

**English for Business
Communications
Level 2**



8959-12-012
(EL-NBC 12)
Practice Paper 1

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours

(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. 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

Task 1	Task 2	Task 3	Task 4	Task 5	Total
20	20	20	20	20	100

SCENARIO

You are Personal Assistant (PA) to Barbara Williams, Managing Director of Natural Clothing Limited, a company that makes and sells a wide selection of clothes made of cotton and wool. Their head office is at Unit 5, Bramhall Industrial Estate, DARLINGTON, DL1 5PW, UK.

Tel: +44 (0)1325 38866

Fax: +44(0) 1325 37808

www.naturalclothing.co.uk

Ms Williams is out of the office, but will return late in the afternoon, and has left you some work to deal with in her absence.

Her email address is: bwilliams@naturalclothing.co.uk

Task 1

Action the note. (Your answer will be assessed for layout.)

PA:

A lot of our customers are asking about natural alternatives to cotton, such as bamboo and hemp. We haven't sold any garments made of these so far but I've decided we should investigate making clothes from these materials and so we need more information. Could you please draft a letter for me to send to Ms Shum? I've attached their advertisement for bamboo material and have made some notes on the advert about the initial queries I have.
Many thanks, Barbara.

The BAMBOO COMPANY



From plant

to fabric



to garment



Bamboo fabric is an excellent organic choice of material and it has many benefits and advantages over cotton. Bamboo fabric is softer than cotton with a texture similar to silk. It is a naturally antibacterial and hypoallergenic product grown without the use of chemicals or pesticides. It is also quick to absorb moisture, therefore keeping you dry no matter what the weather. Pure bamboo clothes can dry twice as fast as cotton clothes. Bamboo clothes can be worn all year round as they keep you cool in summer and warm in winter and the material can be dyed in a range of seasonal colours, making it suitable for all types of clothing.

I wonder if this makes it more expensive. It would be useful to have some idea of their prices, the quantities they can supply, their delivery charges and times.

What happens when it rains? Can they confirm it's really suitable for all weather?

FOR FURTHER INFORMATION, CONTACT:

Ms Cybil Shum, Sales Manager

Address:

54 Fengshou Road
Shijiazhuang City
Hebei Province
China

Tel: 86-311-5266677

Fax: 86-311-5266678

www.thebamboocompany.co.hk

Could they give us some examples of what existing customers already make?

Do they do this, or would we have to do it ourselves?

(20 marks)

Task 2

Action the note. (Your answer will be assessed for layout.)

PA:

*I'd like Sales and Marketing to be involved with my ideas for using other materials as soon as possible, so please send a memo straightaway to Geraint Jones, their Head of Department - you can send it in your name. Tell him I'm keen on bamboo and hemp. I also want some facts and figures from him about the cotton we currently buy - see my notes on the article attached, which I recently read in a magazine. Tell Geraint I'd like his reply as soon as possible.
Many thanks, Barbara.*



Will cotton soon be replaced by bamboo and hemp?



What are Geraint's views?

Cotton is not an easy plant to grow and there has traditionally been heavy use of pesticides in cotton production. Cotton insecticides account for approximately 25% of all insecticides used world-wide. Bamboo and hemp, by contrast, do not require fertilisers or pesticides for a successful crop and are very quick growers. Bamboo, in fact, is the fastest growing plant on earth. The plants require very little water and can survive drought conditions as well as flooding. Bamboo and hemp are both sustainable and renewable resources. The fabric made from them can be bleached without the use of chemicals such as chlorine and is easy to dye; this is also done without the use of harsh chemicals and using methods which use less water than conventional dyeing methods. The production of bamboo and hemp fabric and clothing therefore has a lower impact on the environment than conventional cotton farming methods.



Ask Geraint to find out which we use at the moment

Now, however, organic cotton production and trade is being promoted as an alternative to traditional methods, as it is thought to be beneficial as a safe and sound way of growing cotton. It also contributes to poverty alleviation, especially among more vulnerable groups. Perhaps this is the only way for cotton to survive in the next century.

What percentage of ours is?



(20 marks)

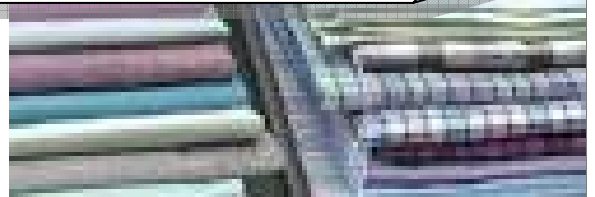
Task 3

Action the note.

PA:

We need to order more cotton but I'd like to see if we can get a better price than that offered by our usual Chinese suppliers (Shenzhen). Please draft a letter I can send to various suppliers asking for their prices for the amount of the products I've indicated on Shenzhen's last quotation - attached. Our reference for this enquiry is CT2437. Ideally I'd like them all to email their quotations, so please give my email address as well as our company's postal address. Also ask price if we only order 5 rolls - I'd obviously like same price if that's possible. Don't forget to ask them to confirm their cotton is organic. Many thanks, Barbara.

Shenzhen Enterprises
24 Wenhua Building
Shennan Road
SHENZHEN 518005
China
TEL: 86-755-25102225
FAX: 86-755-25103250



QUOTATION No.: 43276
TO: Natural Clothing Limited
 Unit 5, Bramhall Industrial Estate
 DARLINGTON
 DL1 5PW, UK.

10 rolls of each

Product	Composition	Weight m/m	Roll Width cm	Model Number:	Roll Length m	Minimum No. Rolls Per Order	Price Per Roll £ Sterling
Plain dyed	100%cotton	40	48	84105	150	10	175.00
Printed fabric	100% combed cotton	40	75	12116	250	6	195.00
Poplin shirting	100% cotton Jacquard	40	48	68795	150	10	189.00
Dobby	100%cotton	50	75	48967	200m	8	178.00

To place an order, please contact Mrs Guo – Sales Manager.

(20 marks)

Task 4

Action the note.

PA: Please draft an article for me to send to Ms Shapland. Mention we are hoping to use bamboo and hemp, as well as more organically grown cotton, and so intend to increase our organic range. Don't bother mentioning all the advantages to the environment of organic clothing - I'm sure other contributors will do that - just concentrate on the benefits of organic clothing to the people who wear it. NB there's no harm in advertising our company as well. I've attached a general fact sheet I read recently from which you can find the information you need. Oh - best not to mention that we do still use some non-organic cotton at the moment too. Hopefully, the article will get us some more business, so make sure you include relevant contact information.

Thank you, Barbara.

The screenshot shows an email client window titled "E-mail". The email fields are as follows:

- From:** hshapland@growyourbusiness.com
- To:** bwilliams@naturalclothing.co.uk
- Subject:** Article for *Grow Your Business Magazine*

The message body contains the following text:

Dear Barbara
 We are planning to publish a series of articles on 'environmentally friendly' clothing – the advantages and disadvantages. We understand you only use natural materials in your products, so wondered if you would like to put something together for us on the advantages to the wearers of buying clothes made from organic materials, although we can't publish more than 200 words. We hope you will be interested in submitting something and look forward to hearing from you soon.
 Helena Shapland – Editor
 GROW YOUR BUSINESS MAGAZINE
 45 Acacia Drive
 LONDON
 SW17 6KN
 UK

Buttons for "Send" and "Reply" are visible on the right side of the message body.

Stress this in article, please!

Why Choose Organic?

Give an advantage to future generations

The food choice you make now will impact on your child's health in the future. Children receive four times the exposure than an adult to at least eight widely used pesticides found in much non-organic food.

Great taste

There's a good reason many chefs use organic foods in their recipes. They taste better. Organic farming starts with the nutrients of the soil which eventually leads to the nourishment of the plant and ultimately our palates. Organic food is food which has been produced to standards designed to keep the production more 'natural'. Fewer, if any, chemicals are used and most pesticides are banned – when they are used they are very carefully controlled.

Enjoy the advantages of soy fabric

Soy fabric is a new and exciting eco-friendly fabric made from a by-product of soybean oil production. It is a sustainable textile fibre made from renewable and biodegradable resources. It is part of an effort to move consumers away from petrochemical textile products and turn waste into useful products. Clothes made from soy have anti-bacteria and UV radiation prevention properties, good moisture absorption, and promote the microcirculation of blood capillaries, helping the wearer stay comfortable and healthier. Soy clothes have the softness and lustre of silk, the drape and durability of cotton, and the warmth and second skin comfort of cashmere.

Enjoy the advantages of bamboo and hemp fabrics

Fibres such as bamboo and hemp have many advantages over traditional materials. Garments made from them are naturally anti-bacterial, biodegradable and extremely soft. They have been said to feel like a cross between cashmere and silk. The clothes breathe easier and are cooler than cotton in warm weather. Yarns are most often hand-dyed with natural dyes such as indigo, madder, logwood, and fustic. Another benefit of bamboo is that it releases a significant amount of oxygen into the atmosphere, even more than trees. Planting bamboo can help reduce the level of carbon dioxide in the air as well as reducing soil erosion and desertisation. Bamboo's natural growth habits allow it to reproduce in abundance without the use of fertilisers and without the need for pesticides. Hemp is also an extremely fast growing crop, producing more fibre yield per acre than any other source. Hemp can produce 250% more fibre than cotton using the same amount of land. Hemp is naturally pesticide and herbicide free, uses a fraction of the water needed to grow cotton, is up to 4 times stronger than cotton, and resists bacteria growth and U.V.

Enjoy the advantages of organic cotton fabrics

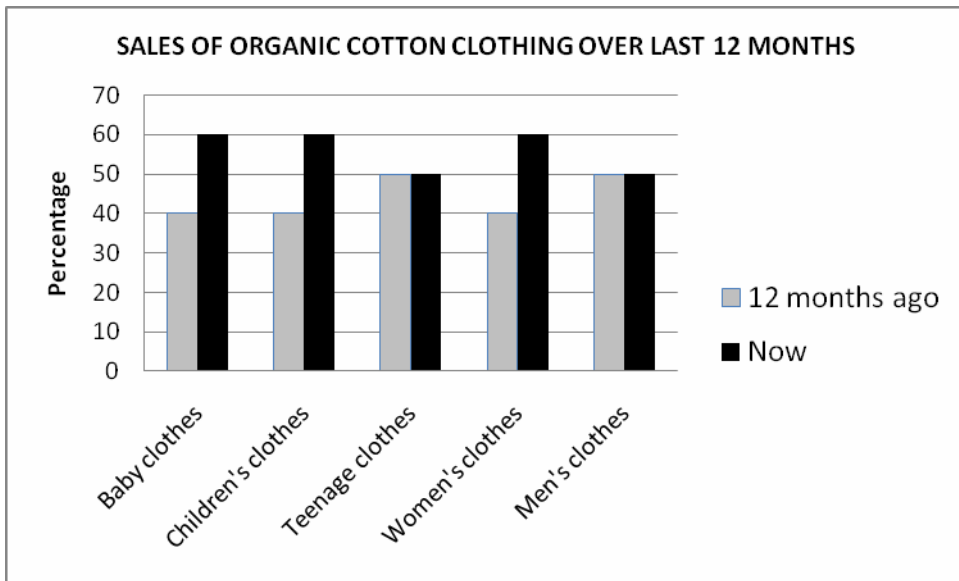
Unlike conventional cotton which is one of the most heavily sprayed industries in the world, organic cotton is not sprayed with harmful pesticides, fungicides, herbicides and chemical fertilisers, which in turn helps save our water, air and environment as a whole. Organic methods of agriculture are inherently better for our bodies, our homes, our planet and for future generations. Cotton can also be grown in natural colours, without the need for dyeing with dangerous chemicals. Most organic cotton products are remarkably soft, because there are no chemicals, harsh dyes or toxic bleaches applied to the fabric – this also makes the clothes much safer for those who wear them.

(20 marks)

Task 5

Action the note.

PA: I want the board to consider my ideas for using even more organic fabrics, so want you to draft a report for the next board meeting on sales over the last twelve months. I want a very short (200 word max) informal report simply stating whether or not (for each category of clothing) there's been any change in the popularity of organic materials over the year, and if so whether it's an increase or decrease. Then please look at the overall picture for the same period and state which products were more popular 12 months ago and which are more popular now. The graphs attached contain all the information you need. Many thanks, Barbara.



Graph 1



Graph 2

(20 marks)