

# English for Business Communications (8959) – Level 1

Additional sample papers



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January 2007  
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# English for Business Communications (8959) – Level 1

Additional sample papers

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**English for Business  
Communications**  
Level 1

This paper must be returned with  
the candidate's work, otherwise the  
entry will be void and no result will  
be issued.



8959-11-011  
(EL-NBC 11)  
**SAMPLE 2**

---

**Candidate's name** (Block letters please)

---

**Centre no**

**Date**

---

**Time allowed:** 1 hour 30 minutes  
(plus 15 minutes' reading time during which no writing  
will be allowed).

Answer **all** questions.

**All** answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper except for  
Task 4. The answer to Task 4 should be written on the form in the  
question booklet. Make sure your name appears on each sheet of  
paper used.

Answers to **all** tasks will be assessed for language and content. Two  
tasks only will also be assessed for layout. This will be indicated on the  
task.

The following items **are** permitted:  
- bilingual / monolingual dictionaries  
- calendars  
- calculators

**For examiner's use only**

| <b>Task 1</b> | <b>Task 2</b> | <b>Task 3</b> | <b>Task 4</b> | <b>Total</b> |
|---------------|---------------|---------------|---------------|--------------|
| 25            | 25            | 25            | 25            | 100          |
|               |               |               |               |              |

### **SITUATION**

You are the Administrative Assistant (AA) to Amanda Ward, General Manager of Cool Cream, a company that makes and sells ice cream. The company's address is 2 Bromley Road, BECKENHAM, Kent, BR3 5JE, UK.

Ms Ward has meetings throughout today but will return to the office in the late afternoon and has left you some work to attend to.

Task 1 (Your answer will be assessed for layout)

Action the note from Ms Ward.

AA

As you know, we still sell more vanilla ice cream than any other flavour and therefore need another supplier of vanilla to meet demand. I'm interested in the information we've received from the Planifolia Corporation but need answers to a few questions before we can decide whether or not to use them. Could you please write to them — you can sign the letter yourself — and ask for further information? See my notes on what to include.

Thanks, Amanda

**Planifolia Corporation**  
**Ramkrishna Building**  
**160 Vile Parle Road**  
**Mumbai 400 056**  
**India**

Tel: +(91)-(22)26121365/26136324  
Fax: +(91)-(22)-26104872

Website:

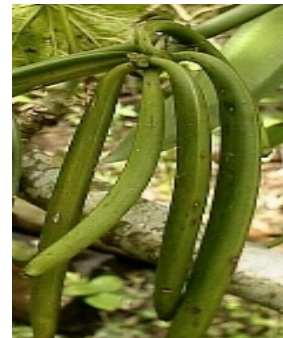
<http://www.planicorp.com>

We specialise in providing the finest quality vanilla pods and will deliver these direct to your door.

Delivery method?

If you are cooking at home or require supplies for your restaurant, hotel chain or ice cream factory, you can be sure of prompt delivery at the most competitive prices.

What's average delivery time?



Our vanilla pods will stay fresh from ten to fourteen months if stored correctly.

Which method do they recommend?

| <i>UK PRICES</i>   |        |
|--|--------|
| <i>Home Pack:</i><br>3 large vanilla pods                    | £4.52  |
| <i>Restaurant Pack:</i><br>12 large vanilla pods             | £12.76 |
| <i>Hotel or Manufacturing Pack:</i><br>24 large vanilla pods | £21.27 |

Lower prices for greater quantities?

Does this include cost of delivery?

(25 marks)

Task 2 (Your answer will be assessed for layout)

Action the telephone message.

The screenshot shows a software window titled "Phone To: AA". The window has a menu bar with "File", "Edit", "View", "Actions", "Tools", "Window", and "Help". Below the menu bar is a toolbar with various icons. The main area contains a form with the following fields:

- To: AA
- Caller: Amanda Ward
- Company: (empty)
- Phone: (empty)

Below the form are several checkboxes:

- Telephoned
- Will call again
- Wants to see you
- Urgent
- Please call
- Returned your call
- Came to see you

On the right side of the window, there are four buttons: "Send", "Cancel", "Address", and "Attach".

The "Message:" field contains the following text:

Amanda phoned from the Ice-Cream Trade Fair where she has found out that other companies are now producing far more flavours than we do, so she thinks we should use different spices to make our ice creams more interesting. She asked if you could draft a memo (in her name) ready for her to look at when she gets back this afternoon. She wants to send the memo to Duncan Brown asking him if he thinks we could make a wider range of flavours. Amanda feels that, as Manufacturing Director, he will already know if there would be any problems with her new idea and may also have thoughts on combining new flavours with ones we already use. Amanda especially wants his views on:

- chocolate and ginger
- coffee and cardamom (I'd never even heard of this spice but she says it's very popular!)
- apple and cinnamon

She wants to know why we don't already make an apple flavour ice cream anyway.  
Amanda will also want Duncan's advice on how easy it is to buy these ingredients and how expensive they are likely to be.

Message taken by: Roberta

(25 marks)

Task 3

Action this note

AA

I'm worried about what this article says about the rising price of chocolate — could you see my notes and then send a fax to the Sales Manager at Costa Rican Cocoa (our usual suppliers — I've attached her business card) — tell her I'm worried and ask her for answers to my queries. Thanks, Amanda

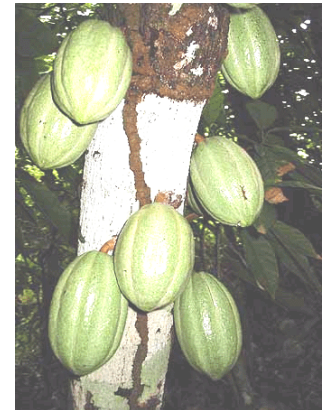
The price of cocoa beans is now the highest it has been in the last 14 years at US\$1,500 a tonne, so everyone expects chocolate to get even more expensive.

When does she expect prices to go up?

"During the last few years, poor weather has meant poor crops, so there is not enough cocoa to supply all the people who want it," says Jonathan Rouse.

Will she have enough to supply us?

Less than 20% of the price of chocolate is that paid for the cocoa beans. The labour costs of making chocolate out of the beans accounts for most of the final cost of the chocolate. For this reason, many in the industry think there will be a demand for cocoa powder, mainly from Malaysia and Indonesia, which is much cheaper to produce, or cocoa butter substitute, also a cheaper product.



What made of?

The price of chocolate won't rise straight away, but eventually the cost of the cocoa beans will have an effect, and chocolate makers will start passing it on to their customers. On the other hand, the outlook for cocoa bean growers is actually quite good for the next year or two. They should finally start to receive a fair price for their product.

Does Pamela's company pay them a fair price?

Does Pamela's company make and sell either of these? Ok for use in ice cream?



**Fabrica Zapote**


San Jose  
Costa Rica  
Tel: (506) 654-4919  
Fax: (506) 654-4184

Sales Manager: Pamela Viedu

(25 marks)

Task 4

Action the message using the standard letter form attached.

|  |  |
|--|--|
| <p>AA</p> <p>Please reply to Mr Morris — see my comments on his fax for what to say and tell him you've enclosed a catalogue with full details.</p> <p>Thanks<br/>Amanda</p> | <p><b>Chez Sophie Restaurants Ltd</b><br/>Bridge Road<br/><b>LONG SUTTON</b><br/>Essex<br/>SS0 8HU</p>  <p><b>Tel: 01395 272227</b><br/><b>Fax: 01395 272228</b></p> |
|--|--|

**FAX TRANSMISSION HEADER SHEET**

**To:** Ms Amanda Ward  
**Company:** Cool Cream  
**Fax No:** 020 7294 2041  
**From:** Mr Paul Morris – Purchasing Manager

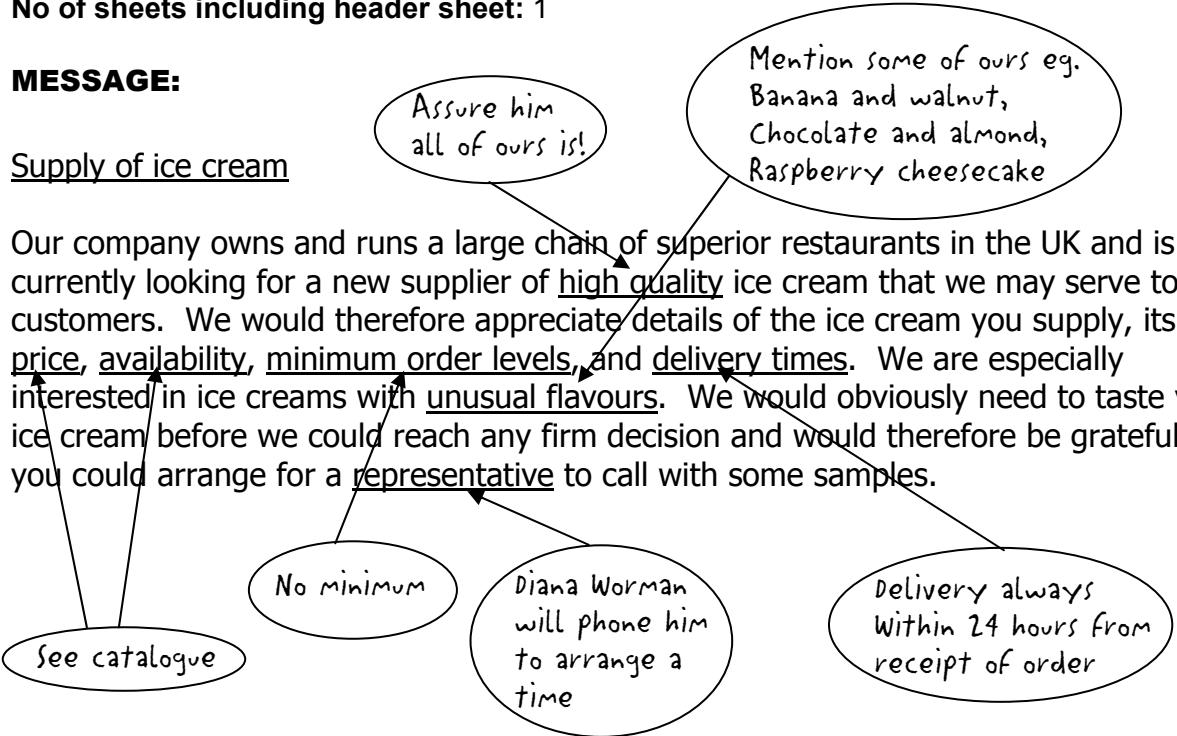
**Date:** **RECEIVED**

**No of sheets including header sheet: 1**

**MESSAGE:**

Supply of ice cream

Our company owns and runs a large chain of superior restaurants in the UK and is currently looking for a new supplier of high quality ice cream that we may serve to our customers. We would therefore appreciate details of the ice cream you supply, its price, availability, minimum order levels, and delivery times. We are especially interested in ice creams with unusual flavours. We would obviously need to taste your ice cream before we could reach any firm decision and would therefore be grateful if you could arrange for a representative to call with some samples.



Candidate's name: .....



# Ice Cream



## Cool Cream

2 Bromley Road  
BECKENHAM

Kent

BR3 5JE  
UK

Tel: 020 7294 3045

Fax: 020 7294 2041

Date .....

Ref .....

.....  
.....  
.....  
.....  
.....

Dear .....

### Ice cream supply

Thank you for your recent enquiry about .....

We are always delighted to introduce new clients to our range of high quality products and have enclosed ..... that gives details of .....

..... and we think you may be especially interested in .....

We are sure you will be pleased to learn that .....

We are arranging for .....

Yours .....

Cool Cream

Administrative Assistant to Amanda Ward  
General Manager

(25 marks)

END OF EXAMINATION

## Worked Examples and Mark Scheme for SAMPLE 2

### Task 1 – Letter

Cool Cream  
2 Bromley Road  
BECKENHAM  
Kent  
BR3 5JE  
UK

Our reference AW/ag

2 January 2007

Planifolia Corporation  
Ramkrishna Building  
160 Vile Parle Road  
Mumbai 400 056  
India

Dear Sirs

#### Vanilla pods

We are looking for another supplier of vanilla pods and would like more information about your company. Please could you send us some samples and let us know your delivery method and average delivery time? We are interested in your Hotel or Manufacturing Packs which cost £21.27. Please let us know if the price includes delivery and if you could offer lower prices for bigger orders. Please also let us know which method you recommend for storing the vanilla pods.

Yours faithfully

Alyson Goldstein  
AA to Amanda Ward, General Manager

## Mark Allocation

|  |   |                 |
|--|---|-----------------|
| <b>Layout</b>                            | Name and address of sender: Cool Cream, 2 Bromley Road, BECKENHAM, Kent, BR3      |                 |
|  | 5JE, UK   | (1)             |
|  | Appropriate reference e.g. AW/--  | (1)             |
|  | Date of exam  | (1)             |
|  | Name and address of recipient:  |                 |
|  | Planifolia Corporation, Ramkrishna Building, 160 Vile Parle Road, Mumbai 400 056, |                 |
|  | India.  | (1)             |
|  | Salutation – Dear Sirs  | (1)             |
|  | Heading – Vanilla pods (or similar)   | (1)             |
|  | Complimentary close – Yours faithfully  | (1)             |
| Name and/or designation of signatory:    |   |                 |
| Candidate's name/AA (to General Manager) | (1)   |                 |
|  |   | 8 ÷ 2 = 4 marks |

|                 |                          |          |
|-----------------|--------------------------|----------|
| <b>Language</b> | Mechanics:               |          |
|                 | Grammar                  | (4)      |
|                 | Spelling and punctuation | (4)      |
|                 | Tone and fluency         | (7)      |
|                 |                          | 15 marks |

|                |                                    |         |
|----------------|------------------------------------|---------|
| <b>Content</b> | Could they send 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 – Memorandum

### Memorandum

To: Duncan Brown – Manufacturing Director

From: Amanda Ward – General Manager

Date: 2 January 2007

Reference: AW/ag

Subject – Using spices in ice cream

At the Ice-Cream Trade Fair I have found out that other companies are now producing far more flavours than we do, so I think we should use different spices to make our ice creams more interesting. I would like to know if you think we can make a wider range of flavours, or if this might present problems. Do you already have any thoughts on combining flavours? I am especially interested in chocolate and ginger, coffee and cardamom, and apple and cinnamon. Is there a reason why we don't already make apple ice-cream? Please let me know how easy it is to buy the ingredients and how expensive they are.

### Mark Allocation

|               |  |                 |
|---------------|--|-----------------|
| <b>Layout</b> | Heading (“Memorandum”)                           | (1)             |
|               | To <b>Name</b> – Duncan Brown                    | (1)             |
|               | <b>Designation</b> – Manufacturing Director      | (1)             |
|               | From <b>Name</b> – Amanda Ward                   | (1)             |
|               | <b>Designation</b> – General Manager             | (1)             |
|               | Date of exam.                                    | (1)             |
|               | Appropriate reference – e.g. AW/--               | (1)             |
|               | Subject – using spices in ice cream (or similar) | (1)             |
|               |  | 8 ÷ 2 = 4 marks |

|                 |  |          |
|-----------------|--|----------|
| <b>Language</b> | Mechanics:   |          |
|                 | Grammar  | (4)      |
|                 | Spelling and punctuation                           | (4)      |
|                 | Tone and fluency (max 3 marks if incorrect sender) | (7)      |
|                 |  | 15 marks |

|                |  |         |
|----------------|--|---------|
| <b>Content</b> | Can we make wider range of flavours?   | (1)     |
|                | Might this present problems?   | (1)     |
|                | Any thoughts on combining flavours?  | (1)     |
|                | Especially chocolate and ginger, coffee and cardamom, apple and cinnamon (all) | (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

Cool Cream  
2 Bromley Road  
BECKENHAM  
Kent  
BR3 5JE  
UK  
Tel: 020 7294 3045  
Fax: 020 7294 2041

#### FAX TRANSMISSION HEADER SHEET

To: Pamela Viedu, Sales Manager:  
Company: Costa Rican Cocoa  
Fax No: (506) 654-4184  
From: Alyson Goldstein - AA to Amanda Ward - General Manager  
Date: 2 January 2007  
No of sheets including header sheet: 1

#### MESSAGE:

We are worried about the rising price of chocolate. Ms Ward has seen an article that says everyone expects chocolate to get even more expensive and wants to know when you expect the prices to go up and if you will have enough cocoa to supply us.

Ms Ward also wants to know if your company makes and sells cocoa powder and cocoa butter substitute and if they are OK for use in ice cream. Please let know what cocoa butter substitute is made of. We would like reassurance that your company pays the cocoa bean growers a fair price.

## Mark Allocation

|                 |  |                       |
|-----------------|--|-----------------------|
| <b>Language</b> | Mechanics  |                       |
|                 | Grammar  | (4)                   |
|                 | Spelling and punctuation   | (4)                   |
|                 | Tone and fluency   | (7)                   |
|                 |  | 15 marks              |
| <b>Content</b>  | Pamela Viedu OR Sales Manager  | (1)                   |
|                 | Costa Rican Cocoa  | (1)                   |
|                 | Fax No. (506) 654-4184   | (1)                   |
|                 | Concern re: rising price of chocolate                                | (1)                   |
|                 | When does she expect prices to rise?                                 | (1)                   |
|                 | Supply problems?   | (1)                   |
|                 | Make and sell cocoa powder <u>and</u> cocoa butter substitute. (all) | (1)                   |
|                 | What is cocoa butter substitute made of?                             | (1)                   |
|                 | Possible to use them in ice cream?                                   | (1)                   |
|                 | Does CRC pay fair price to growers?                                  | (1)                   |
|                 |  | 10 marks              |
|                 |  | <b>Total 25 marks</b> |



# Ice Cream



## Cool Cream

2 Bromley Road  
BECKENHAM  
Kent  
BR3 5JE  
UK

Tel: 020 7294 3045  
Fax: 020 7294 2041

Date 2 January 2007

Ref AW/ag

Mr Paul Morris, Purchasing Manager

Chez Sophie Restaurants Ltd

Bridge Road

LONG SUTTON

Essex

SS0 8HU

Dear Mr Morris

### Ice cream supply

Thank you for your recent enquiry about high quality ice cream, which we assure you all of ours is.

We are always delighted to introduce new clients to our range of high quality products and have enclosed a catalogue that gives details of our prices and availability

and we think you may be especially interested in some of our unusual flavours, eg banana and walnut, chocolate and almond, and raspberry cheesecake.

We are sure you will be pleased to learn that there are no minimum order levels and delivery is always within 24 hours from receipt of order.

We are arranging for our representative, Diana Worman, to phone you to arrange a time to visit you with some samples.

Yours sincerely  
Cool Cream

Administrative Assistant to Amanda Ward  
General Manager

## Mark Allocation

|                 |  |                       |
|-----------------|--|-----------------------|
| <b>Language</b> | Mechanics  |                       |
|                 | Grammar  | (4)                   |
|                 | Spelling and punctuation   | (4)                   |
|                 | Tone and fluency   | (7)                   |
|                 |  | 15 marks              |
| <b>Content</b>  | Date of exam <b>and</b> appropriate ref eg. RR/  | (1)                   |
|                 | Addressee – Mr Paul Morris OR Purchasing Manager, Chez Sophie Restaurants Ltd,<br>Bridge Road, LONG SUTTON, Essex, SS0 8HU | (1)                   |
|                 | Salutation – Dear Mr Morris <b>and</b> Complimentary Close - Yours sincerely (both<br>needed)                              | (1)                   |
|                 | Reference to ice cream   | (1)                   |
|                 | Catalogue enclosed   | (1)                   |
|                 | Mention details of price and availability in catalogue   | (1)                   |
|                 | Ref to unusual flavours (banana and walnut, chocolate and almond, raspberry<br>cheesecake (any two flavours for mark)      | (1)                   |
|                 | No minimum order   | (1)                   |
|                 | Delivery within 24 hours   | (1)                   |
|                 | Arranging for rep. <b>or</b> Diana Worman, to call   | (1)                   |
|                 |  | 10 marks              |
|                 |  | <b>Total 25 marks</b> |

**English for Business  
Communications**  
Level 1

This paper must be returned with  
the candidate's work, otherwise the  
entry will be void and no result will  
be issued.



8959-11-011  
(EL-NBC 11)  
**SAMPLE 3**

---

**Candidate's name** (Block letters please)

---

**Centre no**

**Date**

---

**Time allowed:** 1 hour 30 minutes  
(plus 15 minutes' reading time during which no writing  
will be allowed).

Answer **all** questions.

**All** answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper except for  
Task 4. The answer to Task 4 should be written on the form in the  
question booklet. Make sure your name appears on each sheet of  
paper used.

Answers to **all** tasks will be assessed for language and content. Two  
tasks only will also be assessed for layout. This will be indicated on the  
task.

The following items **are** permitted:  
- bilingual / monolingual dictionaries  
- calendars  
- calculators

**For examiner's use only**

| <b>Task 1</b> | <b>Task 2</b> | <b>Task 3</b> | <b>Task 4</b> | <b>Total</b> |
|---------------|---------------|---------------|---------------|--------------|
| 25            | 25            | 25            | 25            | 100          |
|               |               |               |               |              |

### **SITUATION**

You are the Administrative Assistant (AA) to Phillip Whiteley, General Manager of 'Wheel Deals', a company that makes and sells bicycles. The company's address is Wheel House, The Business Park, HAVERHILL, Suffolk, CB9 4EH, UK.

Mr Whiteley has meetings throughout today but will return to the office in the late afternoon and has left you some work to attend to.

**Task 1** (Your answer will be assessed for layout.)

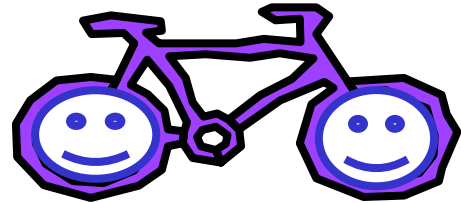
Action the note from Mr Whiteley.

AA

Fitting our bicycles with these tyres could be a very good selling point. I'm very interested in this information from the Happy Tyre Company but I'll need answers to a few questions before we can decide whether or not to use them. Could you please draft a letter for me to send to them — I'll sign it this afternoon — and ask for further information. See my notes on what to include.  
Thanks, Phillip

**Happy Tyre Company**  
**34 Stanley Street**  
**2640 Primrose**  
**ZAMBIA**  
**Tel: + 27 11 828 9700**  
**Fax: + 27 11 828 1696**

[www.htc.com](http://www.htc.com)



Could they send samples?

We specialise in making solid rubber puncture-proof **bicycle tyres**. Now you need never worry about riding over rough ground, nails or even glass. Nothing can make a hole in our tyres. Whether you only want to order two for yourself (you'll never need more!), two for each member of your cycling club, enough to stock your cycle shop or hundreds for your bicycle factory, you can be sure of **prompt delivery** at the most competitive prices.

What's average delivery time?

| TYRE SIZE<br>Inches | STERLING<br>PRICE | WEIGHT<br>Grams | COLOURS                 |
|---------------------|-------------------|-----------------|-------------------------|
| 16 x 1.90           | £10               | 595             | BLACK                   |
| 20 x 1.90           | £10               | 770             | BLACK, RED              |
| 24 x 1.90           | £10               | 960             | BLACK                   |
| 26 x 1.90           | £10               | 1050            | BLACK                   |
| 26 x 2.90           | £10               | 1050            | BLACK, RED, BLUE, GREEN |

Lower prices for large quantities?

Does this include cost of delivery? If not — ask them to quote for delivery

Are they much heavier than normal tyres?

Any chance of red in this size of tyre?

(25 marks)

**Task 2** (Your answer will be assessed for layout.)

Action the telephone message.

The screenshot shows a software window titled "Phone To: AA". The window has a menu bar with "File", "Edit", "View", "Actions", "Tools", "Window", and "Help". Below the menu bar is a toolbar with various icons for file operations and editing. The main area of the window is divided into several sections:

- To:** AA
- Caller:** Phillip Whiteley
- Company:** (empty field)
- Phone:** (empty field)
- Options:** A grid of checkboxes including "Telephoned", "Will call again", "Wants to see you", "Urgent", "Please call", "Returned your call", and "Came to see you".
- Message:** A large text area containing the following text:

Phillip phoned from the Bicycle Trade Fair where he has found out that companies in China and other parts of Asia are manufacturing electric bicycles. They seem to be selling a lot of these and the number they are selling is growing month by month. He thinks our Marketing Department need to know this and that they should really find out whether people in this country would be interested in these electric bicycles and how much they would be willing to pay for them. He would like to know how many people in the City of London currently cycle to work each day and how far their journeys are. He asked if you could send a memo (in your own name) to Terry Mart (Marketing Dept. Manager) asking him to get the details. Phillip also wants Terry to find out if more electric bicycles are stolen than other bicycles in those countries where they are already used.

**Message taken by: Roberta**
- Buttons:** On the right side, there are buttons for "Send", "Cancel", "Address", and "Attach".

(25 marks)

### Task 3

Action this note.

AA

I'm worried about what this article in our local paper says about the problems caused to cyclists in our town — it could really affect our sales. Could you see my notes and then send a fax to Bob Harkins at Haverhill Police Station (his fax number is 01440 790234) — tell him I'm worried and give him my comments and my suggestions.

Thanks, Phillip

## Increased traffic brings problems for cyclists



Efforts by the local college to encourage other methods of transport to solve their parking problems have resulted in a great increase in recent years in the number of people who travel by bicycle.

Surely this is something to be pleased about!

The Police Road Safety Officer for Haverhill, Bob Harkins, believes that bicycle traffic has doubled since 1993 and now about 500 people are using bicycles to get to college every day.

- Doesn't this solve parking problems?
- How would he prefer them to travel?

But the number of accidents to cyclists has trebled. Cycling may be good for the environment but clearly we now have too many cyclists on our roads.

More road Safety Training?

"Near misses and accidents with buses, cars and pedestrians happen nearly every day," he said. Harkins now believes that it would be better for cyclists not to use their bicycles, especially in towns.

- Why not suggest fewer cars?
- Not enough buses for everyone.

(25 marks)

Task 4

Action the message using the standard letter form attached.

AA

Please reply to Ms Fenman — see my comments on her fax for what to say and tell her you've enclosed a catalogue with full details but only give relevant details in the letter. I think all the information you need is on this extract from our catalogue. Just mention details of cycles in the colours she is interested in that cost under £50.

Thanks, Phillip

|               |     |        |            |       |             |        |        |              |
|---------------|-----|--------|------------|-------|-------------|--------|--------|--------------|
| <b>Model</b>  | Y26 | P315U  | BL122      | L39   | B21         | M252   | JL39   | L321         |
| <b>Price</b>  | £85 | £39.99 | £29.99     | £150  | £75         | £89.99 | £39.99 | £59.99       |
| <b>Colour</b> | Red | Purple | Blue/Black | Mauve | Pink/Silver | Mauve  | Lilac  | Lilac/Silver |

**Pedal Power**

167-169 Brighton Road  
WORTHING  
Sussex  
BN11 2EU

Tel: 01903 272227 Fax: 01903 272228

**FAX TRANSMISSION HEADER SHEET**

**To:** Mr Phillip Whiteley  
**Company:** Wheel Deals  
**Fax No:** +44(0) 1353 665533  
**From:** Ms Cathy Fenman – Purchasing Manager

**Date:** **RECEIVED**

**No of sheets including header sheet: 1**

**MESSAGE:**

Supply of bicycles

We are currently looking for a new supplier of low cost bicycles to sell in our shop. Most of our customers seem to be students or children and they cannot afford expensive bikes. We have had a lot of enquiries recently for purple, pink, mauve, lilac and silver bicycles. We would therefore appreciate details of any suitable bicycles you could supply, their price, availability and delivery times. We would obviously need to see some of your bicycles before we could reach any firm decision and would therefore be grateful if you could arrange for a representative to call with some demonstration models.

Ann York will phone to arrange time and take along one of each bike in colours and at cost she wants

Everything in catalogue could be delivered within 48 hours

Candidate's name: .....



**MAKING BICYCLES SINCE 1932**

**Wheel Deals**  
Wheel House  
The Business Park  
HAVERHILL  
Suffolk  
CB9 4EH  
UK

**Tel: +44(0) 1353 665533**

**Fax: +44(0) 1353 663644**

Date.....

Ref .....

.....  
.....  
.....  
.....

Dear .....

**Bicycle supply**

Thank you for your recent enquiry about .....

We are always delighted to introduce new clients to our range of cycles and have enclosed .....

that gives full details but we think you may be especially interested in .....

We are sure you will be pleased to learn that .....

We are arranging for .....

Yours .....

Wheel Deals

Administrative Assistant to Phillip Whiteley

General Manager

Enc

(25 marks)

END OF EXAMINATION

## Worked Examples and Mark Scheme for SAMPLE 3

### Task 1 – Letter

Wheel Deals  
Wheel House  
The Business Park  
HAVERHILL  
Suffolk  
CB9 4EH  
UK

Our Reference PW/ag

2 January 2007

Happy Tyre Company  
34 Stanley Street  
2640 Primrose  
ZAMBIA

Dear Sirs

Puncture proof tyres

We are interested in the puncture-proof bicycle tyres your company makes. Could you please send us some samples and let us know if they weigh more than normal tyres? Does the sterling price you give include delivery? If not, please quote us for this. Could you offer a lower price for large quantities? Please let us know the average delivery time. Could you supply the 16 x 1.90 inch tyres in red?

Yours faithfully

Phillip Whiteley  
General Manager

## Mark Allocation

|               |   |     |
|---------------|---|-----|
| <b>Layout</b> | Name and address of sender: Wheel Deals, Wheel House, The Business Park,<br>HAVERHILL, Suffolk, CB9 4EH, UK | (1) |
|               | Appropriate reference eg. PW/--   | (1) |
|               | Date of exam  | (1) |
|               | Name and address of recipient:<br>Happy Tyre Company, 34 Stanley Street, 2640 Primrose, ZAMBIA.             | (1) |
|               | Salutation – Dear Sirs  | (1) |
|               | Heading – Puncture proof tyres (or similar)   | (1) |
|               | Complimentary close – Yours faithfully  | (1) |
|               | Name <b>and/or</b> designation of signatory:<br>Phillip Whiteley <b>or</b> General Manager                  | (1) |
|               |   |     |
|               |   |     |

8 ÷ 2 = 4 marks

|                 |                          |     |
|-----------------|--------------------------|-----|
| <b>Language</b> | Mechanics:               |     |
|                 | Grammar                  | (4) |
|                 | Spelling and punctuation | (4) |
|                 | Tone and fluency         | (7) |

15 marks

|                |   |     |
|----------------|---|-----|
| <b>Content</b> | Could they send samples?                                      | (1) |
|                | What's average delivery time?                                 | (1) |
|                | Lower price for large quantities?                             | (1) |
|                | Does price include delivery? If not, request quotation (both) | (1) |
|                | Is weight much heavier than normal tyres?                     | (1) |
|                | Could they do red in 16 x 1.9 size tyres?                     | (1) |

6 marks

**Total 25 marks**

## Task 2 – Memorandum

### Memorandum

To: Terry Mart - Marketing Manager

From: Alyson Goldstein -AA to Phillip Whiteley, General Manager

Date: 2 January 2007

Reference: PW/ag

### Electric bicycles

Phillip is at a Bicycle Trade Fair where he has found out that companies in China and Asia are making electric bicycles, which are selling well and their sales are increasing monthly. He wants to know whether people in this country would be interested in these and how much they would be willing to pay. He also wants you to find out how many people in the City of London cycle to work each day and how far their journeys are. Please let him know whether more electric bicycles are stolen than other bicycles in those countries where they are already used.

### Mark Allocation

|               |  |     |
|---------------|--|-----|
| <b>Layout</b> | Heading (“Memorandum”)                       | (1) |
|               | To <b>Name</b> – Terry Mart                  | (1) |
|               | <b>Designation</b> – Marketing Manager       | (1) |
|               | From <b>Name</b> – name of candidate         | (1) |
|               | <b>Designation</b> – AA (to General Manager) | (1) |
|               | Date of exam                                 | (1) |
|               | Appropriate reference – eg. PW/--            | (1) |
|               | Subject – electric bicycles (or similar)     | (1) |
|               | 8 ÷ 2 = 4 marks                              |     |

|                 |  |          |
|-----------------|--|----------|
| <b>Language</b> | Mechanics:   |          |
|                 | Grammar  | (4)      |
|                 | Spelling and punctuation                           | (4)      |
|                 | Tone and fluency (max 3 marks if incorrect sender) | (7)      |
|                 |  | 15 marks |

|                |   |                       |
|----------------|---|-----------------------|
| <b>Content</b> | Companies in China and Asia making electric bikes                 | (1)                   |
|                | Sales increasing monthly  | (1)                   |
|                | Would people in this country/UK be interested?                    | (1)                   |
|                | How much they would be willing to pay.                            | (1)                   |
|                | How many in The City cycle daily and how long are journeys? (all) | (1)                   |
|                | Theft rate higher for electric than normal bikes?                 | (1)                   |
|                |   | 6 marks               |
|                |   | <b>Total 25 marks</b> |

### Task 3 – Fax

Wheel Deals  
Wheel House  
The Business Park  
HAVERHILL  
Suffolk  
CB9 4EH  
UK  
Tel: +44(0) 1353 665533  
Fax: +44(0) 1353 663644

#### FAX TRANSMISSION HEADER SHEET

To: Bob Harkins, Police Road Safety Officer  
Company: Haverhill Police Station  
Fax No: 01440 790234  
From: Alyson Goldstein - AA to Phillip Whiteley, General Manager  
Date: 2 January 2007  
No of sheets including header sheet: 1

#### MESSAGE:

Mr Whiteley is concerned about the article in the local paper about problems for cyclists. He thinks we should be pleased by the increase in the number of cyclists, as it solves parking problems. He would like to know how you would prefer people to travel. There are certainly not enough buses for everyone. He suggests more road safety training might reduce the number of accidents and wonders why, rather than trying to reduce the number of cyclists, you do not suggest reducing the number of cars. He would be interested to hear your reply.

#### Mark Allocation

##### Language Mechanics:

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

15 marks

##### Content

|   |     |
|---|-----|
| Bob Harkins <b>or</b>                               | (1) |
| (Police) Road Safety Officer                        |     |
| Haverhill Police Station                            | (1) |
| Fax No: 01440 790234                                | (1) |
| concern re: problem for cyclists                    | (1) |
| Increase in cycling = good                          | (1) |
| Solves parking problems                             | (1) |
| How would he prefer people/students/them to travel? | (1) |
| Why not suggest fewer cars?                         | (1) |
| Not enough buses for everyone                       | (1) |
| More road safety training                           | (1) |

10 marks

**Total 25 marks**



**MAKING BICYCLES SINCE 1932**

**Wheel Deals**  
Wheel House  
The Business Park  
HAVERHILL  
Suffolk  
CB9 4EH  
UK

Tel: +44(0) 1353 665533

Fax: +44(0) 1353 663644

Date 2 January 2007

Ref PW/ag

Ms C Fenman, Purchasing Manager

Pedal Power

167-169 Brighton Road

WORTHING

Sussex

BN11 2EU

Dear Ms Fenman

**Bicycle supply**

Thank you for your recent enquiry about low cost bicycles.

We are always delighted to introduce new clients to our range of cycles and have enclosed a catalogue

that gives full details but we think you may be especially interested in model P315U, which is purple and costs £39.99, and model JL39, which is lilac and costs £39.99.

We are sure you will be pleased to learn that everything in the catalogue could be delivered within 48 hours.

We are arranging for our representative, Ann York, to phone you and arrange a time to bring along one of each of the above mentioned bicycles for you to see.

Yours sincerely

Wheel Deals

Administrative Assistant to Phillip Whiteley

General Manager

Enc

## Mark Allocation

|                 |  |                       |
|-----------------|--|-----------------------|
| <b>Language</b> | Mechanics:   |                       |
|                 | Grammar  | (4)                   |
|                 | Spelling and punctuation   | (4)                   |
|                 | Tone and fluency   | (7)                   |
|                 |  | 15 marks              |
| <b>Content</b>  | Date of exam <b>and</b> appropriate ref. eg. PW/--   | (1)                   |
|                 | Addressee: Ms C Fenman <b>or</b> Purchasing Manager, Pedal Power,<br>167-169 Brighton Road, WORTHING, Sussex, BN11 2EU | (1)                   |
|                 | Salutation – Dear Ms Fenman <b>and</b> Complimentary Close – Yours sincerely<br>(both needed)                          | (1)                   |
|                 | Reference to low cost bicycles   | (1)                   |
|                 | Catalogue enclosed   | (1)                   |
|                 | P315U, £39.99, Purple  | (1)                   |
|                 | JL39, £39.99, Lilac  | (1)                   |
|                 | Everything in catalogue could be delivered within 48 hours. (both)   | (1)                   |
|                 | Arranging for rep. <b>or</b> Ann York, to call   | (1)                   |
|                 | Will bring one of each of above mentioned bikes  | (1)                   |
|                 |  | 10 marks              |
|                 |  | <b>Total 25 marks</b> |

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**English for Business  
Communications**  
Level 1

This paper must be returned with  
the candidate's work, otherwise the  
entry will be void and no result will  
be issued.



8959-11-011  
(EL-NBC 11)  
**SAMPLE 4**

---

**Candidate's name** (Block letters please)

---

**Centre no**

**Date**

---

**Time allowed:** 1 hour 30 minutes  
(plus 15 minutes' reading time during which no writing  
will be allowed).

Answer **all** questions.

**All** answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper except for  
Task 4. The answer to Task 4 should be written on the form in the  
question booklet. Make sure your name appears on each sheet of  
paper used.

Answers to **all** tasks will be assessed for language and content. Two  
tasks only will also be assessed for layout. This will be indicated on the  
task.

The following items **are** permitted:  
- bilingual / monolingual dictionaries  
- calendars  
- calculators

**For examiner's use only**

| <b>Task 1</b> | <b>Task 2</b> | <b>Task 3</b> | <b>Task 4</b> | <b>Total</b> |
|---------------|---------------|---------------|---------------|--------------|
| 25            | 25            | 25            | 25            | 100          |
|               |               |               |               |              |

### **SITUATION**

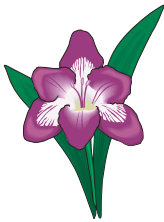
You are the Administrative Assistant (AA) to Ms Pandora Flowerdew, Managing Director of Perfumes from Paradise, Head Office, Trelissick House, Farm Street, Truro, Cornwall TR2 4QM, UK.

Ms Flowerdew has meetings throughout today but will return to the office in the late afternoon and has left you some work to attend to.

**Task 1** (Your answer will be assessed for layout.)

Action the note from Ms Flowerdew.

AA  
Please draft a letter for me to send to Mr Carroll — see my notes on his fax. I'll sign the letter on my return.  
Thanks - Pandora



## SCENTS OF AUSTRALIA

The Flower Fields  
Swan View 3095  
Western Australia

Tel: 00 61 8 201 536 Fax: 00 61 8 201 539



### FAX TRANSMISSION HEADER SHEET

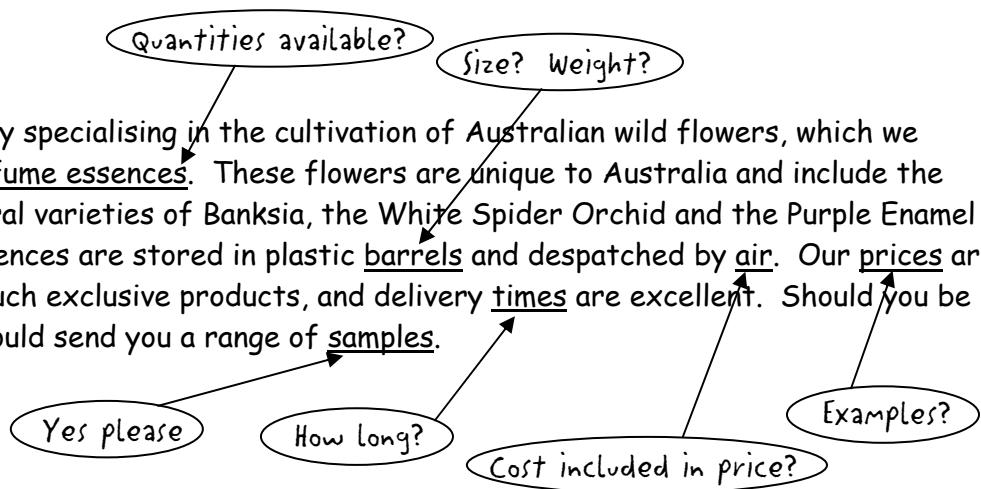
**To:** Pandora Flowerdew – Managing Director  
**Company:** Perfumes from Paradise  
**Fax No:** 01872 862 440  
**From:** Jimi O'Carroll – Sales Director  
**Company:** Scents of Australia  
**Fax No:** 00 61 8 201 539

**Date:** **RECEIVED**

**No of sheets including header sheet: 1**

**MESSAGE:**

We are a company specialising in the cultivation of Australian wild flowers, which we process into perfume essences. These flowers are unique to Australia and include the Fringe Lily, several varieties of Banksia, the White Spider Orchid and the Purple Enamel Orchid. The essences are stored in plastic barrels and despatched by air. Our prices are reasonable for such exclusive products, and delivery times are excellent. Should you be interested, we could send you a range of samples.



(25 marks)

Task 2 (Your answer will be assessed for layout.)

Carry out Ms Flowerdew's instructions.

AA

Please send a memo yourself in reply to our Store Director's e-mail. Ask him to reply to me as soon as possible.

Thank you.

Pandora

**To:** Pandora Flowerdew (pandoraf@PFP.co.uk)  
**From:** Ellis Ryan (ellisr@PFP.co.uk)  
**Subject:** Warehouse reorganisation

Yes

Progress?

Pandora

As you know, I am in the process of completely reorganising the warehouse, in order to improve our storage facilities. I want to remove some of the temporary walls - is this OK by you? Thank you for sending me a copy of Jimi O'Carroll's fax. Do you know how big the barrels will be? I've decided to set aside a special area for them. What do you think?

Regards

Ellis

What size?

Not yet — I'll let him know as soon as I find out

(25 marks)

**Task 3**

Carry out the instructions in the following message.

AA

I've received the quotation below and am thinking of placing an order. Our current supplier's deliveries are erratic so it might be a good idea to try elsewhere. Please send Wonderful World of Glass a fax yourself to find out more. See my notes for what to say, and ask for samples before we order.

Thank you — Pandora

**WONDERFUL WORLD OF GLASS**

Rockwell Works  
Dewsbury Road  
ROTHERHAM

WEST YORKSHIRE WF9 2RT UK

Tel: 01709 393 091 Fax: 01709 393 094

Tell them I'll be there myself next Wednesday — ask if I could visit

**QUOTATION NO: 635B**

To: Ms Pandora Flowerdew  
Perfumes from Paradise  
Trelissick House, Farm Street,  
TRURO, Cornwall, TR2 4QM, UK

Any discounts? On what quantities?

| PRODUCT             | QUANTITY | PRICE PER 1000 |
|---------------------|----------|----------------|
| Small blue bottles  | 10,000   | £500           |
| Large blue bottles  | 5,000    | £700           |
| Round green bottles | 3,000    | £800           |

NB: All bottles made to your own exclusive design and label. Please let us know what label you would like on the bottles. Excellent delivery times.

Henri Demarchier, MD

Needed urgently — how soon delivered?

Perfumes from Paradise

How long from receipt of order?

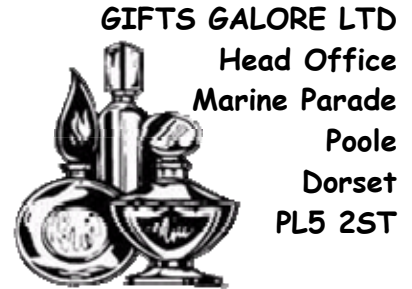
(25 marks)

Task 4

Action the note using the standard letter form attached.

AA

I've received the fax below from the proprietor of Gifts Galore Ltd. Please reply using our standard letter form. I've put some points on his fax for your guidance.  
Thank you - Pandora



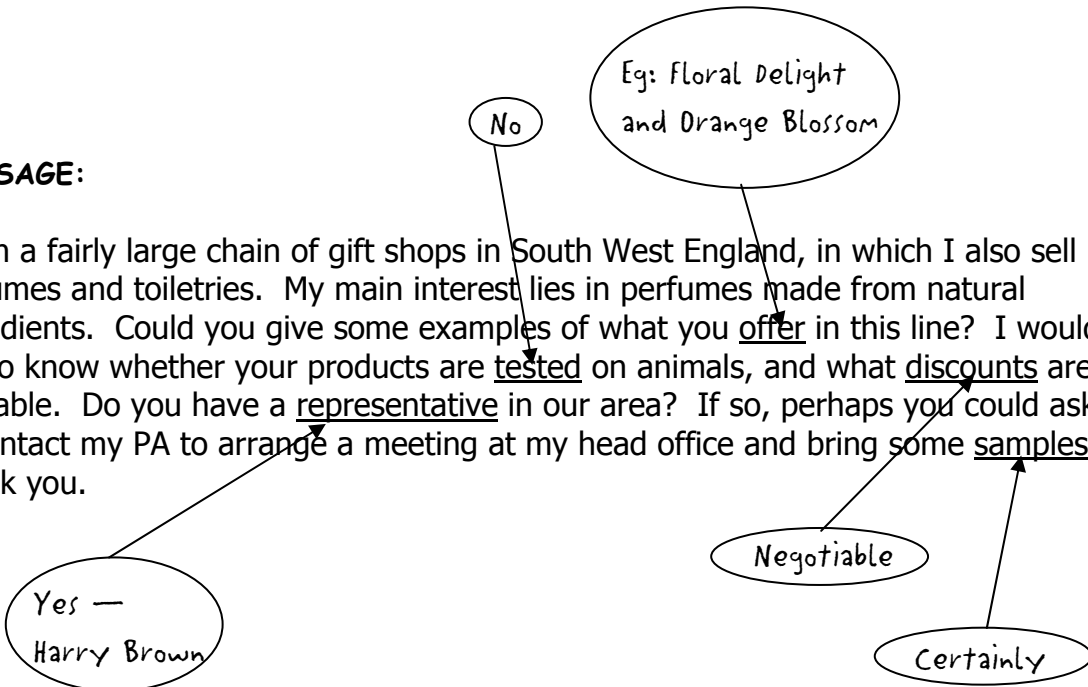
**FAX TRANSMISSION HEADER SHEET**

**To:** Ms Pandora Flowerdew - Managing Director  
**Company:** Perfumes from Paradise  
**Fax No:** 01872 862 440  
**From:** Mr Tim Ryan - Proprietor  
**Date:** RECEIVED

No of sheets including header sheet: 1

**MESSAGE:**

I own a fairly large chain of gift shops in South West England, in which I also sell perfumes and toiletries. My main interest lies in perfumes made from natural ingredients. Could you give some examples of what you offer in this line? I would also like to know whether your products are tested on animals, and what discounts are available. Do you have a representative in our area? If so, perhaps you could ask him to contact my PA to arrange a meeting at my head office and bring some samples?  
Thank you.



Candidate's name: .....

## PERFUMES FROM PARADISE



Trelissick House  
Farm Street  
TRURO  
Cornwall  
TR2 4QM, UK  
Tel: 01872 862 439  
Fax: 01872 862 440

To: ..... Ref: .....  
..... Date: .....  
.....  
.....

Dear .....

Natural perfumes

Thank you for your enquiry. We are pleased to tell you that .....  
.....  
.....

It is our company policy .....

Our prices are very reasonable, and .....

Finally, we would like to inform you that .....  
.....  
.....

Yours .....  
PERFUMES FROM PARADISE

Pandora Flowerdew  
Managing Director

(25 marks)

END OF EXAMINATION

# Worked Examples and Mark Scheme for SAMPLE 4

## Task 1 – Letter

Perfumes from Paradise  
Trelissick House  
Farm Street  
Truro  
Cornwall  
TR2 4QM  
UK

Our reference PF/ag

2 January 2007

Mr J O'Carroll, Sales Director  
Scents of Australia  
The Flower Fields  
Swan View 3095  
Western Australia

Dear Mr O'Carroll

Australian flower essences

Thank you for your fax. We are interested in your essences and would like to receive some samples. We would like to know the quantities of the essence that are available and the size and weight of the plastic barrels. Please send examples of your prices and advise whether they include delivery costs. Please let us know how long delivery takes.

Yours sincerely

Pandora Flowerdew  
Managing Director

## Mark Allocation

|                          |   |     |
|--------------------------|---|-----|
| <b>Layout</b>            | Name and address of sender: Perfumes from Paradise, Treilissick House, Farm Street,<br>Truro, Cornwall TR2 4QM, UK      | (1) |
|                          | Appropriate reference eg. PF/--   | (1) |
|                          | Date of exam.   | (1) |
|                          | Name and address of recipient: Mr J O'Carroll, Scents of Australia, Flower Fields,<br>Swan View 3095, Western Australia | (1) |
|                          | Salutation – Dear Mr O'Carroll (not Dear Sir)   | (1) |
|                          | Heading – eg, Australian flowers  | (1) |
|                          | Complimentary close – Yours sincerely   | (1) |
|                          | Name <b>and/or</b> designation of signatory: Pandora Flowerdew <b>or</b> Managing Director                              | (1) |
|                          | 8 ÷ 2 = 4 marks   |     |
|                          | <b>Language</b> Mechanics:  |     |
| Grammar                  | (4)   |     |
| Spelling and punctuation | (4)   |     |
| Tone and fluency         | (7)   |     |
| 15 marks                 |   |     |
| <b>Content</b>           | What quantities of the essence are available  | (1) |
|                          | Size and weight of (plastic) barrels  | (1) |
|                          | Are delivery costs included in the price?   | (1) |
|                          | Examples of prices required   | (1) |
|                          | How long does delivery take?  | (1) |
|                          | Yes, please send some samples   | (1) |
| 6 marks                  |   |     |
| <b>Total 25 marks</b>    |   |     |

## Task 2 – Memorandum

Memorandum

To: Ellis Ryan - Store Director

From: Alyson Goldstein - AA to Pandora Flowerdew, MD

Date: 2 January 2007

Reference: PF/ag

Subject: Warehouse reorganisation

In reply to your email, Ms Flowerdew would like to know how the warehouse reorganisation is progressing. She confirms that it is OK to remove some of the temporary walls. She doesn't know the size of the perfume barrels yet but will let you know as soon as she hears. She wants to know the size of the area you want to set aside for the perfume barrels and asks you to reply directly to her.

### Mark Allocation

|                 |   |     |
|-----------------|---|-----|
| <b>Layout</b>   | Heading ("Memorandum")  | (1) |
|                 | To <b>Name</b> – Ellis Ryan   | (1) |
|                 | <b>Designation</b> – Store Director   | (1) |
|                 | From <b>Name</b> – Name of candidate  | (1) |
|                 | <b>Designation</b> – AA to Pandora Flowerdew/MD   | (1) |
|                 | Date of exam  | (1) |
|                 | Appropriate reference – eg. PF/---  | (1) |
|                 | Subject: Warehouse reorganisation   | (1) |
|                 | 8 ÷ 2 = 4 marks   |     |
| <b>Language</b> | Mechanics:  |     |
|                 | Grammar   | (4) |
|                 | Spelling and punctuation  | (4) |
|                 | Tone and fluency (max 3 marks if incorrect sender)  | (7) |
|                 | 15 marks  |     |
| <b>Content</b>  | How is warehouse reorganisation progressing?  | (1) |
|                 | OK by <u>Pandora Flowerdew</u> to remove wall   | (1) |
|                 | Size of perfume barrels not yet known   | (1) |
|                 | <u>Pandora</u> Flowerdew will let <u>Ellis</u> Ryan know as soon as she hears (must be clear) | (1) |
|                 | What size is area set aside for perfume barrels?  | (1) |
|                 | <u>Ellis</u> Ryan to reply direct to <u>Pandora</u> Flowerdew asap (must be clear)            | (1) |
|                 | 6 marks   |     |
|                 | <b>Total 25 marks</b>   |     |

### Task 3 – Fax

#### PERFUMES FROM PARADISE

Trelissick House  
Farm Street  
TRURO  
Cornwall  
TR2 4QM, UK  
Tel: 01872 862 439  
Fax: 01872 862 440

#### FAX TRANSMISSION HEADER SHEET

To: Henri Demarchier, Managing Director  
Company: Wonderful World of Glass  
Fax No: 01709 393 094  
From: Alyson Goldstein - AA to Pandora Flowerdew, Managing Director  
Date: 2 January 2007  
No of sheets including header sheet: 1

#### MESSAGE:

Thank you for your quotation number 635B. We need to see some samples before we can order and also need to know how long delivery will take from receipt of our order. We need small blue bottles urgently so need to know how soon they could be delivered. We would like the name of our company, Perfumes from Paradise, on the labels. Please let us know if discounts are available and if so, on what quantities.

Ms Flowerdew will be in Rotherham next Wednesdays and wishes to know if it would be convenient for her to visit you.

### Mark Allocation

#### Language Mechanics:

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

15 marks

#### Content

|  |     |
|--|-----|
| Henri Demarchier <b>and/or</b> WW of Glass                                 | (1) |
| Fax: 01709 393 094   | (1) |
| Reference Quotation 635B   | (1) |
| Small blue bottles needed urgently so how soon can they be delivered (all) | (1) |
| How long is normal delivery from receipt of order                          | (1) |
| PF will be in Rotherham next Weds (all)                                    | (1) |
| Could she visit WW of Glass  | (1) |
| Any discounts available and on what quantities?                            | (1) |
| Samples needed before we order   | (1) |
| Perfumes from Paradise to be labelled on bottles                           | (1) |

10 marks

**Total 25 marks**

Task 4 – Form Letter

**PERFUMES FROM PARADISE**



Trelissick House  
Farm Street  
TRURO  
Cornwall  
TR2 4QM, UK  
Tel: 01872 862 439  
Fax: 01872 862 440

To: Mr Tim Ryan Ref: PF/ag  
Gifts Galore Ltd Date: 2 January 2007  
Marine Parade  
POOLE  
Dorset  
PL5 2ST

Dear Mr Ryan

Natural perfumes

Thank you for your enquiry. We are pleased to tell you that all our perfumes,  
including Floral Delight and Orange Blossom, are made from natural ingredients.

It is our company policy not to test any of our products on animals.

Our prices are very reasonable, and discounts are negotiable.

Finally, we would like to inform you that our representative in the South West is  
Harry Brown. He will contact your PA to arrange a meeting at your Head  
Office, when he will be happy to show you samples of our products.

Yours sincerely  
PERFUMES FROM PARADISE

Pandora Flowerdew  
Managing Director

## Mark Allocation

|                 |   |                       |
|-----------------|---|-----------------------|
| <b>Language</b> | Mechanics:  |                       |
|                 | Grammar   | (4)                   |
|                 | Spelling and punctuation  | (4)                   |
|                 | Tone and fluency  | (7)                   |
|                 |   | 15 marks              |
| <b>Content</b>  | Date of exam and appropriate ref. eg. PF/--- (both)                       | (1)                   |
|                 | Addressee: Mr Tim Ryan, Gifts Galore Ltd                                  |                       |
|                 | Marine Parade, Poole, Dorset PL5 2ST                                      | (1)                   |
|                 | Salutation, Dear Mr Ryan and complimentary close – Yours sincerely (both) | (1)                   |
|                 | All our perfumes are made from natural ingredients                        | (1)                   |
|                 | E.g. Floral Delight and Orange Blossom                                    | (1)                   |
|                 | Products not tested on animals  | (1)                   |
|                 | Discounts are negotiable  | (1)                   |
|                 | Our rep in the South West is Harry Brown (1)                              |                       |
|                 | He will contact PA to arrange meeting at their Head Office                | (1)                   |
|                 | And bring samples   | (1)                   |
|                 |   | 10 marks              |
|                 |   | <b>Total 25 marks</b> |

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