all our activities and published material. A copy of our equal opportunities policy statement *Access to assessment and qualifications* is available on the City & Guilds website.

Copyright

The content of this document is, unless otherwise indicated, © The City and Guilds of London Institute 2005 and may not be copied, reproduced or distributed without prior written consent.

However, approved City & Guilds centres and learners studying for City & Guilds qualifications may photocopy this document free of charge and/or include a locked PDF version of it on centre intranets on the following conditions:

- centre staff may copy the material only for the purpose of teaching learners working towards a City & Guilds qualification, or for internal administration purposes
- learners may copy the material only for their own use when working towards a City & Guilds qualification
- the *Standard Copying Conditions* on the City & Guilds website.

Please note: National Occupational Standards are not © The City and Guilds of London Institute. Please check the conditions upon which they may be copied with the relevant Sector Skills Council.

Publications

City & Guilds publications are available on the City & Guilds website or from our Publications Sales department at the address below or by telephoning +44 (0)20 7294 2850 or faxing +44 (0)20 7294 3387.

Every effort has been made to ensure that the information contained in this publication is true and correct at the time of going to press. However, City & Guilds' products and services are subject to continuous development and improvement and the right is reserved to change products and services from time to time. City & Guilds cannot accept liability for loss or damage arising from the use of information in this publication.

City & Guilds

1 Giltspur Street

London EC1A 9DD

T +44 (0)20 7294 2800

F +44 (0)20 7294 2400

www.cityandguilds.com

enquiry@cityandguilds.com

English for Business Communications (8959) – Level 2

Additional sample papers

This page is intentionally blank

Contents

Sample paper 2	5
Worked Examples and Mark Scheme	13
Sample paper 3	23
Worked Examples and Mark Scheme	30
Sample paper 4	37
Worked Examples and Mark Scheme	44

This page is intentionally blank

**English for Business
Communications**
Level 2

This paper must be returned with
the candidate's work, otherwise the
entry will be void and no result will
be issued.



8959-12-012
(EL-NBC 12)
SAMPLE 2

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours
(plus 15 minutes' reading time during which
no writing will be allowed).

Answer **all** questions.

All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper. Make
sure your name appears on each sheet of paper used.

Answers to **all** tasks will be assessed for language and content.
Two tasks only will also be assessed for layout. This will be indicated
on the task.

The following items **are** permitted

- bilingual / monolingual dictionaries
- calendars
- calculators

For examiner's use only

Task 1	Task 2	Task 3	Task 4	Task 5	Total
20	20	20	20	20	100

SITUATION

You are Personal Assistant (PA) to Thomas Bramwell, Principal of The School of Creative Writing, Gaskell Manor, Maidenhead, Berkshire MD6 2JP, UK. The College offers short courses in various aspects of writing.

Mr Bramwell is out for the day. He has left you some work to deal with. He will return to the office late this afternoon.

Task 1 (Your answer will be assessed for layout.)

Action the note from Mr Bramwell.

PA

Please draft a letter for me to send to Mr Innes. I have put some notes on his fax for your guidance.

Thank you.

Thomas

PAUL INNES
29 Rue des Anglais
PARIS 64022
France

FAX TRANSMISSION HEADER SHEET

To: Thomas Bramwell
Company: The School of Creative Writing
Fax No.: 01628 387 139
From: Paul Innes – Student, Crime Writing Course

Date:

RECEIVED

No of sheets including header sheet: 1

MESSAGE:

I am booked on the Crime Writing Course next month and have decided to fly to London. Will I be able to get a train from London to Maidenhead? Is Gaskell Manor near the station? If not, is it possible for someone to collect me at the station?

date?

Yes — every half hour

Not really — over 3 miles

Certainly — what time?

(20 marks)

Task 2 (Your answer will be assessed for layout.)

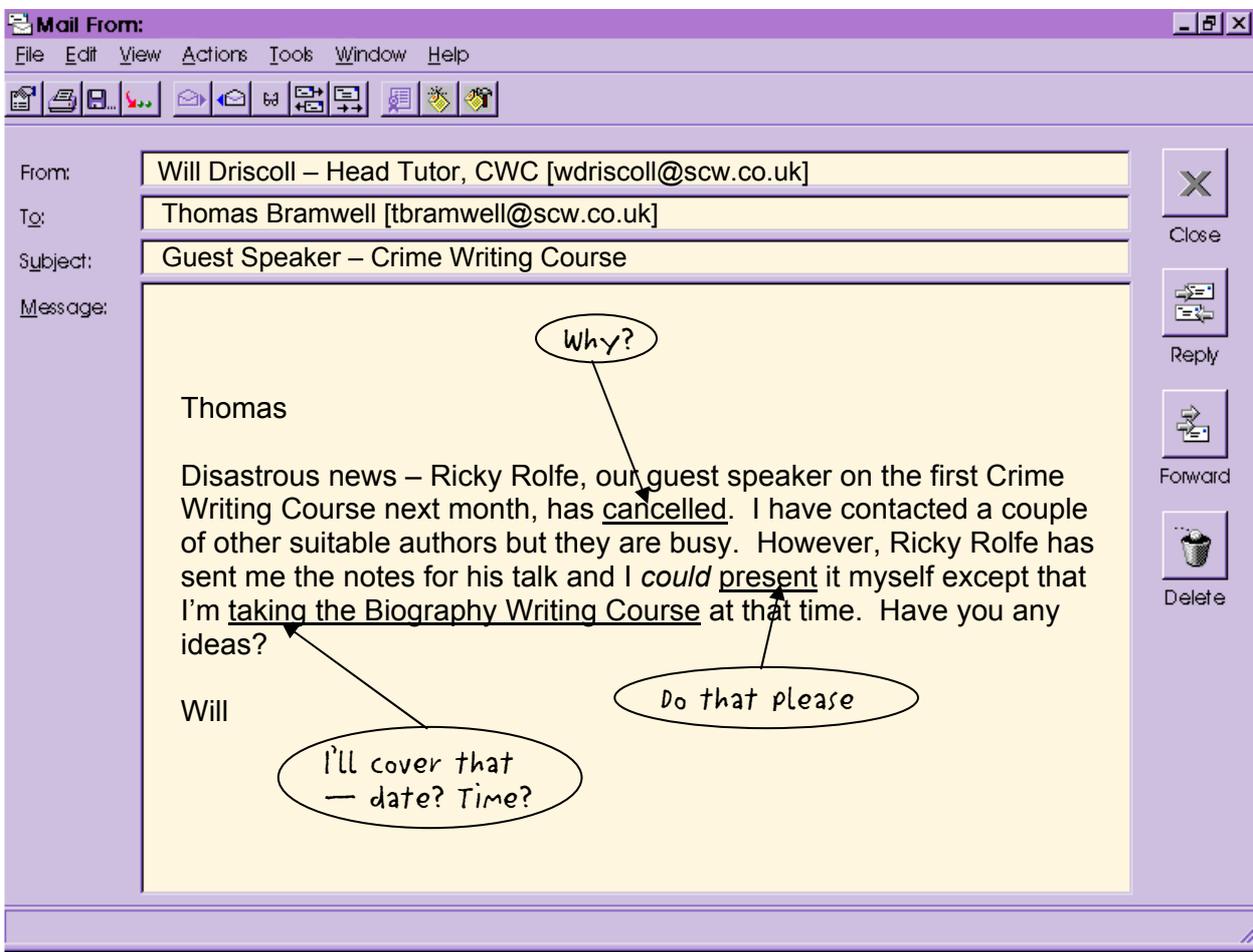
Carry out the instructions in the note below.

 PA

Please send a memo yourself in reply to Will's e-mail. See my notes and ask him to get back to me asap.

Thanks.

Thomas



Mail From: Will Driscoll – Head Tutor, CWC [wdriscoll@scw.co.uk]

To: Thomas Bramwell [tbramwell@scw.co.uk]

Subject: Guest Speaker – Crime Writing Course

Message:

Thomas

Disastrous news – Ricky Rolfe, our guest speaker on the first Crime Writing Course next month, has cancelled. I have contacted a couple of other suitable authors but they are busy. However, Ricky Rolfe has sent me the notes for his talk and I could present it myself except that I'm taking the Biography Writing Course at that time. Have you any ideas?

Will

Why? (arrow pointing to 'cancelled')

Do that please (arrow pointing to 'could present')

I'll cover that — date? Time? (arrow pointing to 'taking the Biography Writing Course')

Close

Reply

Forward

Delete

(20 marks)

Task 3

Action the note from Thomas Bramwell.

PA
I've received the fax below from our printers about next year's prospectus. Please send them a fax with answers to their queries. I've put some rough notes on it for your guidance.

Thank you.

Thomas



PROMPT PRINTING LTD
Caxton House
Broad Street
Reading, Berkshire
UK
Tel: 0118 362 2985
Fax: 0118 362 2986

FAX TRANSMISSION HEADER SHEET

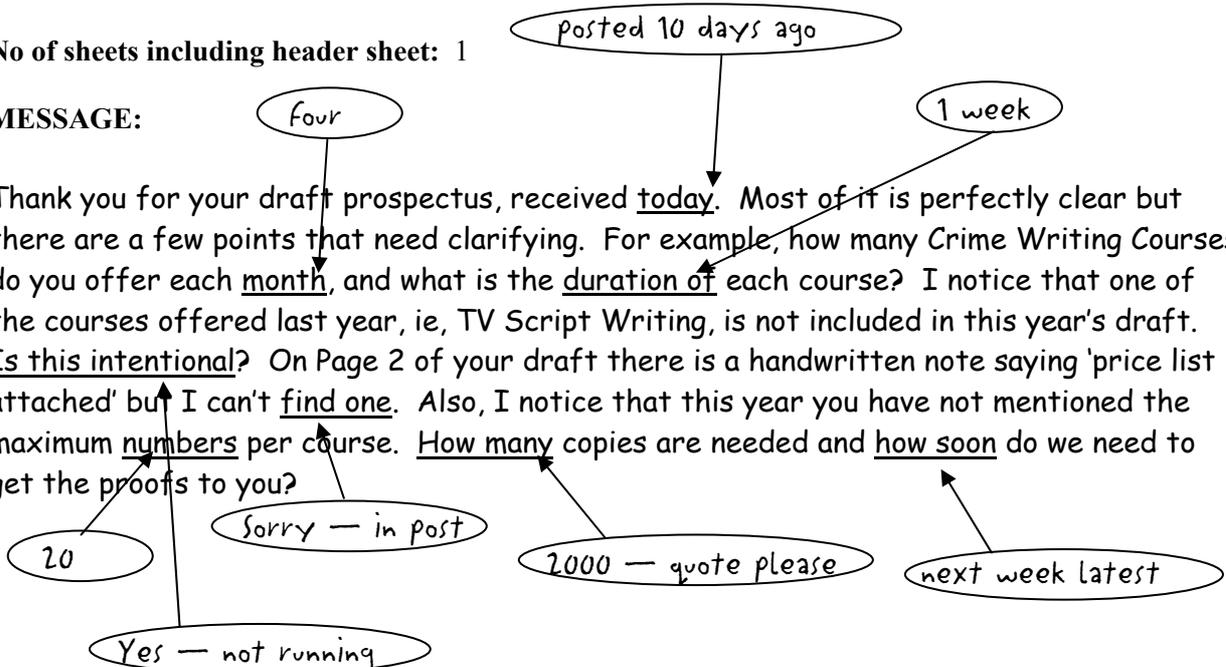
To: Thomas Bramwell - Principal
Company: The School of Creative Writing
Fax No.: 01628 387 139
From: Alaister Downs – Printshop Manager

Date:

No of sheets including header sheet: 1

MESSAGE:

Thank you for your draft prospectus, received today. Most of it is perfectly clear but there are a few points that need clarifying. For example, how many Crime Writing Courses do you offer each month, and what is the duration of each course? I notice that one of the courses offered last year, ie, TV Script Writing, is not included in this year's draft. Is this intentional? On Page 2 of your draft there is a handwritten note saying 'price list attached' but I can't find one. Also, I notice that this year you have not mentioned the maximum numbers per course. How many copies are needed and how soon do we need to get the proofs to you?



(20 marks)

Task 4

Action the note below.



PA

I think we should get an article to the journal asap. Please draft something for me. I've attached some extracts from our brochure. It should be enough to mention just the three classes I've included. Take note of Arabella's comments and only include the information she requests.

Thank you. Thomas



Artists' Journal
The Maltings
York YK6 2LP

FAX TRANSMISSION HEADER SHEET

To: Thomas Bramwell - Principal
Company: The School of Creative Writing
Fax No.: 01628 387 139
From: Arabella Honeycomb – Editor

Date:

No of sheets including header sheet: 1

MESSAGE:

In two months' time, our journal will be running a special feature on creative writing courses. We thought you might like to submit an article just giving details of three or four of your most popular courses. This should assist you in not exceeding our word limit of 200 words. We suggest you invite our readers to contact you should they need further information. Readers will, however, be interested in the length and cost of each course and we suggest you also mention the main topics each course covers. NB - we've discovered from past experience that readers dislike bullet points and prefer to read full sentences.

(20 marks)

The School of Creative Writing
Over 50 Courses from only £30 per week

Our courses are a combination of classes (four to six weeks in length), seminars (one to three weeks in length), and workshops. Classes and seminars follow the pattern of weekly readings and assignments. The workshops provide open forums for sharing and discussing work, and are also places to give and receive encouragement and support with peers.

RW496 – Historical Romance Writing

The objective of Historical Romance Writing is to understand and learn how to write a Historical Romantic novel. There are four topics and one will be taught each week at a total cost of £120. These are:

- History of Historical Romance writing
- Types of Historical Romance novels
- Business aspect of writing
- Completing a proposal package for a publisher.

P111 – Action/Adventure

Using adventure texts as models, students will cover topics including:

- uses of technology
- exploitation of the natural world
- economic motives of adventurers
- Outer Space as an adventure location.

In just five weeks students are encouraged to improve their writing skills by practising different writing styles. At only £160 for the entire course, these classes represent exceptional value.

SFF 1258 Sci Fi/Fantasy

This course covers the basic aspects of creating a Sci Fi story or novel. At the end of the six-week course, having spent only £200, students will have gained the necessary knowledge to develop well-constructed works of their own. They will know:

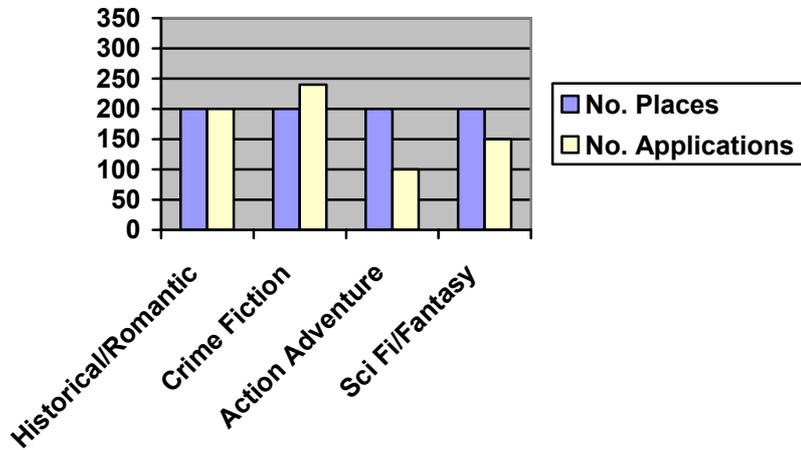
- how to make their fictional world believable
- how to develop characters and plots
- how to choose a suitable location
- how to market their ideas.

Task 5

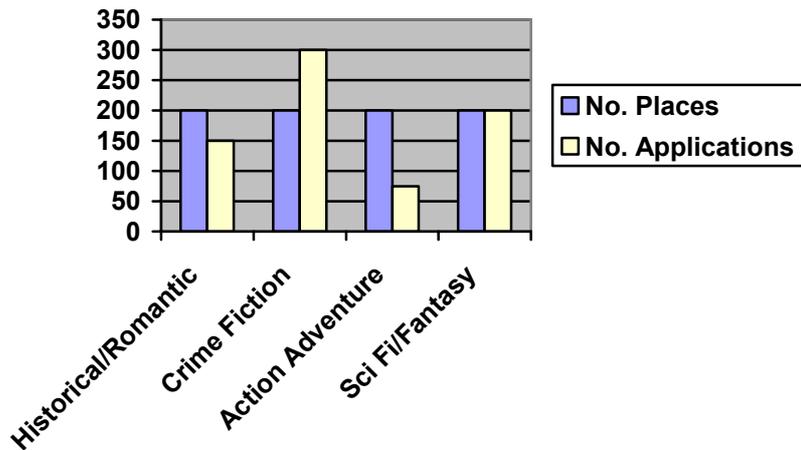
Action the following note.

PA,
Please draft an informal report for me to present at the next staff meeting. No more than 200 words — they haven't time to read more — they'll also have the charts so won't need additional copies of these. Staff need to be updated on statistics for the 4 most popular courses. They basically need to know which courses are over-subscribed, which attract the correct number of applicants for the places we have available, and which are under-subscribed. For each course you will need to compare last term and next and state whether the number of applicants is increasing, decreasing or staying the same.
Thank you, Thomas.

TAKE-UP ON THE FOUR MOST POPULAR COURSES LAST TERM



TAKE-UP ON THE FOUR MOST POPULAR COURSES NEXT TERM



(20 marks)

END OF EXAMINATION

Worked Examples and Mark Scheme for SAMPLE 2

Task 1 – Letter

The School of Creative Writing
Gaskell Manor
MAIDENHEAD
Berkshire
MD6 2JP
UK

Our Reference - TB/ag

2 January 2007

Mr Paul Innes
29 Rue des Anglais
64022, Paris
France

Dear Mr Innes

Crime Writing Course

In response to your fax, you will be pleased to hear that trains run from London to Maidenhead every half hour. Unfortunately, Gaskell Manor is over 3 miles from the station, but someone will collect you if you let us know the time your train will arrive. Please also let us know the dates of the Crime Writing Course you have booked.

Yours sincerely

Thomas Bramwell
Principal

Mark Allocation

Layout	Name and address of sender: The School of Creative Writing, Gaskell Manor, Maidenhead, Berkshire, MD6 2JP, UK	(1)
	Date of exam	(1)
	Appropriate reference – eg, TB/-	(1)
	Name and address of recipient: Mr Paul Innes, 29 Rue des Anglais, 64022, Paris, France	(1)
	Salutation: Dear Mr Innes (Dear Sir not acceptable)	(1)
	Heading: Crime Writing Course	(1)
	Complimentary close: Yours sincerely	(1)
	Name and/or designation of signatory – Thomas Bramwell/Principal	(1)
	8 ÷ 2 = 4 marks	

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	What date is Mr Innes booked onto the Crime Writing Course?	(1)
	Trains from London to Maidenhead run every half hour	(1)
	Gaskell Manor not near station, which is over 3 miles away (all)	(1)
	Someone can collect him but need to know train arrival time (all)	(1)
		4 marks

Total 20 marks

Task 2 – Memorandum

Memorandum

To: Will Driscoll - Head Tutor

From: Alyson Goldstein - PA to Thomas Bramwell, Principal

Date: 2 January 2007

Reference: TB/ag

Subject Heading: Cancellation of Guest Speaker, Ricky Rolfe

Mr Bramwell advises that he will cover the Biography Writing course himself, if you let him know the time and date, leaving you free to present Mr Rolfe's talk. Please get back to Mr Bramwell as soon as possible and also let him know why Ricky Rolfe has cancelled.

Mark Allocation

Layout	Heading ("Memorandum")	(1)
	To: Name – Will Driscoll	(1)
	Designation – Head Tutor	(1)
	From: – Name of candidate	(1)
	Designation – PA to Thomas Bramwell/Principal	(1)
	Date of exam	(1)
	Appropriate reference – eg, TB/candidate's initials	(1)
	<u>Suitable</u> Subject Heading – eg: Ricky Rolfe/Guest Speaker/cancellation	(1)
	8 ÷ 2 = 4 marks	

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
	(max 1 mark if from wrong sender)	12 marks

Content	Why has Ricky Rolfe cancelled?	(1)
	Will Driscoll to present Ricky Rolfe's talk (will not do to copy 'I could deliver it' as memo is meant to be from PA)	(1)
	Thomas Bramwell will cover Biographers' group – needs date and time (all)	(1)
	Will Driscoll to get back to Thomas Bramwell asap (must be clear)	(1)
	4 marks	

Total 20 marks

Task 3 – Fax

The School of Creative Writing
Gaskell Manor
MAIDENHEAD
Berkshire
MD6 2JP
UK
Fax No: 01628 387 139

FAX TRANSMISSION HEADER SHEET

To: Alaister Downs, Printshop Manager,
Company: Prompt Printing Ltd
Fax No: 0118 362 2986
From: Alyson Goldstein - PA to Thomas Bramwell, Principal
Date: 2 January 2007
No of sheets including header sheet: 1

Message:

We were surprised to hear that you have only received our draft prospectus today, as it was posted 10 days ago. We can confirm that the Crime Writing Course runs 4 times a month and each course lasts 1 week, and that the TV Script Writing Course is not running this year. Please include the maximum numbers per course (20) and the price list. We apologise that the latter was not included, but it is now in the post to you. We would like the proofs by next week at the latest. We will require 2000 copies of the prospectus and request your quotation for these at your earliest convenience.

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks
Content	To: Alaister Downs or Printshop Manager, Prompt Printing Ltd (both)	(1)
	Fax No: 0118 362 2986	(1)
	Draft prospectus posted 10 days ago	(1)
	Crime Writing Course runs 4 times a month with a duration of 1 week (all)	(1)
	TV Script Writing Course not running this year	(1)
	Maximum number per course is 20	(1)
	Apologies for not including price list – now in post	(1)
	Proofs needed by next week latest; 2000 copies required plus quotation (all)	(1)
		8 marks
		Total 20 marks

Always wanted to write a novel?

Why not contact us today, get further details and book a place on one of over 50 creative writing courses on offer?

Currently our most popular courses are those on Sci Fi/Fantasy, Action/Adventure and Historical Romance Writing. The latter covers the history and types of historical romance writing, the business aspect of writing and how to complete a proposal package for a publisher. This is all covered in 4 weeks for only £120.

If action and adventure are more to your liking, using adventure texts as models, we can teach you about the uses of technology, the exploitation of the natural world, the economic motives of adventurers and Outer Space as an adventure location on a five week course costing only £160.

Alternatively, why not learn how to make a fictional world believable, develop characters and plots, choose a suitable location and market your ideas, on our six week Sci Fi/Fantasy course which costs only £200?

Book now to reserve a place and take your first step towards getting published!

The School of Creative Writing
Gaskell Manor
MAIDENHEAD
Berkshire
MD6 2JP
UK
Fax No: 01628 387 139

(193 words)

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency (max 1 mark if unrequested information included)	(4)
		12 marks
Content	<u>Suitable</u> heading	(1)
	Historical Romance Writing – 4 weeks - £120 (all)	(1)
	History / Types of Historical Romance Writing, Business aspect of writing and completing a proposal package for a publisher (any 3)	(1)
	Action/Adventure – five weeks - £160 (all)	(1)
	Uses of technology, exploitation of the natural world, economic motives of adventurers and Outer Space as an adventure location (any 3)	(1)
	Sci Fi/Fantasy – six weeks - £200	(1)
	How to make fictional world believable, develop characters and plots, choose a suitable location and market your ideas (any 3)	(1)
	Contact details (Name and address or tel/fax nos.)	(1)
		8 marks

Total 20 marks

Task 5 – Informational report

Report on statistics for our four most popular courses, comparing last term and next term.

Our four most popular courses are Historical/Romantic, Crime Fiction, Action/Adventure and Sci Fi/Fantasy. There are 200 places available on each.

Last term there were the same number of applicants (200) as places on the Historical/Romantic courses and but for next term there are currently fewer applicants (150) than places.

Last term there were more applicants (240) than places on the Crime Fiction courses and there are even more (300) for next term.

The Action/Adventure courses were only half-full last term (100 students) and there are even fewer applicants for next term (70).

The Sci Fi/Fantasy courses were not full last term, with only 150 students but there is currently the same number of applicants (200) as there are places available for next term

2 January 2007

(141 words)

Mark Allocation

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency (maximum T/F1 if figures copied)	(4)

12 marks

Note for Examiner – None of the points below should be allocated for just a copy of the figures.

Content	Historical/Romantic – Same no. applicants as places last term	(1)
	Fewer applicants than places for next term	(1)
Crime Fiction	– More applicants than places last term	(1)
	Even more applicants for next term	(1)
Action/Adventure	– Only ½ full last term (or similar)	(1)
	Applicants even fewer for next term	(1)
Sci Fi/Fantasy	– Not enough applicants last term (or similar)	(1)
	Same no. applicants as places for next term	(1)

8 marks

Total 20 marks

This page is intentionally blank

**English for Business
Communications**
Level 2

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.



8959-12-012
(EL-NBC 12)
SAMPLE 3

Candidate's name (Block letters please)

Centre no **Date**

Time allowed: 2 hours
(plus 15 minutes' reading time during which no writing will be allowed).

Answer **all** questions.

All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper. Make sure your name appears on each sheet of paper used.

Answers to **all** tasks will be assessed for language and content. Two tasks only will also be assessed for layout. This will be indicated on the task.

- The following items **are** permitted
- bilingual / monolingual dictionaries
 - calendars
 - calculators

For examiner's use only

Task 1	Task 2	Task 3	Task 4	Task 5	Total
20	20	20	20	20	100

SITUATION

You are the PA (Personal Assistant) to Mrs Isabella Ross, the Manager of Gisburn Court Hotel, Sir Walter Scott Square, Montrose, MS3 4NS, Scotland, UK. Mrs Ross is out for the day and has left you some work.

Task 1 (Your answer will be assessed for layout.)

Carry out the instructions

PA

Please draft a letter for me to send to Mr Corrie. See my notes on his fax.

Thanks, Isabella

NORTH MIDLANDS STAIR LIFTS
Longton Road
STOKE-ON-TRENT
Staffs
SE10 7PT
UK

FAX TRANSMISSION HEADER SHEET

To: Isabella Ross, Manager
Company: Gisburn Court Hotel
Fax No: 01674 326 212
From: Jason Corrie, Sales Manager

Date: **RECEIVED**

No of sheets including header sheet: – 1



MESSAGE: Ask if we can see one in action

Congratulate them

We are currently holding a sale in celebration of our company's 50th anniversary in business. One of our lines, folding stair lifts, may be of interest to you. This type of lift folds flat against the wall when not in use but can quickly be opened up for people who find climbing stairs difficult. They can be taken up or down the flight of stairs to which it is fitted. We are aware that not all hotels can afford these expensive items of equipment, especially if they have more than one flight of stairs. This is why we are making them the subject of a special offer. We are currently offering two lifts for the price of one, and it might be possible to offer even bigger discounts if more are purchased.

How many?

How much?

(20 marks)

Task 2 (Your answer will be assessed for layout.)

Action the note from Mrs Ross.

PA

Several of the large trees in the grounds are in a dangerous condition. I saw the Advert below in the local paper. Could you send a memo yourself to Ted Perkins our Maintenance Manager, asking him to get in touch with the company and get answers to my queries? I've put a few notes on the advert. For your guidance.

Thanks, Isabella

By the way, ask Ted to get back to me when he has the answers.



TENDER TREE TOPPERS

Included in price?

The tree people who care
Diseased and unsafe trees removed safely

Waste disposed of in an environmentally responsible way –
your property left clean

SPECIAL SEASONAL OFFER
FOR EVERY TREE REMOVED WE WILL PLANT ANOTHER

No job too small or too large
From soft fruit trees to ancient cedars, our knowledge and expertise is legendary.

CALL US TODAY FOR A FREE SURVEY AND QUOTATION!

Tel: 01674 329 050 or
Email at TTT@WOOD.CO.UK

Ted to arrange this

of the same variety?

(20 marks)

Task 3

Action the note from Isabella Ross.

PA

As I am not satisfied with our present vegetable suppliers, I thought we might explore the possibilities of using Fresh as Dew Vegetables. I know they are a bit further away, but we can't tolerate poor vegetables any longer. Please fax Fresh as Dew asking for more details — I've put some notes on their fax.

Thanks, Isabella

We need to know whether they deliver daily.

FRESH AS DEW VEGETABLES

Badgers Farm
Kirimuir
KR1 6MS
Strathmore
Scotland
UK

Tel: 01575 132 209

Fax: 01575 132 210

FAX TRANSMISSION HEADER SHEET

To: Isabella Ross
Company: Gisburn Court Hotel
Fax No: 01674 326 212
From: Angus Macdonald - Proprietor

Date:

RECEIVED

No of sheets including header sheet: – 1

MESSAGE:

We are a small company specialising in producing a very wide range of organically grown vegetables. We do not sell to supermarkets and are building up a friendly client base amongst restaurants and small hotels. In our case, 'organic' does not mean more expensive. Our prices are reasonable and local delivery is free.

which ones?

would this apply to us?

such as?

Only organic?

examples?

(20 marks)

Task 4

Action the note below.

PA

This is good news — can you put something together for me on points the Editor has raised? I've scribbled a few notes for your guidance.

Many thanks, Isabella

STRATHMORE GAZETTE

High House
Quayside
ABERDEEN
AB6 5EN
UK

Dear Mrs Ross

I saw an article by you in the Small Hotels Journal, in which you set out a number of guidelines on running small hotels. Our newspaper has been running a series of tourism-related pieces, and next month one of our topics is small hotels. Perhaps you would like to contribute a shorter piece (around 200 words) covering the following:

Excellent standard of accommodation, food and activities

What exactly did you mean by 'a total holiday experience'?

If you had to single out two essential qualities needed by staff involved in caring for guests, what would they be?

Courtesy and real concern for the comfort of guests

Do you mind if we ask you about staff turnover during the last year?

Lots — including horse-riding, hill-walking, swimming, crafts

not at all — it's nil

You also referred to a wide range of activities available to residents - could we have a few examples?

- Very experienced and well-qualified chef
- Activity manager

You also mentioned specialist staff - do you have many of these and what is their role?

Yes — staff recruitment and retention

Within the tourism industry generally, are there any major difficulties experienced by all hotels?

Yes — building extension

Finally, do you have any future plans for Gisburn Court?

(20 marks)

Task 5

Action the following note.

PA - We are having a meeting for all staff next Wednesday. I would like you to prepare a short report for me to present at the meeting. Look at the accounts figures below and identify the main areas of income and expenditure (don't just copy everything). Mention percentage we intend to spend on refurbishment next year, what the offer on stair lifts is and who the possible new vegetable suppliers are. I recently took a survey of staff preferences as to uniform and my findings are listed below. Comment on the most and least popular options.
Please remind everyone that the meeting's at 2 pm next Wednesday in the Dining Room
Thank you — Isabella

<u>EXTRACTS FROM LAST YEAR'S ACCOUNTS</u>		
<u>Income</u>	Private holidays	70.96%
	Business stays	21.56%
	Other Income	0.34%
	Interest and Dividends	7.14%
<u>Expenditure</u>	Maintenance of Building	3.00%
	Purchase of Goods & Services	24.37%
	Catering Costs	19.01%
	Personnel Costs (including wages)	50.84%
	Other	2.78%
<u>ALLOCATION OF FUNDS FOR NEXT YEAR</u>		
Pensions & Long Term Investment		51%
Refurbishment of Gisburn Court		30%
Six Months' Expenditure & Contingency		19%

STAFF UNIFORM SURVEY			
% FIGURES OF REPLIES			
	In favour	No opinion	Against
Complete change	5%	20%	75%
Colour change	20%	70%	10%
Introduction of trousers	80%	10%	10%

(20 marks)

END OF EXAMINATION

Worked Examples and Mark Scheme for SAMPLE 3

Task 1 – Letter

Gisburn Court Hotel
Sir Walter Scott Square
MONTROSE
MS3 4NS
Scotland
UK

Our reference: IR/ag

2 January 2007

Mr Jason Corrie, Sales Manager
North Midlands Stair Lifts
Longton Road
STOKE-ON-TRENT
Staffs
SE10 7PT
UK

Dear Mr Corrie

Stair Lifts

Thank you for your fax. We would like to congratulate you on your 50th anniversary. We are interested in your folding stair lifts and wonder if you could arrange for us to see one in action. If they are suitable, we may wish to purchase several and would therefore like to know the price, were we to purchase two with your current offer, or how many we would need to buy in order to receive an even larger discount.

Yours sincerely

Isabella Ross
Manager

Mark Allocation

Layout	Name and address of sender: Gisburn Court Hotel, Sir Walter Scott Square, Montrose MS3 4NS, Scotland, UK.	(1)
	Appropriate reference – e.g. IR/--	(1)
	Date (of exam)	(1)
	Name and address of recipient: Mr Jason Corrie, North Midlands Stair Lifts, Longton Road, Stoke-on-Trent, Staffs, SE10 7PT, UK	(1)
	Salutation - Dear Mr Corrie (Dear Sir/s will not do)	(1)
	Suitable heading, eg, Stair Lifts	(1)
	Complimentary close - Yours sincerely	(1)
	Name and/or designation of signatory – Isabella Ross/Manager	(1)
		8 ÷ 2 = 4 marks

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	Congratulations on their 50 th anniversary	(1)
	Can we see one of the stair lifts in action?	(1)
	How much are the lifts?	(1)
	How many lifts need to be purchased to gain bigger discounts?	(1)
		4 marks

Total 20 marks

Task 2 – Memorandum

Memorandum

To: Ted Perkins - Maintenance Manager

From: Alyson Goldstein - PA to Isabella Ross, Manager

Date: 2 January 2007

Reference: IR/ag

Subject: Tree removal

Mrs Ross has noticed that several of the large trees in the grounds are in a dangerous condition and would like you to contact a company called Tender Tree Toppers (Tel: 01674 329 050 or email TTT@WOOD.CO.UK) to request a free survey and quotation. She also wants you to ask if the removal of waste is included in the price of felling and if the trees they are offering to replant in place of those felled would be of the same variety as those removed. Mrs Ross would appreciate it if you could get back to her with the answers as soon as possible.

Mark Allocation

Layout	Heading ("Memorandum")	(1)
	To: Name – Ted Perkins	(1)
	Designation – Maintenance Manager	(1)
	From: Name – Name of candidate	(1)
	Designation – PA to Isabella Ross/Manager	(1)
	Date (of exam)	(1)
	Appropriate reference – e.g. IR/--	(1)
	Suitable Subject Heading – eg Tree removal	(1)
	8 ÷ 2 = 4 marks	
Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency (max 1 if incorrect sender)	(4)
	12 marks	
Content	Ted (you) to ask if removal of waste included in price of felling?	(1)
	Ted to ask if the tree replanted of the same variety as the one removed?	(1)
	Ted to arrange for TTT to come and give a free survey and quotation (all)	(1)
	<u>Ted</u> to get back to <u>Mrs Ross</u> with answers	(1)
	4 marks	

Total 20 marks

Task 3 – Fax

Gisburn Court Hotel
Sir Walter Scott Square
MONTROSE
MS3 4NS
Scotland
UK
Fax No: 01674 326 212

FAX TRANSMISSION HEADER SHEET

To: Angus Macdonald
Company: Fresh as Dew Vegetables
Fax No: 01575 132 210
From: Alyson Goldstein, PA to Isabella Ross, Manager
Date: 2 January 2007

No of sheets including header sheet: 1

MESSAGE:

Thank you for your fax. Could you please give examples of the range of vegetables that you grow and advise whether they are all organic? We would like to know whether you deliver daily and whether the local free delivery service you offer would include delivery to Montrose. Obviously, we would like examples of your prices and we would also be interested to find out which other hotels you supply.

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	To: Angus Macdonald, Fresh as Dew Vegetables (all)	(1)
	Fax No: 01575 132 210	(1)
	What type of vegetables do they grow?	(1)
	Only organic?	(1)
	Do they deliver daily?	(1)
	Which other hotels use Fresh as Dew vegetables	(1)
	Examples of prices needed	(1)
	Does free delivery apply to us?	(1)
	8 marks	

Total 20 marks

Task 4 – Article

Running A Small Hotel

By the Manager of The Gisburn Court Hotel

At Gisburn Court, we ensure our guests enjoy a total holiday experience, by offering a combination of excellent accommodation, food and activities. The latter include horse riding, hill walking, swimming and crafts, all organised by our dedicated activity manager. After a busy day, guests are treated to the first class cuisine prepared by our superb chef. He, like all our staff, is very experienced and highly qualified and possesses the qualities essential in all hotel staff: courtesy and a real concern for our guests' comfort. All our staff work well as a team, always with the guests' welfare foremost in their minds, and they clearly achieve job satisfaction as, despite the main problems encountered by others in the hotel industry, namely recruitment and retention, we have lost no members of staff at all during the last twelve months. In fact, such is our success that we now plan to build an extension to accommodate our ever increasing number of guests.

(172 words)

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and Punctuation	(4)
	Tone and Fluency	(4)
Content:	Appropriate Heading, eg. Running a small hotel	(1)
	Total Holiday Experience means excellent accommodation, food + activities	(1)
	Two essential qualities needed by staff = courtesy + real concern for guests' comfort	(1)
	Examples of activities – horse riding, hill walking, swimming, crafts (any 3)	(1)
	Staff turnover in last year was nil (all)	(1)
	(V. experienced) + (well-qualified) chef AND activity manager	(1)
	Main difficulty in the hotel industry is recruitment + retention of staff (all)	(1)
	Future plans for Gisburn Court include building an extension	(1)
		8 marks

Total 20 marks

Task 5 – Informational Report

Manager's Report
to be presented at
the Meeting for all staff to be held
on Wednesday, 3 January 2007
at 2pm
in the Dining Room of The Gisburn Court Hotel

Most of our income (70.96%) is from private holidays, whilst our greatest expenditure (50.84%) is on personnel costs, including wages.

30% of the budget for next year has been allocated to the refurbishment of Gisburn Court and we hope to take advantage of a 'two for the price of one' offer for stair lifts from North Midlands Stair Lifts.

We are also currently investigating an offer of a wide range of fresh organic vegetables from Fresh as Dew Vegetables.

In the recent Staff Uniform Survey, the most popular suggestion was the introduction of trousers (80% in favour), whereas the least popular was to change the uniform completely (75% against).

(139 words)

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks
Content	Meeting for all staff next Wednesday in Dining Room at 2pm (all)	(1)
	Most income's from private holidays (copy of all figures without comment not acceptable)	(1)
	Greatest % of expenditure is on personnel costs - including wages (all)	(1)
	30% of the budget for next year has been allocated to the refurbishment of Gisburn Court (all)	(1)
	Two stair lifts are being offered for the price of one (by North Midlands Stair Lifts)	(1)
	Offer of wide range of fresh vegetables from Fresh as Dew Veggies	(1)
	In Staff Uniform Survey, the most popular suggestion was the introduction of trousers.	(1)
	The least popular was to change the uniform completely.	(1)
	(copy of tables won't do)	(1)
		8 marks

Total 20 marks

**English for Business
Communications**
Level 2

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.



8959-12-012
(EL-NBC 12)
SAMPLE 4

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours
(plus 15 minutes' reading time during which no writing will be allowed).

Answer **all** questions.

All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper. Make sure your name appears on each sheet of paper used.

Answers to **all** tasks will be assessed for language and content. Two tasks only will also be assessed for layout. This will be indicated on the task.

- The following items **are** permitted
- bilingual / monolingual dictionaries
 - calendars
 - calculators

For examiner's use only

Task 1	Task 2	Task 3	Task 4	Task 5	Total
20	20	20	20	20	100

SITUATION

You are Personal Assistant (PA) to David Taylor, Managing Director of All Dried Up, a company that imports and sells dried fruit and vegetables. Their Head Office is at The Perry Centre, Portland Square, BRISTOL, BR6 4DF, UK. Tel: 0177 904 6000, Fax: 0177 904 5286.

Mr Taylor is out of the office, but will return late in the afternoon, and has left you some work to deal with in his absence.

Task 1 (Your answer will be assessed for layout.)

Action the note from Mr Taylor.

PA

I've been thinking of extending our range of products for a while, so would be interested in further information from Raydes Overseas Limited. Could you please draft a letter for me to sign later? See my notes on their leaflet for what to say.

Thanks, David



Raydes Overseas Limited
Central Avenue Road
Powai Mumbai – 400 076
Maharashtra
India

Phone: +(91)-(22)-25703775
Fax: +(91)-(22)-25703775

Ask for details of range and prices

India-based Raydes Limited has, for many years, been a highly regarded name in the export of a variety of products such as a wide range of dried fruits, dried garlic, onion, potato and ginger, pulses, spices, cumin, poppy, fennel and coriander seeds, cinnamon, cloves, chillies, etc. It has become a highly dependable and recognized company in the business world due to its strong knowledge about the products it deals in.

The company is a reliable source for the supply of high quality products to firms throughout the world. Having a wide network across India the newly formed Raydes Overseas Limited hopes to improve even further its service to its overseas customers.

Raydes Overseas Limited has its headquarters in Mumbai. The various branches facilitate the timely delivery of products to clients. The company has its other offices in major cities across Asia.

Minimum order quantities?

Get details of delivery:

- method
- time
- cost

Do they already have customers in Europe? Who? Where?

(20 marks)

Task 2 (Your answer will be assessed for layout.)

Action the note from David Taylor.



PA

One of our major customers of dried apples and apricots read the attached in a magazine and kindly cut it out and sent it to me! She runs a Health Food Shop and has major concerns about the addition of sulphur dioxide. To be honest, I have no idea whether this is used in the products we sell or not. Could you please send an urgent memo yourself to Lynne Clarke? As Head of Quality Control I expect her to have the answer and will need her reply (direct to me please) within 3 days. I've made some notes on the magazine article-please ask about these too. Thanks, David.



Dried fruit is a terrific snack, but cooks also use it in everything from cakes to stews. Drying has the obvious advantage of letting us enjoy our favourite fruit when it's out of season, but it also serves to concentrate the fruit's flavour and sugar. Since high concentrations of sugar deter bacteria, dried fruit can last up to a year without refrigeration. If you live in a hot, dry climate, you can dry fruit just by leaving it out in the sun for a few days. If not, you can use an oven or dryer. Sulphur dioxide is sometimes added to the

fruit to improve its shelf life and colour. If you're allergic to it, you can usually find dried fruit without sulphur at health food stores. At a pinch, you can remove some of the sulphur by boiling treated dried fruit for a minute or so, then draining off the liquid.

What percentage of the products we sell are sun-dried?

Which do we use?



(20 marks)

Task 3

Action the note from David Taylor.



UPA
This course looks very useful. Please send a fax to get further details — see my notes.

Thanks.

David

YORK COLLEGE OF AGRICULTURE AND LIFE SCIENCES

“Fruit, Vegetable and Herb Dehydration”

To book a place on our next course, or for further details, contact:

Linda McCandless, Course Director

Fax No.: 01904-787-2417

Dried fruits and vegetables are increasingly available in the marketplace. Dehydration is one of the oldest processing techniques – a method to preserve produce while making delicious and nutritious products that do not need refrigeration and have a long shelf life. In addition, improved techniques and more advanced and less costly equipment have made drying foods easier than ever. It would appear that the market for such products is likely to increase dramatically over the next few years and these courses aim to keep producers up to date with all the latest developments.



Course participants taste various samples of dried fruit and vegetables

Any evidence of this?

Courses held at the York College of Agriculture and Life Sciences address some of these issues. “Fruit, Vegetable, and Herb Dehydration” is organized by food scientist, Linda McCandless, and focuses on the production of dehydrated products. There is a maximum of 30 students per course, who benefit from the expertise of five speakers.

Such as? Any practical session?

How often? How long?
When's the next one?

Cost each? How many to get group discount?

(20 marks)

Task 4

Action the note below



PA

The attached story appeared recently in a national newspaper and I am concerned that some of our customers might well be unnecessarily worried by it. They shouldn't be — it's absolute rubbish — there's never been a sighting of a Mexican fruit fly outside Central America! Could you please therefore draft an article (no more than 200 words) that we can send to 'The Retailer', a magazine most of our customers seem to read, to reassure them? I've made some notes on the article, which I hope will be helpful. Make sure you include sufficient information for anyone to contact us — you never know, we might get some new business as a result of the article — stress that we have large stocks of disease-free dried fruit and no supply problems.
Thanks, David.

PLAGUE OF FRUIT FLIES THREATENS WORLD'S FRUIT SUPPLIES

A world shortage of fruit is now forecast as the Mexican Fruit Fly spreads its wings and invades all parts of the world.



The citrus industry in California, USA alone is a multi-billion dollar operation, especially when one considers not only citrus production but the storage, handling, transportation and marketing of the fruit. All of this business is threatened when just a single Mexican fruit fly is found.

Reliable sources inform us that such is the state of panic that, in California alone, thousands of fly traps are being set all year round in an effort to detect the presence of a single fly.



Poorer countries, however, are unable to afford to take such precautions and a world shortage of all kinds of fruit is bound to follow the Fruit Fly invasion. It is predicted that prices will rise dramatically and then a world shortage will occur. As fruit cannot be stored for long, stocks will rapidly run out and we may well become a world without fruit as it's not even possible to stockpile dried fruit as this can also become contaminated by fruit flies.

They've had flies for many years but always dealt with them without major problems

There is NO evidence this will happen

Very unlikely!

This is nothing new — they're just sensible precautions that have worked well in the past

Once in Britain, the dried fruit goes into cold storage, which kills any trace of fruit fly — there is no danger from dried fruit

(20 marks)

Task 5

Action the message.

TELEPHONE MESSAGE

Message for PA

While you were out David Taylor telephoned

Message:

David called to ask you to draft an informal report for the Board for him. He said 200 words should be enough. The Board would like a brief outline of our plans for the future (in full sentences, of course) — different ranges of fruit and vegetables we intend to sell, proposed markets, problems, possible solutions needed for each. The Marketing Department has given David a selection of ideas, which he said you also have, so he asked if you could put something relevant together from these.

Taken by Roberta Podavitte



Ready meals for walkers and campers - easy and light to carry - quick to prepare and serve - eg, could sell mixture dried carrots, corn, peas, peppers, tomatoes in plastic pots - same idea with fruit for dessert - healthy food for those who like healthy lifestyle - have to give it low price - might be able to sell in bulk to walking and camping equipment shops - whole new market for us - might cost quite a lot to advertise initially - could try Health Food Shops - many of their customers are walkers and campers.

Beans



Aduki Beans
Anasazi Beans
Baby Lima Beans
Black-eyed Peas
Black Turtle Beans
Fava Beans
Garbanzo Beans
Great Northern Beans
Kidney Beans
Lentils
Mung Beans
Navy Beans
Split Beans
Soy Beans
Snow Peas
Whole Green Peas
Yellow Trapper Peas

Loads of different types of dried beans available now - we don't sell ANY of them - could be a really good idea, especially if we only sold organic beans - probably very popular with Health Food Shops - we'd have to do something a bit different to capture retailers' imagination - why should they buy from us if they already have suppliers? - sell in packets with recipes printed on them?



Amazing though it may seem, people often pay more for something in a pretty box - having problems selling enough of the unusual fruit we have in stock - it's quite expensive - why not try putting together gift boxes of mixed, dried fruit. - our retailers would most likely find a ready market for them at holiday times - when people give presents. Possible problem buying boxes - could ask usual packaging suppliers.

(20 marks)

END OF EXAMINATION

Worked Examples and Mark Scheme for SAMPLE 4

Task 1 - Letter

All Dried Up
The Perry Centre
Portland Square
BRISTOL
BR6 4DF
UK

2 January 2007

Our Reference - eg, DT/ag

Raydes Overseas Limited
Central Avenue Road
Powai Mumbai - 400 076
Maharashtra
India

Dear Sirs

Dried Fruit

We have seen your leaflet about your dried products and would like details of your range and the prices of your dried fruits. We would also like to know the minimum order quantities for cumin, poppy, fennel and coriander seeds.

We would be interested to know whether you already have customers in Europe, and if so, who they are and where they are based. Could you also please advise details of your delivery method, how long delivery to UK will take and the cost?

Yours faithfully

David Taylor
Managing Director

Mark Allocation

Layout	Name and address of sender: All Dried Up, The Perry Centre, Portland Square, BRISTOL, BR6 4DF, UK	(1)
	Date (of exam)	(1)
	Appropriate reference – eg, DT/-	(1)
	Name and address of recipient: Raydes Overseas Limited, Central Avenue Road, Powai Mumbai – 400 076, Maharashtra, India	(1)
	Salutation: Dear Sirs	(1)
	Heading: Dried Fruit (or similar)	(1)
	Complimentary close: Yours faithfully	(1)
	Name and/or designation of signatory – David Taylor/Managing Director	(1)
		8 ÷ 2 = 4 marks

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	Request details range and prices of dried fruits	(1)
	Ask for minimum order quantities of cumin, poppy, fennel and coriander seeds (all)	(1)
	Ask for details of delivery method, time and cost (all)	(1)
	Do they have customers in Europe? Who? Where? (all)	(1)
		4 marks

Total 20 marks

Task 2 – Memorandum

Memorandum

To: Lynne Clarke- Head of Quality Control

From: Alyson Goldstein - PA to David Taylor, MD

Date: 2 January 2007

Reference: DT/ag

Subject: Addition of sulphur dioxide to dried fruit

One of our customers has raised concerns about sulphur dioxide with Mr Taylor, who would like you to let him know whether we add this to any of our products. He also wishes to know what percentage of the products we sell is sun-dried and whether we use an oven or dryer for the remainder. He needs your reply (directly to him, please) within 3 days.

Mark Allocation

Layout	Heading (“Memorandum”)	(1)
	To Name – Lynne Clarke	(1)
	Designation – Head of Quality Control	(1)
	From Name – Name of candidate	(1)
	Designation – PA to MD	(1)
	Date of exam	(1)
	Appropriate reference – eg, DT/--	(1)
	Suitable Subject Heading – Must mention sulphur	(1)
	8 ÷ 2 = 4 marks	

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
	(max 1 mark if from wrong sender)	12 marks

Content	Do our products contain sulphur dioxide?	(1)
	What % our products sun-dried?	(1)
	Is oven or dryer most usual method?	(1)
	David Taylor needs reply within 3 days.	(1)
		4 marks

Total 20 marks

Task 3 - Fax

All Dried Up
The Perry Centre
Portland Square
BRISTOL
BR6 4DF
UK
Tel; 0177 904 6000
Fax: 0177 904 5286

FAX TRANSMISSION HEADER SHEET

To: Linda McCandless, Course Director
Company: York College of Agriculture and Life Sciences
Fax No: 01904-787-2417
From: Alyson Goldstein - PA to David Taylor, Managing Director
Date: 2 January 2007
No of sheets including header sheet: 1

MESSAGE:

Course on Fruit, Vegetable and Herb Dehydration

We are interested in sending some of our staff on one of the above mentioned courses and would like to know how often they run, their duration and the dates of the next course. Please also advise the cost per delegate and the minimum number we would need to send to benefit from a group discount.

We would like to know whether you have any evidence that the market for dried foods is likely to increase dramatically over the next few years. Please also advise the developments in drying techniques that are covered by your courses and whether there will be any practical sessions on these.

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	To: Linda McCandless, Course Director	(1)
	Fax No: 01904-787-2417	(1)
	Course on Fruit, Vegetable and Herb Dehydration	(1)
	Evidence of increasing market?	(1)
	Which latest developments? Any practical sessions? (both)	(1)
	Cost each?	(1)
	Group discount for how many?	(1)
	How often, how long and when is next course? (all)	(1)
		8 marks

Total 20 marks

Task 4 - Article

Healthy Food for a Healthy Life

All Dried Up are delighted to announce that their range of dried fruit is increasing daily. Despite scare stories in the press claiming an imminent world shortage, All Dried Up have found no such evidence and reassure their customers this is a very unlikely scenario; they envisage no supply problems or price rises in the foreseeable future, and have large stocks of disease-free dried fruit in stock. It appears the press have blown the potential dangers of Mexican fruit flies in USA out of all proportion. No Mexican Fruit fly has ever been seen outside Central America and California, beset by flies for years, continues to take the effective precaution of setting traps, thus avoiding major problems. All dried fruit goes in to cold storage once in UK, killing any trace of fruit fly, so customers may order their fruit with confidence from All Dried Up of The Perry Centre, Portland Square, BRISTOL, BR6 4DF, UK (Tel: 0177 904 6000 - Fax: 0177 904 5286)

(171 words)

Mark Allocation

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency (NB max 200 words – positive – not too much lifting)	(4)

12 marks

Content

Name – All Dried Up	(1)
Info to make contact possible, Address – The Perry Centre, Portland Square, BRISTOL, BR6 4DF, UK OR Tel: 0177 904 6000 AND Fax: 0177 904 5286	(1)
No Mexican Fruit flies outside Central America	(1)
ADU has large stocks dried food AND no supply worries (both)	(1)
California always had flies but coped	(1)
Fly traps are nothing new and worked well in the past	(1)
No evidence price rise AND shortage unlikely (both)	(1)
UK cold storage kills traces fruit flies – no danger from dried fruit (both)	(1)

8 marks

Total 20 marks

Task 5 – Informational report

Report on All Dried Up's Future Plans

We currently have three new ideas. The first of these is the supply of 'ready meals' of dehydrated vegetables and fruit for walkers and campers. This would be a new market for us and may thus incur substantial advertising costs, but we may well sell them through the Health Food Shops we already supply, as many of their existing customers are walkers and campers. In addition, if we price them sufficiently low, we may be able to supply bulk orders to outdoor equipment shops.

Our second idea is the sale of dried beans, and we feel we should limit ourselves to those that are organically produced. These should also prove popular with Health Food shops although, as they already sell a wide range, we need a marketing ploy to persuade them to change their suppliers and thought of printing recipes on the packaging to capture their imagination.

In order to reduce our stock of expensive, unusual fruit we are considering selling a selection in gift boxes, which customers could buy to give as presents. We may encounter problems sourcing suitable boxes but will initially pursue this idea with our usual packaging suppliers.

(199 words)

Mark Allocation

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency (NB Max 200 words)	(4)

12 marks

Content

Title/Introductory sentence to include ref to future plans	(1)
Ready meals dehydrated veg and fruit for walkers and campers (all)	(1)
{ Low price – bulk sales to equipment shops (both) New market – advertising costs – try Health Food Shops (or similar)	(2)
{ Dried beans – organic to Health Food shops (both) Persuade shops to change suppliers – recipes on packets	(2)
{ Sell stock of expensive unusual fruit in gift boxes (both) Possible problem buying boxes – ask usual packaging suppliers	(2)

1 mark for any two to a maximum of 2 marks.

8 marks

Total 20 marks

This page is intentionally blank

Published by City & Guilds
1 Giltspur Street
London
EC1A 9DD
T +44 (0)20 7294 2468
F +44 (0)20 7294 2400
www.cityandguilds.com

**City & Guilds is a registered charity
established to promote education and
training**