

English for Business

Level 2

Past Papers **2007**

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Level 2

Past Papers 2007

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There was no Series 1 in 2007

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QUESTION 1

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

Option (a)

Setting

Mrs Grace Harris, Managing Director of Sure Solutions in Birmingham, England talks with you about the new offices being set up in Casablanca, Morocco. Part of the conversation is:

Mrs Harris: You know that we are opening a new office in Morocco – well, several of our senior staff will have to visit Casablanca to interview new staff, check the building work, order stock ... you know the sort of thing!

You: We have a committee that is working out details of the project.

Mrs Harris: Of course ... you are chairperson of the committee. I had forgotten.

You: Yes. We have made a list of some facts and arrangements to help our colleagues who visit Casablanca – they are very simple pieces of information.

Mrs Harris: I am in a hurry at the moment, but I would like to see what information you already have.

You: I have some notes ...

Mrs Harris: Oh, sorry. I hate notes. I can never understand them. **Write a memo** to me.

Here are the notes that you have made:

Visa – not needed for British citizens BUT passport – valid 6 months (at least) after arrival in Morocco. Must have RETURN ticket!

Expect French to be spoken (fewer Moroccans speak English) – Yves Roland is our resident representative in Casablanca – fluent English and French – I have details for contact.

Recommend Hotel Le Royal Mansour (Casablanca) – I have details for contact.

Casablanca – direct flight from Birmingham – journey about 5 hours.
(Airport – 40 minutes in taxi to hotel.)

Task

Write the memo.

(40 marks)

Option (c)

Setting

You work in a large department store in your own town or city. A recent issue of the staff magazine announces that a new brochure about the store is being designed. It will be sent to anyone who applies for a job at the store. Part of the announcement reads, "We need current employees to write articles that we can use in the brochure. If you are interested, write an article, 4 or 5 paragraphs long, describing what it is like to work in our store."

You decide that you want to **write an article** for the magazine.

Here are some notes that you make of possible ideas to include:

Tiring BUT worthwhile different people – customers and colleagues
range of goods people who can't decide what to buy being patient
keeping self and goods looking tidy debit and credit cards
(I may want to add other ideas and/or miss some out.)

Task

Write the article.

(40 marks)

QUESTION 2

You work at Joynton Electrical and Electronic Supplies. Miss Elaine Walsh, Manager, gives you the following letter and asks you to **write a letter** in reply. She says, "The Erskineville Branch was where we had the huge fire. Check if we know anything about Mrs Kemmis's radio ... Woolloomaloo Branch could have been more helpful ... Everything that we could salvage was sent there. Apologise to Mrs Kemmis ... If her radio was badly damaged, offer to replace it."

**19 Lawson Square
Redfern
New South Wales 2012**

April 3 2007

Joynton Electrical and Electronic Supplies
43 Kent Street
Sydney
New South Wales 2000

Dear Sir or Madam

Radio – left for repair at Joynton EES (Erskineville Branch)

Three months ago, I left a radio to be repaired at your Erskineville Branch. About a week later I received a phone-call saying that it was ready for collection. Unfortunately, that day I became ill and had to spend 2 weeks in hospital.

When I recovered, I tried to collect the radio. The Erskineville Branch was closed and on the door was a handwritten notice stating that all business had been transferred to the Woolloomaloo Branch. I wrote to that Branch and eventually after 3 further letters enquiring about my property, I received a telephoned reply saying that I should write to the Sydney Head Office.

I think that I should have been contacted personally by Joynton EES and that I should not have to travel all over the Sydney area of Australia trying to get my belongings back.

I would appreciate an early reply.

Yours faithfully

Marcelle Kemmis

Marcelle Kemmis (Mrs)

QUESTION 2 CONTINUED

You telephone Woolloomaloo Branch.

The Manager of the Branch says, "What? We only got one letter and a very rude phone-call. I told her to contact you because she became angry when I said that her radio must have been badly damaged in the fire. Neither did she seem to believe me when I told her that we could not contact her because the fire had destroyed our computer records and our paper files. She would not listen to me and kept shouting, 'Where is my radio?'"

Mrs Kemmis needs to give you details of her radio: make, model etc so that you can replace it. You think, "I must be tactful. She is clearly very upset. Perhaps, I can offer to deliver it free of charge."

Task

Write the letter.

(30 marks)

QUESTION 3

Remember that in Question 3 you should use your own words whenever possible and appropriate.

Setting

You are the Development and Training Manager to a large, international furnishing store. The directors have asked you to submit a plan to aim sales more specifically towards certain groups of customer. You find an article in a magazine and part of it seems to have ideas that will be suitable for the plan. **Write a list** of the main points from this extract of the article:

SENIOR CUSTOMERS

We often read that the average age of the population in many countries is rising very quickly. In some countries, the number of people over the age of 65 is increasing 3 times faster than any other age group. They now represent the fastest growing group of consumers. The older generation is made up generally of people who are loyal customers and who appreciate it when companies obviously set out to be attractive to them.

What is your business doing to attract these consumers?

Older consumers look for service after sales. Businesses need to contact their "senior customers" to see how the product or service has suited them. Genuine guarantees of the product, the workmanship and the satisfaction of the consumer are also essential. More than any other age group, the over 65s will accept that a product and/or service may go wrong, but they expect the problem to be put right immediately and without argument.

You must train your sales team to deal with older consumers. Provide a quiet place in which to discuss a sale. If possible, supply written information about the product /service. Above all tell your staff to forget their usual sales' techniques. The older consumer likes time in which to think, and honest information NOT 'sales-talk'.

If you want to encourage this valued group of potential buyers to want what you are offering, don't forget to place your advertisements sensibly in media that are likely to be used by the more mature person, and use models who themselves belong to the age group.

Task

Write the list.

(30 marks)

QUESTION 1

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

Option (a)

Setting

You work at Perkins' Knitwear, Nottingham, England.

The General Manager says to you, "You know that Ernest Henin, Head of Design, will retire at the end of next month. Well, some of our colleagues have asked me if there will be an article about him in the staff magazine. I hadn't realised how well liked he is! I have always known that he is friendly and pleasant, but younger staff have said how much he helped them with his advice on many things – professional and personal... They are quite sad that he is leaving ... You have worked with him for several years. Will you **write the article**, please? The magazine wants something 4 or 5 paragraphs long."

You chat with Ernest about what to write and make the following notes. You can add or leave out information, if you wish.

Born Ghent, Belgium, 1942.

Always loved football (and all sports), reading and acting

Came to work in England in 1969 - met wife, Kathy, in Nottingham. (She is English.) Ernest was textile designer in Ghent (degree from Bruges).

Met Kathy at local amateur drama group – 'The Chameleons' – (He is also an excellent singer – tenor.) Two children – both work at Perkins. Ruth (Sales Department). Charles (Design).

Ernest still acts – with Perkins' own drama group, 'PK Players' – says, "I will continue to do so, if the Players want me."

Task

Write the article.

(40 marks)

QUESTION 1 CONTINUED

Option (b)

Setting

Mrs Jessica Campbell is the Sales Manager at Charela Supermarket, West End Road, Negril, Jamaica. She says, "We need a leaflet to give to all customers as they leave our store telling them about the improvements we are making to the supermarket ... There has been a notice by the entrance for several weeks now, explaining about the new facilities we shall be offering ... but most of the customers I have spoken to have not seen the notice. Most importantly, they have no idea that we shall have to shut the store for the first 10 days of August. Will you **write the leaflet**, please?"

Mrs Campbell gives you some notes of points to include:

Better store Café (did not have one before)

Own bakery (did not have one before) Larger area for clothes + electrical goods

DON'T FORGET TO TELL THEM ABOUT TEMPORARY CLOSURE!

Ask for understanding about building work etc

When finished = a new store (almost) I almost forgot – extra parking

Task

Write the leaflet.

(40 marks)

QUESTION 1 CONTINUED

Option (c)

Setting

You are a staff representative on the Forward Planning Committee at Hout Bay Products, Cape Town, South Africa. At a recent meeting of the Committee, part of the discussion was about a suggestion that all members of staff should work 6 days a week instead of 5, but have an extra week's holiday every 6th week. Here is an extract from the discussion:

- You *Let me check that I have understood the idea. No-one will work more days than before ... is that right?*
- General Manager *Well ... the staff will have the right to the 6th week as holiday, but if they want to work that week, they will be paid more than for a normal week.*
- You *How much more?*
- Accountant *We suggest 50% more.*
- You *What about the usual holiday entitlement ... is that changed?*
- Accountant *No ... staff will not lose holidays. What we are doing is simply changing from a 5-day working week to a 6-day working week ... After 5 weeks staff will have worked 5 more days than before ... They then have those 5 days as a week off work. It really is very simple and I think it is beneficial for everyone.*
- General Manager *Remember that the idea is suggested for all staff – including me! I think the idea is very good. Staff wanting to earn more money can do so or have the additional days worked in the weeks they are at work collected together as a week's holiday. I think it's a marvellous idea.*

You decide to **write a memo** to all staff briefly outlining the suggestion and asking for comments on the idea. You also state that you will organise a meeting to discuss the staff's response.

Task

Write the memo.

(40 marks)

QUESTION 2

Setting

As Sales Manager of Avillion Computer Stores in Sydney, Australia, you receive the following letter:

126 Parramatta Road
Ashfield
NSW 2131

Telephone (02) 9969 7834

6th June 2007

Avillion Computer Stores
1 – 5 Liverpool Street
Sydney
NSW 2000

Dear Sir or Madam

On Monday last week, I bought a software package titled *Garden Design*.

I followed the instructions on the CD case carefully and everything seemed perfect. The message on my computer screen said, "Download successfully completed." However, when I tried to use the program, the message changed to "Malfunction. Please contact your supplier."

You are my supplier. I am contacting you. What are you going to do to help me?

Yours faithfully

Alvina Shapiro

Alvina Shapiro (Mrs)

You decide to **write a letter** in reply and make the following notes:

Apologise

Cause of problem – faulty CD? (rare but happens)

Value custom – include A\$10 voucher

Return CD – we shall exchange it

No charge (obvious but needs to be stated)

REFUND IF PREFERRED

Visit store or post CD (envelope – postage paid – enclosed)

Task

Write the letter.

(30 marks)

QUESTION 3

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

Setting

Your job is a training officer with a large company. You are organising a course for employees on the subject of "Communication in the Business World". The following article appears in a magazine and you think it can form the basis of one of the lessons in your course. **Write a list** of the main points from the article so that you can refer to it later.

Write With Necessary Caution...

Written communications will normally be longer lasting than anything that is spoken. This presents written communicators with many challenges, including spelling, grammar, punctuation and writing style. Why? Well, the errors and mistakes in a piece of written communication last just as long as the message and perhaps they are remembered for even longer.

Thankfully, today's technology makes memo, letter writing etc much easier through providing reliable tools that check and even correct misspelled words and incorrect grammar. You must remember, however, that these tools are not faultless and will require your support, making your own knowledge of grammar, spelling etc very important. The computer can HELP you; it cannot do it for you!

Whatever kind of written communication you are using, there are some guidelines that will help you to make your communication memorable for good reasons and that means the message will be clear and the errors will be rare.

Try to keep the message simple. Obviously this will require you to organise it sensibly, but also you should not use abbreviations unless they are very well known. I recently had a letter that referred three times to my "PMO". I phoned the company that had written the letter and I was informed that it meant my "Preferred Method of Ordering": whether I wanted to order by Internet, phone, fax or land-mail!

Perhaps the worst error that can be made is the misspelling of clients' names and the names of their companies. If your name is, for example, Gudersen, how impressed are you going to be if someone writes to you as "Gooderson", "Guddersen" or "Gundersen"?

One final piece of advice is to keep the language of any business communication simple without it being childish. Say what you want to say as clearly and as concisely as possible. If you add to that setting the right tone, you will have begun to write in a business-like way.

Task

Write the list.

(30 marks)

English for Business Level 2

Series 4 2007

QUESTION 1

Answer ONE of the following options:

Option (a)

Situation

You receive a telephone call from Herr Dieter Hahn, your firm's representative in Berlin. The discussion concentrates on the visits that will be made in 2008 to Berlin by senior members of the sales staff. Part of the conversation is as follows:

- Dieter: When anyone from Head Office in UK visits Berlin, I shall make all the arrangements ... you know ... taxis, hotels etc. I can even organise any meetings that are needed. Obviously, I shall need details such as arrival times, which clients staff want to meet ... all the basic information.
- You: It will be very confusing for you, if each member of staff contacts you directly. I suggest that I collect the information and send it to you. Will email be acceptable to you?
- Dieter: Of course ...and I'll send all my replies to you and perhaps you will distribute them.
- You: Yes. Are there any hints you can give us about how to deal with clients in Berlin?
- Dieter: Well, don't worry about possible language problems. Many German business people speak excellent English and I can act as interpreter, if needed. There is one thing that is worth mentioning ... most of our clients prefer more formality than is used in many UK businesses.
- You: Can you give me some examples?
- Dieter: Yes. In business meetings many still prefer suits to be worn ... by men and women ... Casual clothes? ... Well, many clients would not be impressed by them. Another major consideration is being on time. If you are late for a meeting, you will quite possibly lose the client.
- You: It's exactly the same here in UK.
- Dieter: I think you will find that it is even more important in Germany.
- You: Thank you for all your help and advice. I shall **write a memo** to all staff who are likely to visit Berlin and tell them what we have discussed.

Task

Write the memo.

(Total 40 marks)

QUESTION 1 CONTINUED

Option (b)

Situation

You work at Hawthorn Art Gallery in Glasgow, Scotland, where you have responsibility for publicity. Since October 2006, the number of visitors has been falling steadily. The Management Committee of the Gallery has asked you to investigate possible reasons and to **write a report** on your findings for the next meeting of the Committee.

You informally interviewed colleagues and visitors asking what they thought were the causes of the decline in popularity and if they could make suggestions to improve the situation.

Here are the notes that you made of what was said:

50 visitors and 20 employees interviewed

Employees' comments include: poor advertising (One said, "We don't advertise at all. Do we?")

*refreshment facilities insufficient
new ideas needed - e.g. exhibitions
to interest young people
one said, "We never offer anything
interesting."*

Some other staff comments were: "Let's brighten up the place. It looks dull and uninteresting. I wouldn't come here, if I didn't work here!"

"We have a lot of competition from the City Gallery. We have nothing that compares with their fantastic collection."

Visitors expressed very similar opinions but emphasised our lack of an adequate café and "activities that children would be interested in."

Task

Write the report.

(Total 40 marks)

QUESTION 1 CONTINUED

Option (c)

Situation

You work in the Administration Department of a college in your own town or city. This month's college magazine has an advertisement asking for articles about what it is like to work at the college. Successful articles will be published in a brochure that will be sent to anyone who applies for a job at the college. Part of the advertisement reads, "The articles should be 4 or 5 paragraphs long."

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

Here are some notes that you make of ideas you may wish to include:

College = always lively/busy different ages	different people -
huge range of courses/qualifications helping design website	
excitement of days students receive exam results atmosphere	pleasant
people who can't decide what course to take patient	being
enquiries in person (funny incidents) letter, phone, email	enquiries by
excited chatter of students ideas and/or miss some out.)	(I may want to add other

Task

Write the article.

(Total 40 marks)

QUESTION 2

Situation

You work at Johnstone Printers and Stationers. Miss Catherine Till, Manager, gives you the following letter and asks you to **write a letter** in reply. She says, "I have no record of our having sent any emails to Mr. Theroux. Perhaps he has contacted Johnson Printers at some time instead of us and the emails come from them. Their name and email address are very similar to ours. Ask him to check ... If he can't solve the problem, tell him to send the email address of the firm to us. I don't know what we can do ... but we have to try to help. He is such a good customer.

papillonsjaunes@marcel.com	Les Papillons Jaunes de Calais 18 rue Anatole France 62100 Calais France	Tel 0033 321 97 42 42
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14th November 2007

Johnstone Printers and Stationers
14 Brownhills Road
Wolverhampton
WV2 4DS
England

Dear Sir or Madam

New Order and Unwanted Emails

I thank you for the excellence of the printing that you did for me in October. It was of your usual high standard. The clarity of artwork and the quality of the materials used cannot be faulted.

I need a further supply of my advertising leaflets for the beginning of January. Can that be done? We also need 500 new business cards: exactly the same as the ones that I usually have, but with my brother's name added: Georges Theroux.

However, now I do have to complain. I have to object to the emails that you keep sending to me. Every day I get at least 3 or 4 messages from you. (Today there were 12.) I am not interested in knowing that you have a sale, or that I can order by fax, or ...

When I need something, I order it. I do not like receiving email messages giving me information that I have not asked for. Please stop them immediately!

Yours faithfully

Yves Theroux

Yves Theroux

QUESTION 2 CONTINUED

You pass the requests made by Mr Theroux to your Head of Customer Services and she sends you the following note:

There is no problem with printing the leaflets by when Mr Theroux wants them. I think that we can also do the business cards. Does he want them by the beginning of January too? By the way, does he want the business cards with only Georges' name or with both names: Georges and Yves? It's not clear from the letter. Best wishes Rita Mackey

Task

Write the letter.

(Total 30 marks)

QUESTION 3

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

Situation

You are the Advertising Manager to a large, international store. Next month there will be a meeting of the Development Committee at which you will explain how you intend to design the firm's proposed new catalogue.

Some of your colleagues think that a catalogue does not need to be designed. You want to convince them at the meeting that a lot of thought should be given to the new catalogue. You think the following article explains your opinion. **Write a list** of the main points from the article so that you can refer to it at the meeting.

Even Catalogues Have To Communicate

Many people don't realise that catalogues need as much thought about how they are written as any other piece of business communication.

I admit that some products that get sold through a catalogue do not need a lot of description and the only words you need to include are choice of colours/sizes/quantities etc. But what about the "how to order" messages?

I don't know about you, but if I'm thinking of buying something from a catalogue, there's nothing that annoys me more than having to spend a lot of time working out how to fill out the form, who to make the cheque out to and where to send it etc. The same applies if I have to search for the website or telephone details.

It's not difficult to get the process right. Work out what customers need to do, write it down simply, design the order form itself, and then try it out on your mother, your brother, your neighbour, or anyone else - provided they are not involved with your organisation. That's a quick and realistic way of discovering any faults in the system. You can't do it yourself. YOU will always see what you THINK is there, rather than what ACTUALLY is there.

There is no mystery about creating good catalogues - only common sense. It's perfectly satisfactory in my opinion to keep your English very concise when you write a catalogue because it helps to use the space more efficiently. But whatever you do, never lose sight of the fact that the way a catalogue is written and designed says a lot about your organisation.

If it is unclear and illogical, customers will think your company is too. If it is clear and logical - well, hopefully, they will think you will be just as professional in everything else that you do!

Task

Write the list.

(Total 30 marks)