



# English for Business

## *Level 2*

## Past Papers 2003

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Model Answers for all papers included in this pack and further past papers are available free of charge from [info@lccieb-germany.com](mailto:info@lccieb-germany.com)

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**SERIES 1 EXAMINATION 2003**

**ENGLISH FOR BUSINESS**

**LEVEL 2**

(Code No: 2041)

MONDAY 10 MARCH

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***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** section 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)

The Directors of Leyland Croft Museum have asked you to **write a report** suggesting ways to attract more visitors. Leyland Croft is a village near to the west coast of Scotland. The Museum shows through exhibitions and displays, what life has been like in that area for the past 2000 years. It is self-supporting and needs to make a profit in order to survive. For the past 2 years, it has not received the number of visitors that it needs. You decided to interview the existing visitors and to ask their opinions on how the Museum could become better known.

You asked 200 visitors how they had learned about Leyland Croft. They were also invited to suggest changes that they thought would attract more visitors.

Here are your notes of the responses:

#### Comments from visitors

*'You really ought to advertise more.'*

*'We thoroughly enjoyed it – all of us – the whole family.'*

*'I didn't know how much there was to see and do.'*

*'I had never heard of it. We are on holiday in Oban, just a few miles away, and someone told us you were here.'*

#### What had attracted the visitors

<i>Recommendation</i>	<i>Advertisement</i>	<i>Had Visited Previously</i>	<i>No Reason Given</i>
<i>45</i>	<i>43</i>	<i>96</i>	<i>16</i>

#### Ideas for improvements

*'Have you thought about telling schools what you can offer them?'*

*'You are difficult to find – no signposts to the Museum from the main road.'*

*'ADVERTISE!'*

Write the report.

(40 marks)

### Option (b)

At a recent staff meeting, the Manager of Magowe Business Services, Gaborone, Botswana, asked the members of staff to say what they thought was special or important about the service that was offered by Magowe Business Services.

Here is part of the discussion:

- Manager            *We have to be sure of what is likely to encourage customers to buy from us.*
- You                *Yes. We sell fax machines, photocopiers, computers etc ... and we stock a very wide range ... but so do our competitors.*
- Dainty  
Motsemmi  
(Sales)            *In the Sales Department, we always think that our strongest selling point is that if one of our machines breaks down, we replace it until we can repair it.*
- You                *Perhaps it is also worth telling clients that we service as well as repair, and that all our mechanics are trained specifically to work on each make and type of machine that we sell.*
- Dainty            *I agree, but just as important is that we visit clients before we sell them anything. That way we can see for ourselves what the clients' needs are and we can advise them properly.*
- Manager            *Let me begin to sum up ... I think we are rather good!*
- (Everybody laughs)
- Dainty            *Don't forget that we also offer all the software and other materials that any business could possibly want. We may not have it in stock, but we can get it ... quickly and efficiently.*

At the end of the meeting, you are asked to **draft a leaflet** based on the discussion. The intention is to send the leaflet to potential clients. The Manager reminds you to include the address and telephone numbers: Konye Village Road, Gaborone, Botswana; telephone 232 21376; fax 232 21378.

**Write the memo.**

**(40 marks)**

### Option (c)

Mr Alexander Ostrowski, the Administration Manager at Prestige International Products, is concerned that several meetings have been very lengthy recently. He says, "The length of some meetings is now ridiculous. Yesterday, there were 12 additional points for discussion raised at the end of the Forward Planning Meeting!"

He asks you to **write a memo** under his name to all staff. He says, "You will probably do it more tactfully than I would! We cannot run meetings efficiently if they are not organised properly. Remind staff that Any Other Business is intended for urgent matters only. People who chair meetings will be asked to refuse to discuss anything that could reasonably be included in future agenda ... Our colleagues must organise themselves properly ... They know when meetings will be held. They know who the chairpersons are and who is responsible for the agenda. It is a simple matter to ask for something to be included on an agenda. I hesitate to suggest putting a time limit on meetings, but that is possibly the next stage.

**Write the memo.**

**(40 marks)**

## QUESTION 2

You work at Bridgestone Bay Hotel, Bryher, Isles-of-Scilly, Cornwall, UK. Mrs Christine Simpson, the Manager, hands you the following letter and asks you to **write a letter** in reply.

61 Whaddon Lane  
Winchester  
Hampshire  
SO21 7JJ

Telephone 01962 777560

8 March 2003-04-03  
Bridgestone Bay Hotel  
Bryher  
Isles-of-Scilly  
Cornwall  
TR23 6PR

Dear Sirs

I wonder if you can help me. Twenty five years ago in June 1978, my parents, David and Rosemary Briggs, married. Part of their honeymoon they spent in your hotel. The family wants to pay for them to stay at the Bridgestone Bay Hotel to help them to celebrate their anniversary.

The dates of 21 to 27 June would be especially suitable. I have checked the flight and the ferry and my parents would arrive on Bryher at about 3 pm on Saturday, 21 June.

Please make all contacts with me. My parents know that we have something planned for that week, but have not yet guessed what it is likely to be! Is it possible for the bill to be sent to me? I am very willing to pay in advance, if you wish.

I look forward to your reply.

Yours faithfully

*Brian Briggs*

Brian Briggs

## QUESTION 2 CONTINUED

Mrs Simpson says, "I have spoken to Mr Briggs on the telephone and have agreed the details with him: 7 days full board, for the week asked for, at £85 per person per day. Please, put in the letter that the bill will be sent directly to him. Mr Briggs has offered to send a 10% deposit within 28 days ... I think we can reserve the 'Romeo and Juliet' Dining Suite, as a present from us, for the evening meals on the Saturday and Friday nights of the stay. I think Mr Briggs' plan is a lovely idea. We shall do all that we can to help it to be a success ... We shall put a box of chocolates and a bottle of wine in the room for when they arrive."

You make the following notes for possible inclusion in the letter:

### **Bridgestone Bay Hotel**

Bryher, Isles-of-Scilly, Cornwall TR23 6PR

Tel 01720 423749 Fax 01720 423837

e-mail [info@bridgestonebay.co.uk](mailto:info@bridgestonebay.co.uk)

*Tell Mr (Brian) Briggs that we shall organise a few gestures of our own.*

*"For those special occasions" – romantic 'Romeo and Juliet' Dining Suite  
(candle-lit) – for 2 people (obviously!) – free bottle of Champagne – bouquet of flowers.*

**Write the letter.**

**(30 marks)**

### QUESTION 3

“This article seems to be very sensible,” says Daniela Salvarani, Head of Administrative Services at the firm where you work. “The information is exactly what I need for the next Heads of Department meetings.” Miss Salvarani asks you to **make a list of the main points** of the article, “... so that I can refer to it during the meeting.”

#### USE THE INTERNET TO HELP YOUR BUSINESS

Businesses cannot afford to ignore the benefits of having a website, even if they do not intend to sell directly through the Internet. Having an effective website will save time and money. Updates to products and services can be made easily and fewer costly brochures are needed.

Remember that the image of your firm is as important on your website as it is in any other form of communication, and so it is essential that your site looks professional.

Logos should be consistent with those that you usually use and all information on the site must be accurate and up-to-date. Bear in mind too that the normal rules of business communication apply. Spelling and grammar have to be accurate. The layout must be clean, tidy and attractive. Above all other considerations, the information ought to be as precise and as concise as possible. Far too many sites lose business because their messages are vague, inaccurate and much too long.

One final, vital consideration is that you must not forget that your customers cannot refer to your site if they do not know that it exists. Incorporate the website address into your other forms of advertising, and make certain that it is shown on all your company stationery. It is also useful to tell your members of staff that one of their duties is to know exactly what is on the website so that they can mention it to customers.

**Write the list.**

**(30 marks)**



SERIES 2 EXAMINATION 2003

**ENGLISH FOR BUSINESS**

LEVEL 2

(Code No: 2041)

THURSDAY 3 APRIL

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***Instructions to Candidates***

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  - (b) *Answer all 3 questions. Candidates should note that they are required to answer only **one** section in **Question 1**.*
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-

## QUESTION 1

Write on ONE of the following subjects:

### Option (a)

You work at Beechdale Public Library where you have responsibility for the Reference Library. During the past month, all users of the Reference Library have been asked to write down any comments that they wish to make and to suggest improvements on what is offered to them. You have to **write a report** on the findings for the next meeting of the Library Committee.

Here are your notes:

<i>Only 30 users actually wrote anything!</i>	
Some complained of:	
<i>times of opening</i>	<i>(Reference Library opens 30 minutes after</i>
<i><u>Main Library – closes 30 minutes before</u></i>	<i>Main Library – users want us to open at</i>
	<i>the same times)</i>
<i>lack of space</i>	<i>(problem – especially weekdays after</i>
<i>to study</i>	<i>schools close + Saturdays)</i>
	<i>(need more tables/desks/seats/space –</i>
	<i>open an additional study room?)</i>
<i>REQUESTS for: more computer software</i>	<i>(and more computers)</i>
<i>easier use of photocopier</i>	<i>(at present – users have to</i>
	<i>ask a member of staff for</i>
	<i>permission)</i>
<i>MOST ARE SATISFIED</i>	
<i>(Another problem is NOISE – especially LOUD talking</i>	
<i>- NOT always children!)</i>	

Write the report.

(40 marks)

### Option (b)

You and Mrs Greta Festa, the Head of Customer Services at your firm, are worried by complaints that you have received from customers about impoliteness of staff. Mrs Festa asks you to attach **a memo** to the next salary slip stating clearly how members of staff should deal with the public. She says, "I am sure that most of our staff know how to be professional ... We have a good history of pleasing our customers ... Unfortunately, even one member of staff being unreasonable can ruin the good work of everyone else."

Here are your notes:

**PLEASANT and FRIENDLY in all circumstances - discuss any problem**  
*that customers have but NEVER quarrel WHATEVER the situation/difficulty/provocation etc.*

*REPORT AT ONCE to Head of Department/Section etc anything you cannot deal with.*

*(They should tell the customer that this will be done, and tell the customer the name of whoever will deal with the problem/complaint etc)*

*REMIND STAFF – they have to be friendly/pleasant.  
REMIND STAFF – TACT!*

*If we annoy customers, we lose them. If we lose customers, we lose business. If we lose business, our jobs are at risk!*

*We want to be efficient. We want to be helpful.  
We want to keep our jobs!*

**Write the memo.**

**(40 marks)**

**OVER**

### Option (c)

Recently, the firm for which you work, Perex Computers (UK) has become part of the largest computer group in the world: Bespoke Worldwide. You have been asked to **write a leaflet** that will be posted to all existing customers telling them of the change. You have a meeting with representatives of 2 of the departments at Perex (UK) to discuss the contents of the leaflet.

Here is part of the discussion:

<u>You</u>	So what should we say are the advantages to customers of our joining Bespoke Worldwide?
<u>Advertising Representative</u>	I wrote down some obvious ones. Firstly, we are now bigger, so we can negotiate better deals with manufacturers, and we can offer customers a wider choice.
<u>Sales Representative</u>	I agree. We will be able to offer greater value to our customers, but they are going to be worried that we will not be offering the good service that they have previously had from us.
<u>You</u>	Well, the Sales Director has already told me that the leaflet must make it clear that we will maintain the promises that we have usually made to our customers ... you know ... since Perex has so many years' experience ... 15 years now ... we look after our customers and their computers ... we are professionals ... we promise good after-sales service ...
<u>Advertising Representative</u>	I think we should mention the fact that the after-sales service is free for three years ...
<u>Sales Representative</u>	Yes. Remember too that the Sales Director, Siegfried Hettner, insists that his name is printed somewhere on any leaflet that is sent to customers.
<u>You</u>	Fine, but can you check that I have the contact details correct? The address is Perex (UK) Department UK1, PO Box 333, Dartford, Kent DA1 4EF. The phone number is 01322 542689, and the fax number 01322 542690.
<u>Advertising Representative</u>	Those are all correct, but you need to mention the website and the email addresses: <a href="http://www.perexcomputers.co.uk">www.perexcomputers.co.uk</a> is our website and <a href="mailto:custserve@perex.co.uk">custserve@perex.co.uk</a> is the email address.

**Write the leaflet.**

**(40 marks)**

## QUESTION 2

Miss Catherine Hodgkiss, the Sales Manager, asks you to draft an answer to the following **letter**. She says, "I shall want to sign it myself. Mr Bonnacorsi and I discussed his interest in buying shoes from us. I think that Calderon may become important customers. Tell him that we shall be happy for him to come to see us."

### Calderon

Via Calderon 32      Villa d'Asolo    Italy 31040  
Telephone 39 0423 940952

28 March 2003

Crocket & Smith Ltd  
Unit 6  
Cedar Industrial Park  
Northampton  
NN2 6RM  
England

Dear Sirs

#### Visit to Crocket & Smith

As I explained to Miss Hodgkiss in my introductory telephone call last week. Calderon is leading wholesaler of shoes and footwear. We supply shops and stores throughout Italy.

Recently, clients have expressed an interest in hand-made shoes. The shoes would need to be of the highest possible quality in materials and design.

Crocket & Smith were recommended to me by Epitome of Paris. The Senior Manager of that company said that your footwear is the best that she has seen!

Miss Hodgkiss offered to send a representative to Italy to show examples of the products and to discuss prices. However, I am coming to England for a week in August, arriving Saturday 23. Would it be possible for me to come to you some time that week? I shall be staying with relatives in Banbury. Is that close to Northampton?

I look forward to your reply.

Yours faithfully

**Arturo Bonnacorsi**

Arturo Bonnacorsi  
Manager

CONTINUED ON NEXT PAGE

## QUESTION 2 CONTINUED

You and Miss Hodgkiss discuss what should be in the reply.

Here are your notes:

*Any day in the week mentioned (NOT Sunday!)*

*Banbury to Northampton 1 hour approximately by car – 50 kilometres.  
We shall arrange for a car to and from Banbury.*

*Mr Bonnacorsi to tell us best day for him. Show him the whole of  
Crocket & Smith – how materials (usually leather) chosen – cutting – sewing  
- finishing – whole process. (Remember to visit QUALITY CONTROL.)*

*Well-known for quality.*

*Epitome of Paris – glad they recommend.*

*Spend day with us – lunch?*

*Bonnacorsi to tell us preference – we shall make all arrangements.*

*DO NOT FORGET – WE NEED A DATE – AND ADDRESS IN BANBURY.*

**Write the letter.**

**(30 marks)**

### QUESTION 3

“This leaflet advertises a service that may interest me,” says Natalia Berkovic, Proprietor of the firm where you work. “I think this type of advice will help us. Please, make a list of the main points of the message ... so that I can refer to it if I contact Mr Shaw.”

**Do you want to be NOTICED?  
Are you a small to middle-sized firm that wants to be BIG?**

*Do your advertising efforts frequently fail?*

**I can get you noticed.**

What exactly do I do?

That is a good question, and the answer will depend on  
YOUR BUSINESS AND GOALS.

You may need to have an email campaign designed and written for you.  
It may be that your current adverts need to be rewritten to get a better response.

You may be looking for design for a brochure.

You may just want some ideas to create more business opportunities.

In fact, whatever it is that you need, I intend to make sure that

**IT INCREASES BUSINESS...YOUR BUSINESS!**

Here is how I work for you. First of all, we talk on the phone or via email. I ask you a few questions in order to help you to achieve your goals quickly. I shall then send you a list of questions to help me to get a clearer idea of the wider picture.

What do you have to do? Be honest with me and tell me the problems you are facing in your business. I shall get back to you if I need more information, but if I have enough, I shall come back to you with some solid proposals for your business.

GUARANTEE: If at any time you want a refund due to the fact you are not happy with my work, just tell me. Your investment will be returned without further question.

If you want to be noticed, you really do need my advice. Talk to me today on **(44) 01902 646446** or phone my mobile on **07880 967234**. If you prefer to email me, send your details to my email address [adrian@businessadviceandcopy.co.uk](mailto:adrian@businessadviceandcopy.co.uk) now.

My ordinary mail address is:

**Adrian Shaw, Business Advice and Copy,  
212 Bloxwich Road, Wolverhampton WV6 8RK  
(Published February 2003.)**

**Write the list.**

**(30 marks)**



SERIES 3 EXAMINATION 2003

**ENGLISH FOR BUSINESS**

LEVEL 2

(Code No: 2041)

FRIDAY 6 JUNE

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***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 section in **Question 1**.*
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-

## QUESTION 1

Write on one of the following subjects:

### Option (a)

Mr John Renshaw, the Financial Director of Leamore Plastics, Sydney, Australia, talks with you about his forthcoming business trip to Singapore. He says, "Someone ... I forget who ... has recommended Scotts Premier Hotel to me. Can you see if you can contact the hotel? Find out where it is ... I prefer to be near Orchard Road ... and it must be easy to get to the financial district ... the restaurant must be no-smoking ... I shall need to be there for 3 nights ... let me see ... Tuesday, Wednesday and Thursday nights, 12 to 14 August. Don't make a definite booking, but **write a memo** to me telling me what you find out."

You telephone the hotel and make the following notes:

Scotts Premier Hotel, 160 Orchard Road, Singapore Telephone 6299 2798

*Five star hotel – modern – 24-hour room service – hotel at corner of Scotts Road and Orchard Road – five kilometres to financial district – excellent restaurant (international cooking) – no-smoking anywhere in hotel*

*Mass Rapid Transit (MRT) train station 50 metres away (direct to financial district)*

*Room available all three nights – if interested*  
- book as soon as possible  
- (Tuesday night very few rooms remaining)

*Any questions – Mr Hok Teo, Reservations Manager (Scotts Premier Hotel)*

*Can book by phone or through website  
www.scottspremierhotel.co.sg*

**Hotel has sauna and gymnasium**

**Emphasise need quick decision** → Offer to do booking for Mr Renshaw

Write the memo.

(40 marks)

## Option (b)

Miss Bridget Quinn, Manager of Quintessential Goods, Drumcondra Complex, South Circular Road, Dublin 8, Ireland, wants to send a leaflet to all existing customers. "As you know, we have been worried about the lack of customers using our on-line shopping service. The Customer Service Department did a telephone survey and found that customers avoid using it because they don't think that on-line shopping is safe or private. I want the leaflet to reassure them."

She asks you to **write the leaflet**.

You discuss the details with her and make some notes:

### **Secure and private shopping on-line**

*Remind them – [www.quintessentialgoods.co.ie](http://www.quintessentialgoods.co.ie)*

*Internet – all goods – catalogued – prices – free delivery  
- quick – efficient – SAFE and PRIVATE.*

*Orders (plus all personal information) ENCRYPTED.  
(No-one other than Quintessential can read them!)*

*Credit/Debit card details are not stored on server/computer ... used for payment and then DELETED.*

*If still concerned, call Order Helpline – 01 661 6524  
(Monday – Friday 8 am – 6 pm). (Leave a message at other times)*

*Personal visits always welcome. (Remind them same hours: weekdays between 8 in the morning and 6 in the evening.)*

*Everything they tell us is secret. We do not give information about customers to anyone.*

**Write the leaflet.**

**(40 marks)**

## Option (c)

You are in charge of training new employees at Confidence Buying, a large department store in Edinburgh, Scotland. At the final session of the Introductory Training Programme for new salespersons, you ask the trainees what they have learned about how to serve customers.

Here is part of the discussion:

<u>Moira</u>	Well, you have to ask them what they want.
<u>You</u>	Yes, and ...
<u>Moira</u>	You do it nicely, of course.
<u>Colin</u>	... and remember to be friendly.
<u>Moira</u>	That's right ... and confident.
<u>You</u>	A smile can be helpful!
<u>Kirsty</u>	What I think is important is that salespersons need to treat all customers as they would want to be treated themselves ... you know ... know that they are welcome ... that the sales staff has time for them ... that there is an apology for a delay ... we have to notice when a customer needs help or advice ...
<u>You</u>	Marvellous ... if you remember all those points, you will do well in your new careers. Is there any other advice that you think we should mention?
<u>Colin</u>	How about getting customers' opinions on our goods and services?
<u>Moira</u>	Yes ... and speaking clearly and ...

The trainees ask you to **write a notice** outlining the advice. Kirsty says, "I am sure that we can get permission to put it up in the staffrooms. It will be very helpful to remind us how Confidence Buying expects its staff to treat customers."

**Write the notice.**

**(40 marks)**

## QUESTION 2

The Sales Manager at Eylem System Power, Richard Evans, shows you the following letter and says to you, "Unfortunately, Hoffmann, Siegers & Weber seem to misunderstand what we do. We don't sell computers ... We offer a planning service ... clients' needs ... design the layout ... selecting the computers and other equipment ... in other words the complete system ... What do you think we should say to them?"

### **Hoffmann, Siegers & Weber**

**Brucknerstrasse 62  
3200 Bludenz  
Austria  
Tel: (05552) 683 7659  
e-mail: hsw@serpil.at**

2 June 2003

Eylem System Power  
82 Borthwick Road  
London E15 7DT  
UK

Dear Sirs

Inquiry re Business Computer Systems

**We have seen the advertisement for your Business Computer Systems and are interested in your products. Please send us your latest catalogue and price list.**

We would be pleased to get further details about your terms as well.

If your conditions meet our expectations, you can be sure of a large initial order.

We are looking forward to hearing from you.

Yours faithfully

*Dietmar Ewald*

*Dietmar Ewald*  
Purchasing Manager

## QUESTION 2 CONTINUED

You say, "I think we should ask our agent in Salzburg, Hans Mullner, to telephone Mr Ewald to set up a meeting. He can discuss the firm's needs. If it is simply individual computers that are wanted, I'm sure he will be able to give advice ... offer to supply them ... He is very knowledgeable, and a good salesperson!"

You offer to **write a letter** to Mr Ewald to explain the situation. "I shall be very tactful about the misunderstanding. I think we should make it very clear that we welcome the approach and that we shall do everything that we can to help. Perhaps we ought to send one of our latest brochures as well."

Mr Evans thanks you for your advice and adds, "Make it clear that Hans Mullner's advice will be free ... and, obviously, without any obligation on Mr Ewald."

**Write the letter.**

**(30 marks)**

### QUESTION 3

You work for a mechanical engineering firm in the West Midlands of England. The proprietor says to you, "I have found this advertisement in a magazine. I have thought for some time that we needed a professional translator to help us with our trade to Germany, Austria and Switzerland. Harris Partners may be what I am looking for. Can you **write a list of the main points** of the advertisement for me please? It will help to refresh my memory when I'm making a decision on what to do."

Here is the advertisement:

#### **TRANSLATION SERVICES**

Many people don't know that there is a difference between translating and interpreting. Translating is converting written text into another language. Interpreting is converting speech into another language. At present, Harris Partners offer only a translation service, but we expect to offer an interpretation facility within 6 months.

We translate texts from German into English and from English into German. Such texts are mainly, but not exclusively, of a technical nature, in areas such as mechanical engineering, acoustics, nuclear physics, mathematics and statistics, electrical and electronic engineering, computing and information technology.

Such texts include (although this list is not complete): reports, textbooks, advertising and publicity material, user manuals, technical articles, training material and presentations.

My name is John Harris. I'm English and a graduate in engineering. My wife is Helga Harris, born in Berlin, Germany; she is a qualified linguist and a graduate in information technology. Together we are Harris Partners. We work as a team, thoroughly applying our knowledge of our respective first languages. This way we make certain that information has been correctly understood in the original language and is accurately translated into the target language. If we are unclear about any aspect of the task, we do not hesitate to contact the customer for clarification.

You can send us texts on paper, by post or fax, as a computer file, or by e-mail. We can send you the translation of the text in any (or all) of the above forms.

Please contact us for a quotation. Our name and address are:  
Harris Partners, The Red House, School Road, Bingley, West Yorkshire, BD97 3AW, England. Our telephone number is +44 (0) 1274 600 600. Our e-mail is *partners@harris.co.uk* and if you want to send a facsimile, use +44 (0) 1274 600 800.

**Write the list.**

**(30 marks)**



SERIES 4 EXAMINATION 2003

**ENGLISH FOR BUSINESS**

LEVEL 2

(Code No: 2041)

WEDNESDAY 3 DECEMBER

---

***Instructions to Candidates***

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-

## QUESTION 1

Write on ONE of the following subjects:

### Option (a)

#### Situation

You are a member of the Staff Committee at Sigurdsson Book Publishing Company of Reykjavik, Iceland. Here is part of a discussion at last week's meeting:

Stefan: *You know that our company was formed in 1954. That means that next year we celebrate our Silver Anniversary.*

Gudrun: *Silver? Surely, that is after 25 years. 50 years is the Golden Anniversary isn't it?*

You: *That's right.*

Stefan: *Golden – I'll make a note of that. So, next year we are organising several events to celebrate Sigurdsson's 50<sup>th</sup> year of being in business. For the staff there will be a dinner and a dance – free of charge for all those who have worked here at any time in the 50 years, and for their guests – one guest each, partner, friend, anyone. I have been asked to organise it.*

You: *... and you want us to help!*

Stefan: *Yes, please. I shall write to all the past employees, but I need someone to write a notice that will be placed in the staff room telling present staff of the event and asking them to come. 100% attendance would be excellent.*

You offer to **write the notice**. Here are some additional notes given to you by Stefan Olafsson:

*Dinner – Friday – 20 February 2004 (arrive 7 pm – dinner 7.30pm)*

*Staff to tell me (write / phone / email etc) as soon as possible – if wish to come – if guest to accompany.*

*Guest of honour – Mr Jon Thorsson (Head of Despatch Department) – only colleague from 1954 still working here.*

*5 course dinner – choice including Asian and vegetarian options - (choose on night) - dance until 2 am*

*VENUE: Halidor Hotel, Sudurlandsbrant 18,  
102 Reykjavik.*

*Thank you for your help.*

*Stefan*

### Task

**Write the notice.**

**(40 marks)**

## Option (b)

### Situation

"I wish more of our employees would learn how to use computers properly", says Mrs Sharma, the General Manager at Harpal Engineering. "We have offered in-house training after work, but very few of our colleagues attended. I need some suggestions about what I can do to encourage interest – it is very important for the firm's future to have all our workers happy to use computers".

She asks you to talk with the staff, and to write a short report for her as soon as possible.

You decide to talk informally with your colleagues. Here are some of the comments that are made:

#### Staff comments

*"I only go on training courses, if there is a definite qualification at the end ..."*

*"Staff training? I knew nothing about it. When was it?"*

*"After work! When I have done a full day's work I want to go home ... not go to some training programme ... unless I am paid extra, of course."*

*"Several of us are interested."*

*"Is it relevant to my job?"*

*"The firm should pay our fees to train properly at a college ..."*

*"Will I get more pay for being able to use a computer?"*

### Task

**Write the report.**

**(40 marks)**

## Option (c)

### Situation

Mrs Harris, the Managing Director of Reveley & Harris Plastics, speaks with you after a Senior Management Committee Meeting. She is worried that some of the Heads of Department seem unenthusiastic about their work. She asks you if you know if anything is worrying them. You tell her that you are unaware of any specific problem but that you have noticed the same lack of interest.

You suggest that you will ask the Heads of Department individually if there is anything that will help them to be happier in their jobs.

Mrs Harris thinks that a memo will be a better method of finding out real causes of any unhappiness. She asks you to **write the memo** and, later in the day, gives you the following notes:

*Ask them what they like about their work and what they don't like:  
pay, hours, holidays, bonuses, expenses etc*


*It may be something significant – some colleagues seem  
to be unhappy/to lack enthusiasm ...  
(BE TACTFUL HOW YOU EXPRESS THAT)*

*I want to help!*

*Tell them to be honest about what is upsetting them (even if they criticise a policy/a person/a  
committee etc!)*

*(If they are worried , they need not sign the message.)*

*I almost forgot – the ideas/suggestions MUST be typed/written etc.  
They can put them in a box that I shall place by the door to my office.*



EVERYTHING,  
ANYTHING,  
ALL IDEAS  
WANTED!

### Task

**Write the memo.**

**(40 marks)**

## QUESTION 2

### Situation

You work as manager of Creative Clothes (telephone 0208 9682603). Paulo Pepe, the owner, has returned from holiday and received this letter:

**81 Church Street Barnstaple Devon EX31 2DB  
Telephone 01271 376790**

1 December 2003

Creative Clothes  
82 Borthwick Road  
London E15 7DT

Dear Sirs

I do not often have the opportunity to visit London. When I do, I like to buy at shops that I cannot find locally. Creative Clothes is one of my favourites, or it was until my visit last week.

There are 3 main complaints:

- 1 The only assistant in the shop, named Gordon according to his name-tag, was dressed very untidily. His clothing was unsuitable for working in an exclusive clothes shop!
- 2 He did not seem to know his job. For example, he could not advise me on the qualities of the materials. Neither did he know how to measure a customer.
- 3 I offered to pay with my debit card; I was told that I would have to wait until someone else came who knew how to process the payment.

Naturally, I refused to wait and I left the shop without buying anything.

I look forward to an explanation and an apology for the appalling service that I received.

Yours faithfully

*Richard Simmonds*

Richard Simmonds

Mr Pepe asks if you can tell him what happened. "Gordon King is our van driver," he says. "Why was he in charge of the shop?"

You explain that on Thursday last week your car broke down on the way to work. You phoned the shop to tell the Assistant Manager that you would be late. The phone was answered by Gordon King, who said that he was the only employee at work since the Assistant Manager had been taken to hospital that morning.

You offer to talk with Gordon about the incidents and to write a letter to Mr Simmonds explaining the situation. You say, "I'm sure that Gordon did his best, but the customer does deserve an apology from us."

## QUESTION 2 CONTINUED

When asked, Gordon says, "I remember the customer. He wouldn't let me explain. He complained about everything. I did try to tell him about the problem, but he walked out of the shop without listening to me. You came about 2 minutes after he had left."

### Task

Write the letter.

(30 marks)

## QUESTION 3

### Situation

You are the Head of the Administration Department in a large firm. You have been asked to speak to students at a local college about the advantages and disadvantages of different forms of communication used in business. The following extract from an article in a magazine interests you. You decide to **write a list of the main points** to help you in planning your talk.

#### Do I telephone or do I send an email?

If someone calls you on the telephone, you pick it up (unless you have an answering machine, or some similar device, or you are impolite) and the conversation begins. It is an interactive conversation: you and the person you are speaking with adjust what you say according to the message being received. It happens immediately with no delay.

With an email, you send a message and then wait for a response. The response may come in 5 minutes or the response may come in 5 days. Either way, it's not like an oral conversation: you can take as much time as you wish to decide on a reply.

If a hundred people send you an email in one day, so what? You don't have to talk with all one hundred. Just think of all the hellos, goodbyes and other unnecessary conversational procedures you avoid. With email, you only deal with the messages (which often omit hellos, goodbyes etc) and you deal with them when you want to.

That is an important advantage. Is there a disadvantage?

Too many users think that as soon as someone receives an email, the recipient will read it. This is not a reasonable expectation.

If you schedule a meeting for an hour from now and send an email to each attendee, the chance that all the attendees will read that message within the hour will be rather small. However, if you schedule the meeting for the next day, the chance that they will read the message will be high. Email is not designed for immediacy. You use a telephone for that. Email is best used for convenience rather than speed.

Some email systems have features that try to combat this problem. These features (usually called "notification") will inform you when a person has received your email and may also notify you when the person has looked at it. In both the examples in the last paragraph, if you had a notification system, you could find out who had checked the email before the meeting and then telephone those who had not read it.

### Task

Write the list.

(30 marks)