

**English for Business
Communications
Level 3**



8959-13-013
(EL-NBC 13)
Practice Paper 3

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours 30 minutes
(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	Task 6	Total
10	20	20	20	10	20	100

SCENARIO

You are Personal Assistant (PA) to Liz Harvey, Managing Director of Azure, a small, exclusive cruise company. Azure owns two ships, one of which, the Lady Hannah, is undergoing extensive refurbishment and will soon be relaunched.

Their head office is at Ocean View House, West Docks, Southampton, ST3 2NB, UK

Tel: +44 (0)1425 88236

Fax: +44 (0)1425 88235

www.azure.com

Mrs Harvey has meetings throughout today but will return to the office in the late afternoon. She has left you some work to attend to.

Her email address is: eh@azure.com

Task 1

Action the note from Mrs Harvey.

Agenda

for the meeting of

Azure

that will be held at

Ocean View House, West Docks, SOUTHAMPTON, ST3 2NB

at **10.30am** on

PA: Please could you write up the minutes of last Tuesday's meeting, using full sentences? Tom Gardner (Sales and Marketing Manager), who usually takes the minutes, phoned to say his train had been delayed and therefore he wouldn't be able to attend, so I'm afraid you'll have to decipher my scribble on the agenda!
Thanks, Liz.

- 1 Apologies for absence –**
- 2 Minutes of the last meeting –** *agreed and signed.*
- 3 Matters arising –** *none.*
- 4 Catering –** *need to improve for the Lady Hannah - cruises shouldn't be synonymous with gaining loads of weight! I agreed to contact Christopher Croft, our Catering Manager, asking him to get back to me before the end of this week with a suggested menu for a week.*
- 5 Publicity for the Lady Hannah –** *agreed hold reception at head office - 6.30pm - last Friday next month - to celebrate Lady Hannah relaunch, I'll send invitations to customers - this year and last.*
- 6 Facilities questionnaires –** *now rec'd from all last year's customers - information on graphs. I agreed incorporate some of the information into report for the board.*
- 7 Correspondence –** *Jeff Braithwaite (regularly travels with us so we'd better keep him sweet) sent ad for his new interior design company, Brushstrokes - really keen to work on our themed cabins idea. Seems to be on same wavelength as us. I agreed to send him letter asap with our idea about decorating cabins in styles eg Mediterranean, Scandinavian, Far Eastern etc - will need him to reply to me within the week.*
- 8 Any other business –** *none.*
- 9 Date, time and place of the next meeting –** *first Tuesday next month, same time and venue.*

Meeting closed 11.30am

(10 marks)

Task 2

Action the note from Mrs Harvey. (Your answer will be assessed for layout.)




PA: You'll have seen from the minutes that I agreed to contact Brushstrokes (advert attached). Some of Jeff's ideas sound a bit off the wall, but he certainly likes to do things differently, so this could be right up his street! Please draft a letter for me to sign later. Tell him about our ideas - sure he'll come up with others too (hopefully not too daft) - anyway, ask for his thoughts.

Thanks, Liz.

PS - I've also attached a magazine article - you could use bits to explain to Jeff the sort of thing we mean for Mediterranean style cabins - perhaps help keep his feet on the ground!

Brushstrokes

**A new interior design company which isn't bound by convention!
We specialise in the unusual or the quirky.**

-  **Want your child's bedroom transformed into a fairy palace?**
-  **How about an office foyer like a Greek Temple?**
-  **Enhance your room with a panoramic mural!**

We can pool our imaginations – make it *SPECIAL* and *DIFFERENT!*

**Contact: Jeff Braithwaite
Tel: +44 (0)1868 29213
Fax: +44 (0)1868 29214
Email: jeffb@brushstrokes.com**

**Address:
Callen House
Marfield Industrial Estate
WORCESTER
WT10 9GG**

Last weekend I stepped from the drab cold of a British winter into a scorching Mediterranean summer. No, I hadn't jetted off to Naples or Rome. I was staying at Gladlands Court, a luxuriously appointed hotel in York, in northern England.

After a hectic and stressful week at work, I drove up to the imposing building as dusk was falling at the end of a bitterly cold day marked by torrential downpours and howling gales.

Having checked in, I was shown to my second floor room. I opened the door... and stepped into the sun. My eyes were charmed by a palette of warm shades of orange, yellow and red. From the carpets to the fabrics, to the artwork on the walls, all was reminiscent of the sunlit world of a Mediterranean village. Immediately I began to wind down, feel relaxed, happy to take life at a slow, summer pace. I must admit I spent much of the next two days in my Mediterranean hideaway – far preferable to York's damp alleyways!

(20 marks)

Task 3

Action the note. (Your answer will be assessed for layout.)

Message

Message for: PA

Message from: Liz Harvey

Please send a memo to Christopher Croft - see minutes, but you can send it in your name. When the Lady Hannah sets sail I want her catering to be second to none! I'm anxious to know what Christopher plans to do about this. I've attached an extract from a report by Evie Barnett, the student with us for work experience last month. Guests don't sound too happy with our catering, so it's crucial Christopher improves it and in particular concentrates on a more up-to-date, less stodgy approach! Please tell him the main criticisms guests made. Thanks.

Catering on the Lady Hannah

A recent customer satisfaction questionnaire had shown 38% of Azure guests rated the catering as 'unsatisfactory'. I was therefore asked to conduct interviews with a random sample of 200 guests who cruised with Azure last year.

I asked guests what they thought the main problems were. The consensus was 'too stodgy', 'too much', 'too old-fashioned' and 'too British!' Many said the food on board ship reminded them of school dinners, with – for example – pies and heavy puddings.

Guests appreciated food being available all the time and included in the cost of their holiday, but often found themselves simply overfed with too much rich food. The majority were enjoying a relaxing holiday on board, rather than engaging in sporting activities, so were not working off many calories. Lighter and healthier meals were suggested.

Introduce extended range of salads?

Guests were also keen for food on board to reflect the countries they were visiting. One commented, 'It's British food day after day – I feel as if I haven't been abroad at all!'

Guests were particularly critical of the unimaginative and heavy breakfasts, saying they would appreciate a wider variety of fruits and juices, along with more 'interesting' foods such as pancakes and omelettes.

(20 marks)

Task 4

Action the note from Mrs Harvey.

PA: With the relaunch of the Lady Hannah, now is the time to get some more publicity for the company! Please draft a press release we can send to all the daily newspapers. Make sure you stick to under 200 words, otherwise we won't stand a chance of getting it printed! Just give a brief overview of the company history and structure, where we go, stress the refurbishment of Lady Hannah - don't forget our plans for cabins and food! No need to go into detail about my childhood! Include contact details - after all, the point of the exercise is getting bookings! Oh, better mention some specific activities and obviously sell the cruise concept.

I attach an extract from the Company Profile Evie wrote, which has some useful information. Also there's an extract from the information booklet which people will receive when they book on the Lady Hannah. Lastly, I've attached an extract from a funny little book I got hold of recently in a second hand bookshop. It was written some years ago, but gives a real sense of what's so special about a cruising holiday, so hopefully you'll be able to get some useful bits from that. Many thanks, Liz.

Azure is a family travel firm, founded 20 years ago by sisters Liz and Claire Harvey. The Harvey sisters' father was an airline pilot, so as children the girls were always surrounded by talk of travel and exotic destinations. But Liz and Claire became aware that flying could be a stressful way of reaching your holiday destination, and they determined to set up a company offering a more relaxed and trouble-free mode of travel.

Upon Claire's early retirement five years ago, Liz took over the day-to-day running of the company, and she is now assisted by a small able team,

including Claire's daughter, Marissa, as marketing assistant. Azure has retained a family feel and an exclusivity, with just two small cruise ships – the Lady Hannah and Lady Grace – each home from home for 100 guests. Both ships were built by craftsmen in Poland, with Liz and Claire personally overseeing the craftsmanship.

Azure's ships take passengers on adventures in the Mediterranean, Scandinavia and the Far East. Lectures from authorities in their fields help to bring the destinations alive and to give the voyages that special personal touch.

Lady Hannah

No of cabins: 50

Activities: swimming pool, mini golf, cinema, lectures on destinations

Amenities: hairdressing, beauty salon, bank, general shop, gift shop

Routes: Lady Hannah's first cruise will be to Italy, Sicily and Sardinia. Future routes will include Scandinavia, Spain, Majorca and Menorca and the Far East

Catering: A variety of places to eat, including a formal dining room with 'Captain's Table', cafeteria style dining and an informal brasserie



Extract from *Joy of Cruising*

Tuesday: How delightful to wake up this morning and find myself on the open sea. My cruise began only yesterday and already I find myself totally relaxed and wound-down. What an easy and pleasurable holiday cruising is. This morning I fitted in a swim, and this afternoon was able to indulge in hair and beauty treatments.

Wednesday: It's marvellous not to have to worry about heaving heavy luggage around. I'm on board for 14 days, so need plenty of clothes, but I haven't got to restrict myself to a case that will fit in the car boot or lightweight luggage for the plane.

(20 marks)

Task 5

Action the telephone message below.

TELEPHONE MESSAGE

Message for: *PA*

While you were out: *Liz telephoned.*

She asked if you could draft a formal invitation for the Lady Hannah reception. RSVPs should be emailed to you - use your usual email address of your initials followed by '@azure.com'. Invitations to be sent from her and the board. She suggested casual dress code.

Taken by: *Margaret Hammond*

(10 marks)

Task 6

Action this note.

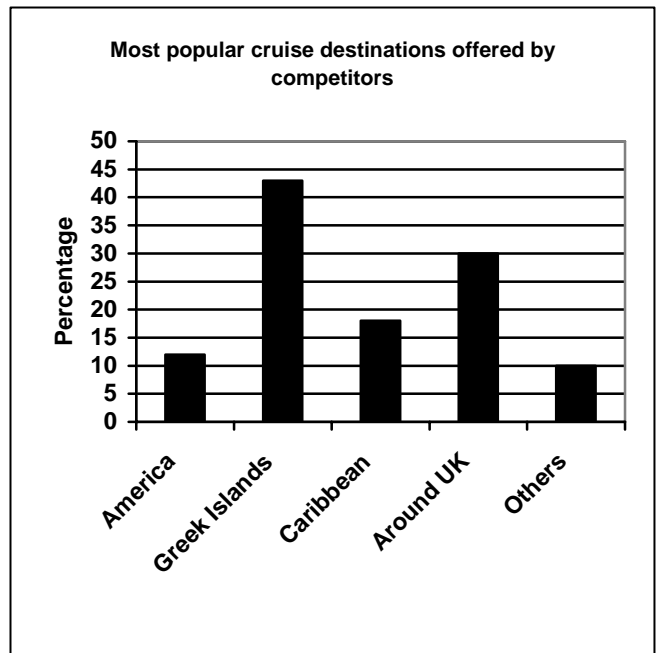
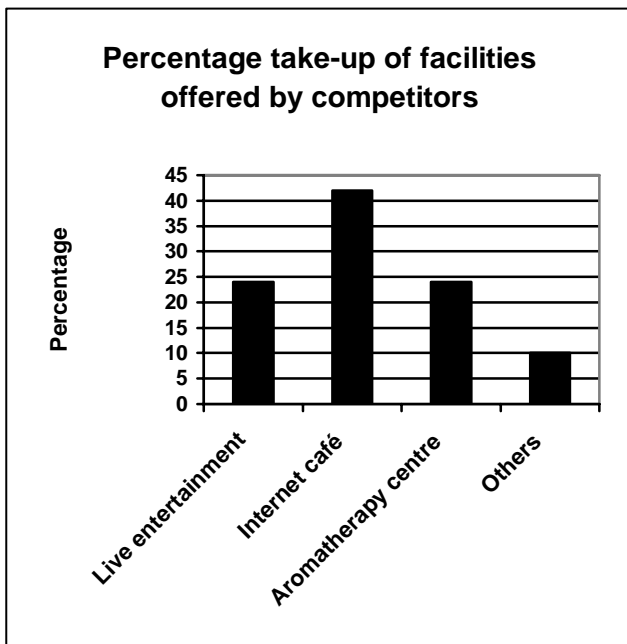
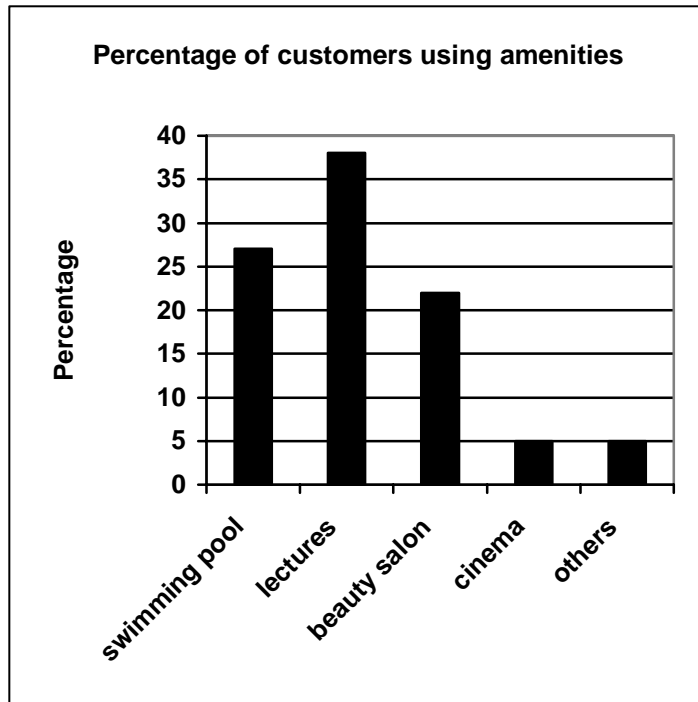
PA: I need a short, informal report for the next board meeting - maximum 200 words. The board will get copies of the graphs and tables I've attached, but basically they need to know what's been successful or not so successful over the last 12 months and some recommendations for the next 12 months.

In terms of destinations, let them know the trends and analyse whether any destinations are not worth continuing with. The board are keen to introduce two new destinations, so they will want to know what would be popular with cruisers.

Please mention the least popular amenity (which could be dropped) and two new amenities which we should consider - bearing cost in mind.

Many thanks, Liz.

Cruise ship percentage occupancy				
Ship and date	Destination			
	Italy & the Mediterranean	Spain & the Mediterranean	Scandinavia	Far East
Lady Hannah this year	100	100	48	93
Lady Hannah last year	98	98	54	92
Lady Grace this year	100	95	49	94
Lady Grace last year	97	94	61	91



Estimated set-up costs in Euros	
Live entertainment	20 000
Internet café	12 000
Aromatherapy centre	4 000

(20 marks)