

Mark scheme

### Task 1 – Letter

#### Layout:

Name and address of sender:	Cool Cream, 2 Bromley Road, BECKENHAM, Kent, BR3 5JE, UK	(1)
Date:	of exam	(1)
Any appropriate reference:	[accept any reasonable ref]	(1)
Name and address of recipient:	Planifolia Corporation, 7 Ramkrishna Building, 160 Vile Parle Road, Mumbai 400 056, India.	(1)
Salutation:	Dear Sirs	(1)
Heading:	Vanilla [or similar]	(1)
Complimentary close:	Yours faithfully	(1)
Name and/or designation of signatory:	Amanda Ward/General Manager	(1)

8 marks divided by 2 = **4 marks**

#### Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(7)

**15 marks**

#### Content:

Request samples	(1)
What's delivery method?	(1)
What's average delivery time?	(1)
What's recommended storage method?	(1)
Lower prices for bigger orders?	(1)
Does price include delivery?	(1)

**6 marks**

**Total: 25 marks**

## Task 2 – Memo

### Layout:

Heading:	Memorandum	(1)
To:	Duncan Brown	(1)
Designation:	Manufacturing Director	(1)
From:	Name of candidate	(1)
Designation:	AA [to General Manager/Amanda Ward]	(1)
Date:	of exam	(1)
Any appropriate reference:	[accept any reasonable ref]	(1)
Suitable heading:	Using spices in ice cream [or similar]	(1)

8 marks divided by 2 = **4 marks**

### Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency (max 4 marks if wrong sender)	(7)

**15 marks**

### Content:

Can we make wider range of flavours using spices [or similar]?	(1)
Might this present problems?	(1)
Chocolate and ginger, coffee and cardamom, apple and cinnamon (all)	(1)
Does Duncan have any other ideas?	(1)
Why don't we make apple ice cream?	(1)
How easy to buy ingredients and how expensive?	(1)

**6 marks**

**Total: 25 marks**

### Task 3 – Fax

#### Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(7)

**15 marks**

#### Content:

[Ms] Pamela Viedu <b>or</b> Sales Manager	(1)
Costa Rican Cocoa	(1)
Fax No. (011) 626-7364	(1)
Order CC4358367 [must state number]	(1)
Their Quotation 1873	(1)
100 kg cocoa powder	(1)
£419.30	(1)
100 kg cocoa butter	(1)
£451.50	(1)
When will Cool Cream get delivery?	(1)

**10 marks**

**Total: 25 marks**

## Task 4 – WP template

### Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(7)

**15 marks**

### Content:

Date of exam <b>and</b> any appropriate ref	(1)
Addressee: Mr Reg Burrows <b>or</b> Purchasing Manager, Rice Bowl Restaurants Ltd., Bridge Road, LONG SUTTON, Essex, SSO 8HU	(1)
Salutation: Dear Mr Burrows <b>and</b> complimentary close: Yours sincerely [both needed]	(1)
New flavours – blueberry and coconut	(1)
Vanilla, Strawberry, Raisin, Chocolate and Raspberry (all)	(1)
4 litre tubs cost £10	(1)
25 cl cups supplied in boxes of 10	(1)
£15 per box	(1)
Catalogue enclosed	(1)
Has full list of prices [or similar]	(1)

**10 marks**

**Total: 25 marks**