

# English for Business

## *Level 2*

## Past Papers **2009**

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#### **Level 2**

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In 2009 only Series 2, 3 and 4 were published

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**Series 2 Examination 2009**

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## **ENGLISH FOR BUSINESS**

**Level 2**

**31 March**

Subject Code: 2041

Time allowed: **2 hours 30 minutes**

### **INSTRUCTIONS FOR CANDIDATES**

- All answers should be correctly numbered, but do not need to be in numerical order.
- There is credit for correct spelling, punctuation and grammar.
- You need to communicate appropriately.
- Check your work carefully.
- You may use an English or bilingual dictionary.

## QUESTION 1

Answer **ONE** of options (a), (b) or (c):

Option (a)

Setting

This month's issue of the magazine, "Management Today", advertises a competition:

### **What skills and/or qualities do you think a good boss should have?**

Think about good managers, heads of department or other leaders that you know.

#### **What makes them "good"?**

Write an article for publication in our magazine.

The winner will get a free subscription to "Management Today" for the next three years.

Articles should be 4 or 5 paragraphs long and have a title.

The article can be about your own experience of good bosses or about the important qualities you think a good leader needs.

You may find the following ideas helpful,  
but you can mention any qualities and skills that you think are important:

*ability to communicate*

*enthusiasm*

*honesty*

*ability to deal with problems*

*knowledge*

*ability to delegate*

You decide to **write an article** for the competition.

**Task**

**Write the article.**

**(Total 40 marks)**

## QUESTION 1 CONTINUED

### Option (b)

#### Setting

You are the Senior Safety Officer at Engelhard Office Supplies. You have seen, on a number of occasions, workers not following the agreed safety rules. You talk with your assistant, Ann Bauer, about an incident you have noticed:

You I have just spoken to one of the administration staff. He was using a knife to open the back of a copying machine. Can you believe it? The machine was still switched on! He could have been killed or seriously injured. When I told him of the danger, he laughed!

Ann He laughed? Sometimes I think staff are far too silly about dangerous situations. They seem to think that our advice and instructions are not important. If they had seen the injuries we have seen ...

You Exactly! I think we should send a report to the General Manager, Mrs Petra Klose, about the problem. We must be certain that staff will follow all safety instructions. Can you make some notes on what you have had to deal with in the past week? I'll do the same and I'll **write the report**.

Here are Ann's notes:

*Some staff think safety is a joke – staff must be told clearly by Engelhard Office Supplies that safety is very serious! Fines? Official warnings? Training?  
Something MUST be done! We could have a serious injury or worse!*

*As examples ... this week I have had to deal with:*

- *emergency exits – doors locked AND blocked by heavy packages*
- *cars (belonging to very senior staff) parked across the outside of emergency exits. (There are clear signs forbidding this!)*
- *office equipment not being maintained properly*
- *accidents not being reported (How can we make Engelhard safe if we don't even know when an accident has happened?)*

Here are your notes:

*Overloaded electricity sockets. Electrical equipment not working properly – NOT REPORTED! Repairs being attempted by unqualified people.*

#### Task

**Write the report.**

**(Total 40 marks)**

## QUESTION 1 CONTINUED

### Option (c)

#### Setting

You work in the offices of the Egadu Wildlife Reserve, near Nairobi, Kenya. Mr Wilson Makelele, the Manager, speaks with you about some research that will be done at the Reserve. Here is part of the conversation:

You How long will the researchers be at Egadu: days, weeks or what?

Wilson Two will be with us for a month – the whole of September this year.

You A month? Will they stay at a hotel?

Wilson Possibly for some of the time. However, most of their work will be in the Reserve itself, not here in the offices, and so they will set up a camp - about 10 miles west of here.

You So there will be just two people doing the research?

Wilson Oh, no – two will be doing the research all of July, but there are six others who will be working with them at different times. They will stay at hotels in Nairobi – go to the camp for a few days, but write their research notes here in our offices.

You Where will they work? Our offices are all occupied.

Wilson That is what I want you to arrange! I suggest you **write a memo** to all our office staff. Ask them to a meeting next week ... Thursday at 2 pm ... in the Lecture Room. You can chair the meeting, but I shall be available to answer any questions. The exact details of how the research will be organised are not known, but you can tell them in the memo how important the research is for our future.

You Can you let me have some notes on what the researchers will be doing?

Here are Mr Makelele's notes:

*Researchers from Eastern Africa University – Senior Researcher = Professor Selena Kemboi.*

*Research on health of all animals in Egadu ESPECIALLY the giraffes. (Birungi Giraffe only 15 known still to be alive – all at Egadu - (could become extinct – research essential!))*

*We must help the researchers every way we can. We must find room at our offices for them to work in. Have staff any suggestions? Ask the staff to think of ideas. Tell them in the memo about the research – how we must co-operate. It really is important to our future ... AND TO THE FUTURE OF OUR ANIMALS!*

#### Task

**Write the memo.**  
**(Total 40 marks)**

## QUESTION 2

### Setting

As Head of the Human Resources Department at Luxton Borough Council, you receive the following letter. You decide to **write a letter** of reply to Miss Lane.

17 Copstone Avenue  
Luxton  
LX4 3AJ

Suitable date

Human Resources Department  
Luxton Borough Council  
Luxton  
LX1 2BH

Dear Sir or Madam

On Tuesday of last week I posted an application form to you applying for the post of Temporary Assistant in the Planning Department. I have not had a reply and wonder if I am going to be called for interview.

I have also read in a newspaper about Luxton's apprenticeship schemes. I understand that to get an apprenticeship with you, I have to live in Luxton. Is that correct? Since I am 22 years old, am I too old to apply?

If I am successful in getting the temporary post in the Planning Department, shall I be able to apply for an apprenticeship? I am interested in an apprenticeship in either the Planning Department or the Administration Department.

Yours faithfully

*Sally Lane*

Sally Lane (Miss)

You check with the Head of the Planning Department and she says, "The closing date for applications for the Temporary Assistant post is April 22". You also look at Luxton Borough Council's handbook that states how applications are dealt with by the Council.

Here are two relevant sections from the handbook:

We send an application form and other supporting information within four days of a request being received.

We shortlist candidates for interview within ten days after the closing date.

We try to notify candidates at least five days before interview.

(Continued on next page)

## QUESTION 2 CONTINUED

Our apprenticeship placements are available for young people, usually aged between 16 and 25, and who live in Luxton. We first consider applicants who live within the LX1 to LX4 postcode areas. If we are unable to fill our vacancies with candidates from these areas, we then accept applicants from LX5 and LX6.

Candidates who are already employed at Luxton Borough Council may apply for a place on our apprenticeship programme.

Apprenticeships are available in all our Departments.

Our recruitment campaign for 2010 will be starting in August 2009.

### Task

Write the letter.

(Total 30 marks)

### QUESTION 3

(Remember that in Question 3 you should use your own words whenever possible.)

#### Setting

You work in the Staff Training Department of a large firm. You read the following article in a magazine, and think it has suggestions that will be helpful in a talk you have been asked to give about how to communicate within a business.

**Write a list** of the main points from the article so that you can refer to it when you are preparing the talk.

#### ***Do You Know How to Answer the Telephone?***

Some organisations are lucky enough to be able to employ a receptionist, who will take all calls but, if you do not have the money or staff resources for this, make sure that there is at least one member of your staff who is responsible for answering the phone. If your organisation has more than one department, you will need someone in each of the departments.

All should agree on a set pattern of answering the phone that everyone will follow. The pattern will include identifying the firm, the department (if you have departments) and the person who is speaking, for example: *'Hello; this is the X department at Y plc. My name is Z. How may I help you?'*

Ask the caller his or her name, and then try to find the person he or she wants to speak to. Sometimes the person wanted will be too busy to deal with the call, or will be working elsewhere than in the building. If, for whatever reason, the person wanted is not available, offer to take a message.

Fill out a telephone message form and include the caller's name, for whom the message is intended, the message itself, the caller's telephone number, and add your own name as the person who took the message. Don't forget the date and time too! Remember to write the message in clear English and in readable handwriting. It's amazing how often only minutes after writing down a message a person cannot work out what the message actually says. There is no point in writing down a message that cannot be understood!

After taking the message, consider if it requires some kind of immediate action or if it can just be passed on. If the message is passed on, put it on the desk of the person who should be given the message, and then check regularly to make sure that this person has received it.

#### Task

**Write the list.**

**(Total 30 marks)**



**Series 3 Examination 2009**

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## **ENGLISH FOR BUSINESS**

**Level 2**

**4 June**

Subject Code: 2041

Time allowed: **2 hours 30 minutes**

### **INSTRUCTIONS FOR CANDIDATES**

- All answers should be correctly numbered, but do not need to be in numerical order.
- There is credit for correct spelling, punctuation and grammar.
- You need to communicate appropriately.
- Check your work carefully.
- You may use an English or bilingual dictionary.

## QUESTION 1

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

### Option (a)

#### Setting

You work for Achraf & Siham Footwear Manufacturers of Casablanca, Morocco and your head of department is Mr Karim Bourane, the Publicity Manager.

Mr Bourane says to you, "I want you to **write a memo** to everyone in the department – give it to them with their next salary slip. If we do that, we know they will read it ... From the beginning of next year we shall be very adaptable with our working hours."

"Do you mean we are going to work flexi-time?"

"Well, I suppose we could call it flexi-time, but it's much more than that. Yes, we shall allow staff to work ... almost ... whenever they want, but there will be 'core' time."

"Core time? What's that?"

"Really? ... I thought you would know that ... When a firm works flexi-time, there are some hours when staff have to be at work – those hours are known as core time ... In our system, core time will probably be Monday, Wednesday and Friday 10 a.m. to 12 midday. Possibly we shall have meetings, etc in core-time."

"You said that our system will be 'much more' than ordinary flexi-time. What do you mean?"

"Well ... each week, staff can agree with me, or you, hours that they will work which will count towards their 35 hours ... Oh, I forgot to tell you that. All staff will work an average 35 hours per week and will have to keep a record of when they work ... Now, where was I? Oh, yes. Some of the agreed hours may be worked at home ... their own homes. They don't have to come to Achraf & Siham for all the time they are working."

"But how will we know that they are doing something useful ... you know, actually working?"

"We'll have to trust our colleagues ... and of course part of the agreement will be what work will be done at home. We aren't saying they can go home and do nothing ... In the memo, can you tell staff about the scheme and ask them to send any suggestions they have to you? We haven't worked out all the details yet, for example about holidays, medical appointments and overtime. Staff suggestions will be very welcome. In fact there will be a staff meeting soon to discuss the idea."

#### Task

Write the memo.

(Total 40 marks)

## QUESTION 1 CONTINUED

### Option (b)

#### Setting

You work in the offices of a local business and subscribe to the magazine, "Business Communication." In a recent edition, there was the following advertisement for a competition:

#### DEAR READERS

You may have read in our last edition, a letter from an anonymous writer who said,

*"Except for emails, written communication is no longer important to any modern business. Because of the telephone and emails, I hardly ever have to write memos and letters. Why should I? Everyone I need to contact is available through the phone and by email."*

Since that letter appeared, several of you have contacted us and stated how angry you feel about our printing such a letter. We have our own opinions about the matter, and we could have written articles saying why we feel that other written documents are just as important as emails.

Then we thought how much better it would be to let our readers write their own views.  
So ... here is our competition:

**Write an article** 4 or 5 paragraphs long on the following topic:

*Do letters, memos and other forms of written communication have a place in the modern business world, or should we rely almost completely on the telephone and emails?*

Please send your entries to us within the next 4 weeks.  
The writer of the winning article will receive a free 2-year subscription to "Business Communication".

You decide to enter the competition.

#### Task

**Write the article.**

**(Total 40 marks)**

## QUESTION 1 CONTINUED

### Option (c)

#### Setting

The Manager of Select Holidays, Mrs Maja Nowak, gives you the following information and asks you to **write a report** about last year's trade. She says, "As you know, we ask some of our holidaymakers to answer a simple questionnaire when they return home. Many seem satisfied with what we offer, but I am sure we can improve. Have a look at the results from last year's questionnaires and make any recommendations that you think will help us to improve our service in the future."

#### COMMENTS BY CUSTOMERS IN PREVIOUS 12 MONTHS

##### Customer Questionnaire (3000 issued – 1400 returned)

Delighted with holiday	39%	546	customers
Enjoyed holiday	28%	392	"
Satisfied with holiday	18%	252	"
Dissatisfied with holiday	12%	168	"
Very dissatisfied with holiday	3%	42	"

(NOTE: 10 of those "very disappointed" and 20 of those "disappointed"  
– delayed by strikes at an airport)

##### Main complaints

Delays by strikes	30	customers
Uncomfortable journey by coach	28	"
Uncomfortable journey by train	16	"
Poor general standard of hotel	142	"
Hotel not as described in our brochure	20	"
Lack of choice at mealtimes	43	"
Noise at nights	75	"
Cost of holiday	11	"

#### Task

Write the report.

(Total 40 marks)

## QUESTION 2

### Setting

Richard Gould, Manager of the Ribble Valley Branch of JSL Bank, receives this letter:

Wood Common School  
Wood Lane Accrington BB5 6RA  
Tel 01254 232701 Email head@woodcommon.org

2 June 2009

The Manager  
Ribble Valley Branch  
JSL Bank  
Fairfield Road  
Clitheroe  
BB7 2SP

Dear Sir or Madam

In November, we are inviting heads of local businesses to meet some of our older students aged between 16 and 19. All the students intend to follow a business or professional career.

We asked the Institute of Bankers whom we should approach to represent our local banking industry, and your name was suggested. The precise date can be discussed, but it must be on a Thursday or Friday evening.

There will be six separate meetings, with no more than two or three businesspeople at any meeting. The meetings will have the same format; each businessperson is invited to give a short talk (15 minutes maximum) on careers in his or her business. The talks will be followed by a question and answer session of about half an hour, and then there will be a buffet during which we hope informal chats will take place.

If you find it impossible to help us, can you suggest someone whom we can approach – a colleague, perhaps?

Yours faithfully

*Serena Holmes*

Serena Holmes (Mrs)  
Head

Mr Gould gives the letter to you and asks you to **write a letter** in reply. "I shall sign it", he says. "Andrew Crosland, Manager of our Burnley Branch will do it – not me. I've just phoned him and confirmed that part of his job description is giving careers' talks to schools and colleges. I don't know why the Institute gave Mrs Holmes my name."

Mr Gould also hands you the following notes (see the following page).

## QUESTION 2 CONTINUED

*Andrew Crosland = Manager of Burnley Branch - JSL Bank  
Hargreaves Street, Burnley BB11 3DZ (Tel 01282 405627)*

*He will go to Wood Common School – Thursday evening preferred – needs DVD player and screen –  
(how many students?) – car parking space?*

*JSL Bank – work experience – 6 students – does Mrs Holmes know about our work experience  
programme? Ask her to phone me at Ribble Vale Branch – 01282 650987.*

*She should contact Andrew Crosland – soon (within 10 days) – agree details.*

### **Task**

**Write the letter.**

**(Total 30 marks)**

### QUESTION 3

#### Setting

You are the Training Officer in a large department store. Currently you are organising a course for newly appointed staff on basic techniques in customer liaison. The following article has been published in a magazine and you think that phone-answering procedures should be included in your course. **Write a list** of the main points from the article so that you can refer to it later.

#### ANYONE CAN DO IT!

"You don't need advice on answering a telephone. Anyone can do it!" If you think that – YOU ARE WRONG! The way telephone calls to your company are answered will form a customer's first impression of your business. These suggestions on how to answer the phone are simple but many firms fail to attract customers because of failure to do simple things properly. Before you say, "Anyone can do it", just read the following and see if you are right, or I am right. You may well be in for a surprise.

Try to be quick in picking up the phone when it rings. Some say that you should answer all incoming phone calls before the third ring. That advice is sensible. Who wants to deal with a business that isn't organised enough to want to speak to a client or potential client straightaway? Three rings seem very quick when receiving a call, but very long if making one.

If you can possibly avoid it, don't use a "please-hold-the-line" message. Many people will be angry to be told, "Your custom is important to us. Please hold the line." What they take it to mean, actually, is the opposite of showing how important a client is! The client is kept waiting, and usually listening to some completely unsuitable music. If you think you need one of those messages, are you employing enough people to answer calls? If you continue to keep customers waiting, you are certainly going to lose clients rather than keep them.

When you answer the phone, sound enthusiastic and welcoming. "Yeh – what do you want?" hardly inspires confidence, does it? The voice at the end of the telephone line is sometimes the only impression of your company a potential customer will get. Greet callers politely. Identify yourself and your organisation. Speak clearly, keep your voice at a moderate volume, and speak slowly so that your caller can understand you easily. You know your name; your caller probably doesn't. Always give your forename and your surname. "My name is Jane," is not enough information. "This is Jane Devlin-Grant," allows the caller to tell anyone in a future query who answered the phone. There may be two or three Janes, but probably only one Jane Devlin-Grant.

The language you use is important too. Train your voice and vocabulary to be positive when answering the phone. For example, rather than saying, "I don't know", say, "Let me find out about that for you."

Do you still think anyone can answer a phone?

#### Task

**Write a list** of the main points from the article.

**(Total 30 marks)**

**Series 4 Examination 2009**

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## **ENGLISH FOR BUSINESS**

**Level 2**

**10 November**

Subject Code: 2041

Time allowed: **2 hours 30 minutes**

### **INSTRUCTIONS FOR CANDIDATES**

- All answers should be correctly numbered, but do not need to be in numerical order.
- There is credit for correct spelling, punctuation and grammar.
- You need to communicate appropriately.
- Check your work carefully.
- You may use an English or bilingual dictionary.

## QUESTION 1

Answer ONE of the following options:

Option (a)

### Setting

A newspaper, published in the area where you live, invites readers to **write an article** on the jobs that they do. Here is the relevant extract from the newspaper:

### **We would like to know more about you,**

and so would your fellow readers.

To us you are not just someone who pays money each day to buy the newspaper.

**YOU ARE PEOPLE** with your own interests, likes and dislikes.

We are especially interested in what you do to earn your living:

what sort of job you do, why you chose that job,

what its good points and bad points are.

Whatever you want to tell us about your work will be acceptable.

You may also find it useful to consider the following questions:

**What qualifications did you need?**

**Do you have to travel far? Is the pay good? Does the job satisfy you?**

**Why do you like, or not like, the job? Would you recommend it to other people?**

Your article should be about 4 or 5 paragraphs long.

The most interesting articles will be printed in the newspaper in January and February next year.

### Task

Write the article.

(40 marks)

## QUESTION 1 CONTINUED

### Option (b)

#### Setting

The General Manager, Mrs Ruth Ramsey, of Stainton Steel Commodities, Bristol, asks you to **write a memo** to all members of the Management Committee. She says, "I attended a breakfast meeting a few weeks ago at the Excelsior Hotel, in Market Street. It's only 400 metres away ... Do you know what a breakfast meeting is? ... No? ... Well, it's exactly what the name suggests it is: a meeting that takes place before normal work-time. The meeting at the Excelsior was brilliant; we were able to discuss everything in a relaxed atmosphere. The breakfast was excellent too. It was self-service and so there was no problem about choice of what to eat. Everything about the arrangements was so good at the Excelsior that I have booked it for our next Management Committee Meeting. I'm sure our meeting will be more productive and enjoyable than usual."

Mrs Ramsey adds, "I've written down some details for you. Here they are ... By the way, tell them that any apologies must be made to me ... Breakfast will be paid for by Stainton Steel Commodities and the meeting will count towards each person's flexitime ... so there should be no complaints!"

*DETAILS of the Management Committee Meeting - Wednesday  
2 December - arrive 7.30 a.m. - meeting ends 10 a.m. (I'm  
chairperson.) - Agenda sent later -- Meeting at Excelsior  
(Whitworth Room on second floor) - Free parking.*

#### Task

Write the memo.

(40 marks)

## QUESTION 1 CONTINUED

### Option (c)

#### Setting

You work at the Millbrook Hotel, Cashmoor Road, Manchester M23 6HD. The telephone number is 0161 353 687 and the email address is [millbrook@icmanchester.co.uk](mailto:millbrook@icmanchester.co.uk).

At a previous Forward Planning Meeting, the senior staff of the Millbrook Hotel decided a new guest-information leaflet was needed. Here is part of the discussion at this month's meeting when the details of the leaflet were considered.

Manager	<i>The next item on the agenda is the leaflet. We need one that is lively and informative. I suggest we agree immediately the kind of leaflet that is just words scattered over the page is not acceptable.</i>
You	<i>I agree. Our leaflet needs to be written in good, fluent English. It must reflect the facts that we are a quality hotel and that we offer the highest possible standards in everything we do.</i>
Manager	<i>Thanks ... Now we can consider what information we should include.</i>
You	<i>I've already made a list of the main points.</i>
Manager	<i>Excellent. Since you've done so much work already, perhaps you will <b>write the leaflet</b> ready for our next meeting ... Good ... now the next item on the agenda ...</i>

You look at your notes and decide whether to make any additions to and/or omissions from them.

<u>NOTES FOR LEAFLET</u>	
Business traveller and tourist.	(excellent) restaurant.
Free taxi service for guests (within 20 kilometre radius of Hotel).	
4-star rated	close to city centre
99 bedrooms (comfort, luxury – single, double, family rooms), gymnasium, swimming pool.	
Restaurant open 24 hours! Room service = 24 hours.	
Free wireless internet connection – all rooms.	Desk in all bedrooms.
All dietary requirements catered for.	Large gardens.
Parking for 100 cars – each room allocated a parking space.	
Several rooms for guests with mobility problems.	

#### Task

Write the leaflet.

(40 marks)

## QUESTION 2

### Setting

You work in the Customer Service Department of Privilege Electrical Products, Melbourne, Australia. Mrs Romola Tavarez, the Manager, gives you the following letter and asks you to **write a letter** in reply to it. She says, "Mr Sharp is a valued customer, and we can repair the DVD player for him or replace it ... or give him a refund. Ask him to let us know what he wants us to do. Have a look at our *Privilege Price Promise* ... I don't think Mr Sharp understands it, and we need more proof of his claim ... especially at which store he saw the TV cheaper and when ... By the way, I think you will find the *Privilege Price Promise* says he is entitled to A\$11 not A\$20."

2 Whitley Street  
Southbank  
Melbourne  
Victoria 3006

Date

Privilege Electrical Products  
17 Albert Coates Lane  
Melbourne  
Victoria 3000

Dear Sir or Madam

*Privilege Price Promise* and the products I recently bought from you

You advertise a *Privilege Price Promise* that says, if a customer buys something from you and then finds the same product on sale elsewhere at a lower price, you will give back to the customer 10% of the cost of the product. I bought a Spero television from you and I have seen the same model A\$10 cheaper at another shop in Melbourne. The television I bought cost me A\$200. Will you send me a cheque for A\$20, please?

I also bought a portable Asconi DVD player from you for A\$180 and it is not working properly. I cannot alter the volume and it is too loud. What is your policy on this kind of problem?

I enclose the receipts and I look forward to receiving your reply.

Yours faithfully

*Andy Sharp*

Mr Andy Sharp

You check what the *Privilege Price Promise* says:

#### THE PRIVILEGE PRICE PROMISE TO OUR CUSTOMERS

If you buy any product from Privilege Electrical Products, and then within 14 days find the same product on sale locally at a lower price, we'll willingly pay you the difference between the two prices, plus an extra 10% of that difference.

You need to provide proof of your purchase and to state where and when you saw the product at a lower price. The cheaper product must have been on sale within 15 kilometres of Privilege Electrical Products and you must also provide proof of the price having being lower.

### Task

Write the letter.

(30 marks)

### QUESTION 3

(Remember that in Question 3 you should use your own words whenever possible.)

#### Setting

You are Office Manager of a large firm. A local college has asked you to give a talk to some of its business students on communication in business. You find the following article in a magazine and think that its information could be useful to you. **Write a list** of the main points of the article so that you can refer to it when planning your talk.

#### **YOUR BUSINESS RELIES ON THE LETTERS YOU WRITE**

Chatting with a friend a few days ago, I realised that we all think we know how to write a letter to a customer, but many of us are mistaken in believing this. My friend is the boss of a medium-sized company and he complained to me that many of the people with whom he does business have forgotten the important role that letters have in business communication. "Many businesses now mainly communicate by email, text and telephone. Such communications have a place in the business-world, but I still prefer formal letters on several occasions," he said.

One of the most important benefits of a business letter is that there is a greater possibility that it will be kept and read again. Letters are also often clearer than an email and certainly more permanent than a conversation, a phone-call or a text message. Because a letter on company-headed paper is accepted as evidence in courts of law, what is written in a letter has to be accurate – not just the message but the spelling and grammar too. This too is an important benefit of communicating by letter. There is more certainty and less guessing about what has been discussed and agreed.

A further reason for checking the grammar and spelling of any business letter you send is that in a recent important piece of research, 31 per cent of customers say they have stopped doing business with a firm because of 'inappropriate communication errors' – by which they mean spelling and grammatical mistakes. It is essential to make certain that letters are checked for such mistakes before they are posted.

#### Task

**Write the list** of the main points of the article.

**(30 marks)**