

English for Business Communications (8959) – Level 3

Additional sample papers



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Additional sample papers

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**English for Business
Communications**
Level 3

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



8959-13-013
(EL-NBC 13)
SAMPLE 2

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours 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. 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	Task 6	Total
10	20	10	20	20	20	100

SITUATION

You are the Personal Assistant (PA) to Brian Treadway, President of Bloemfontein Precious Minerals Supplies Ltd (BPMSL), a company that sells precious metals and uncut stones to jewellers throughout the world.

Mr Treadway 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

Carry out Mr Treadway's instructions.

PA

Could you please write up the minutes for last Thursday's Board meeting 'summarising' the main points? I made notes on the agenda as I was chairing the meeting since Tracey Porter, who normally takes the minutes, sent a message to explain her flight had been delayed so she would be unable to attend.
Thanks, Brian.

Date: 10.15am
Meeting: Bloemfontein Precious Mineral Supplies Ltd
Place: Caledon House, BLOEMFONTEIN

AGENDA

- 1 **Apologies for absence**
- 2 **Minutes of the last meeting** — agreed and signed
- 3 **Matters arising** — None
- 4 **Plans for B P M S L's Jewellery Exhibition** - date set for last two weeks of next month - Press Preview on the Monday and opening to public after 'Trade Only' days (number to be decided).
Reception on first night — BT agreed to make speech to welcome visitors - thanking all those who will have loaned exhibits — give brief history of gold and diamond mining in South Africa - mention importance of S. Africa as exporter of precious metals/stones.
Security will have to be very tight. We will use Guardian Security, our usual people — provided they can guarantee first rate service. They'll need to provide couriers to collect all valuable items from present locations (e.g. UK Switzerland, The Netherlands, Japan), carry them as hand luggage on aeroplanes, escort them from airport to Exhibition Hall, guard them during exhibition, and escort them back to original destinations at end of exhibition. We also want them to arrange full insurance so everyone lending us items will be fully compensated should anything go wrong.
Publicity - We'll need approx. 2000 glossy brochures — very high quality with lots of coloured pictures of exhibits.
- 5 **Correspondence** — letter received from Jewellers' Guild of Holland advising they have reservations about sending items to exhibition. BT to reply giving details of security arrangements.
- 6 **Any other business** - none
- 7 **Date, time and place of the next meeting** — Thursday next week — same time and venue - Meeting closed at 11.35 am

(10 marks)

Task 2 (Your answer will be assessed for layout)

Action the note from Mr Treadway.

PA,

As you'll have seen from the minutes, I need to write to Denise to reassure her. Could you draft the letter for me to sign later today, please? I think you have all the details of the security arrangements in the minutes of the last meeting.

Thanks, Brian.

Jewellers' Guild of Holland
Zaarndam Strade 617
AMSTERDAM
The Netherlands



President: Denise Van Gelder

Bloemfontein Precious Mineral Supplies Ltd
Caledon House
Forest Road
BLOEMFONTEIN
SOUTH AFRICA

Dear Brian,

We were delighted to hear about the exhibition of jewellery made from the precious metals and stones you supply and think it is an excellent marketing exercise for all concerned. We assume the exhibition will be widely advertised in order to gain maximum publicity but are concerned about the safety of some of the objects our members would like to exhibit. In addition to advertising the exhibition to the jewellery trade and members of the public, we will also be advertising it to jewel thieves throughout the world. Before we can agree to recommend that any of our members send jewellery to be exhibited, therefore, we would like to receive further details of the security measures you are putting in place.

(20 marks)

Task 3

Action the note from Mr Treadway.

PA

Some hope! She'll get loads of free publicity herself if she lends us this necklace. Can you fax back as tactfully as possible, as it would be good to have extra publicity but we certainly don't want to pay for it! — see my notes.

Thanks, Brian

Paul Butler
Theatrical Agent
126 New Bond Street
LONDON
UK
Tel: 0207 320 6438
Fax: 0207 320 6439



FAX TRANSMISSION HEADER SHEET

To: Mr Brian Treadway – President
Company: Bloemfontein Precious Mineral Supplies Ltd
Fax No: 002751 289479
From: Paul Butler – Agent

Date: **RECEIVED**

No of sheets including header sheet: 1

MESSAGE:
One of my clients, an exceedingly well-known film star who must remain anonymous for the time being, has asked me to contact you. Apparently, a few years ago she commissioned a gold and diamond necklace to be made for her by a reputable firm of jewellers in London. She has recently been contacted by these jewellers and told that your company had supplied the raw materials. The London jewellers have asked my client if she would agree to loan this necklace to you for your exhibition. She is very attached to the necklace and clearly concerned about letting it out of her sight and about the risk she will be taking in allowing your company to exhibit it. She wondered, therefore, how much your fee for the loan of the necklace would be – especially as you would clearly gain added publicity from exhibiting the possession of such a well-known celebrity. She advises me that, for the right fee, she might even be persuaded to attend the exhibition herself.

Picture? Details?

Why? Just ask him who she is.

Very little risk — excellent security

Who?

She's very welcome to attend the exhibition — she could even travel out and back with the courier if that would put her mind at rest

(10 marks)

Task 4 (Your answer will be assessed for layout.)

Action the message below.

Telephone Message

Message for: PA

while you were out: Brian telephoned

He's suddenly realised that we've done nothing about a draft brochure for the exhibition but thinks our marketing people can run something up fairly easily although we won't be able to put in details of the exhibits until we know exactly who'll loan what. He asked if you could send a memo in your name to the manager, Nelson Tumbuko, giving him details of the printers Brian's decided to use (see card attached) and asking Nelson to contact and give them advance notice. He suggested Nelson be reminded of the dates of the exhibition [including Press Preview and Trade Only day].

Taken by Carolyn Dodd



Prestige Printers
1876 Rosslyn Park Boulevard
JOHANNESBURG
South Africa
Tel: 002711 345346
Fax: 002711 345347

Book printers and binders, specialists in high quality reprographic techniques

(20 marks)

Task 5

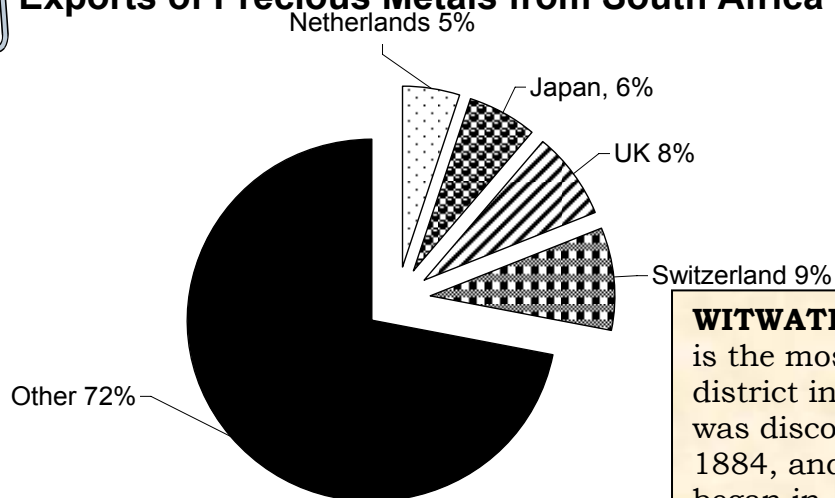
Action this note.

PA

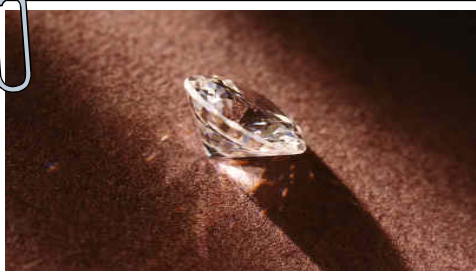
As you'll have seen in the minutes of the last meeting, I need to make a brief introductory speech at the reception on the first night. Could you draft something for me, please? Can you include a mention of the skills of jewellers to keep them happy? I've attached a few general cuttings that might help. I should think 200 words will be plenty — the Press get bored so easily!

Many thanks, Brian.

Exports of Precious Metals from South Africa



WITWATERSRAND in South Africa is the most productive gold-mining district in the world. Surface gold was discovered in the region in 1884, and active mining operations began in 1886.



Skilful cutting eliminates flaws, thereby maximizing a diamond's value

A "pebble" picked up by a child on the banks of the Orange River in South Africa in 1866 and identified as a 21-carat diamond was the first step in opening the diamond fields of that region, which have become the greatest in the world.

A number of individual diamonds have become historic, primarily because of their size. The largest of all known diamonds is the Cullinan, which was discovered in the Premier Mine in South Africa in

Mineral extraction provides the bulk of African export earnings, and extractive industries are the most developed sectors in most African economies. South Africa has some of the continent's richest natural resources, in particular minerals, and is the world's leading supplier of gold. Over the past century, 47% of the world's gold has come from South Africa. Today's output of 500 metric tonnes a year accounts for 30% of the world's total. Its most important gold mines are in the Witwatersrand in the Transvaal region.

(20 marks)

Task 6

Action this note.

PA

Amazingly, it's been over 10 years since we last had an exhibition. Just to make sure we both learn from any errors we made last time and capitalise on what we got right, could you please look closely at the figures attached (I've kept a copy for myself so no need to repeat detailed figures) and write me a short, informal report? I don't expect more than 200 words, so suggest you just make brief conclusions and recommendations. NB — we must decide how many 'Trade Only' days to have this time, considering cost and income.

Many thanks, Brian

Cost of Exhibition of Jewellery Made From Precious Metals Supplied By BPMSL in Rands									
	PRESS RECEPTION		BROCHURES		EXHIBITION OPEN TO THE MEMBERS OF THE PUBLIC	EXHIBITION – OPEN TO MEMBERS OF JEWELLERY TRADE ONLY			
Year	Cost (including complimentary refreshments)	Estimated Increased Revenue as Result of Press Coverage	Cost of printing	Sales of Brochure	Income from Ticket Sales	Number of 'Trade Only' days	Cost of refreshments and hospitality	Income from Tickets Sales	Estimate Increased Revenue as Result of Publicity
1978	25,000	25,000	12,000	23,000	30,000	2	25,000	Nil Free of Charge	6,000.00
1985	25,000	20,000	14,000	28,000	32,000	3	25,000		7,000.00
1992	30,000	15,000	16,000	34,000	35,000	4	30,000		8,000.00

(20 marks)

END OF EXAMINATION

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Worked Examples and Mark Scheme for SAMPLE 2

Task 1 – Minutes

Minutes of the meeting of Bloemfontein Precious Mineral Supplies Ltd held in Caledon House, BLOEMFONTEIN, on Thursday, 28 December 2006 at 10.15 am

Apologies for absence.

Apologies were received from Tracey Porter.

Minutes of the last meeting.

These were agreed and signed.

Matters arising.

There were no matters arising.

Plans for B P M S I's Jewellery Exhibition.

It was agreed that the exhibition will start on 15 January 2007 and last for two weeks ie until 28 January. The press preview will be on Monday 15 January and it will open to the public after the Trade Only days. It has not yet been decided how many of the latter there will be.

A reception will be held on the evening of 15 January and Brian Treadway agreed to make a speech to welcome visitors, thank all those who will have lent exhibits, give a brief history of gold and diamond mining in South Africa, mention the importance of S. Africa as an exporter of precious metals and stones, our changing position in the world gold market, and the four main importers, all of whom will be represented at the exhibition.

Security will have to be very tight. We will use Guardian Security, our usual people, provided they can guarantee a first rate service. They'll need to provide couriers to collect all the valuable items from their present locations (e.g. U K, Switzerland, The Netherlands, and Japan), carry them as hand luggage on the aeroplanes, escort them from the airport to the Exhibition Hall, guard them during the exhibition, and escort them back to their original destinations at the end of the exhibition. We also want them to arrange full insurance so we can assure everyone lending us items that they'll be fully compensated should anything go amiss.

In order to gain maximum publicity, we'll need approximately 2000 glossy brochures, which should be very high quality and have lots of colour pictures of the exhibits.

Correspondence.

A letter has been received from the Jewellers' Guild of Holland advising they have some reservations about sending items to the exhibition. Brian Treadway agreed to reply to them, giving details of the security arrangements.

Any other business.

No other business was discussed.

Date, time and place of the next meeting.

The next meeting will be held at 10.15 am on Thursday, 4 January 2007 in Caledon House, BLOEMFONTEIN.

The meeting closed at 11.35 am.

Mark Allocation

Language Mechanics:

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

12 marks

Content

<u>Minutes</u> of meeting of Bloemfontein Precious Mineral Supplies Ltd., held in Caledon House, BLOEMFONTEIN, on Thursday (give date) at 10.15 am	(1)
<u>Apologies</u> – Tracey Porter	(1)
B P M S L's Jewellery <u>Exhibition</u> – date set for last two weeks next month (dates required)	(1)
Press preview on the Monday and opening to public after 'Trade Only' days (Number to be decided).	(1)
<u>Reception</u> on first night – Brian Treadway agreed to make speech	(1)
<u>Security</u> will be very tight – use Guardian Security	(1)
<u>Publicity</u> – need approx. 2000 glossy brochures – high quality – lots of colour pictures of exhibits (all)	(1)
BT to reply to Jewellers' Guild of Holland giving details of security arrangements	(1)

8 marks

20 ÷ 2 = **Total 10 marks**

Task 2 – Letter

Bloemfontein Precious Mineral Supplies Ltd
Caledon House
Forest Road
BLOEMFONTEIN
SOUTH AFRICA

2 January 2007

Our reference: BT/ag

Ms Denise van Gelder, President
Jewellers' Guild of Holland
Zaarndam Strade 617
AMSTERDAM
The Netherlands

Dear Denise

Security arrangements for exhibits at our Jewellery Exhibition - 15-28 January 2007

Further to your recent letter, we wish to reassure you that we will be using the very reliable security company, Guardian Security, that we usually employ. They have, of course, guaranteed us that they will provide a first rate service.

Their couriers will collect all the valuable items from their present locations, carry them as hand luggage on the aeroplanes, escort them from the airport to the Exhibition Hall, guard them during the exhibition, and escort them back to their original destinations at the end of the exhibition. They will also arrange full insurance so that everyone lending us items can be assured that they'll be fully compensated in the unlikely event that anything should go amiss.

We are sure you will find these arrangements more than satisfactory and trust that you will now feel confident in recommending your members to send jewellery to be exhibited. We hope to receive your confirmation of this, and details of the exhibits they will be sending, at your earliest convenience.

Yours sincerely

Brian Treadway
President

Mark Allocation

Layout	Name and address of sender: Bloemfontein Precious Mineral Supplies Ltd., Caledon House, Forest Road, BLOEMFONTEIN, SOUTH AFRICA	(1)		
	Date of exam	(1)		
	Appropriate reference eg BT/-	(1)		
	Name and address of recipient: Denise Van Gelder OR President, Jewellers' Guild of Holland, Zaarndam Strade 617, AMSTERDAM, The Netherlands	(1)		
	Salutation – Dear Denise/Ms Van Gelder ('Dear Sir' NOT acceptable)	(1)		
	Heading – Security (or similar)	(1)		
	Complimentary close – Yours sincerely	(1)		
	Name and/or designation of signatory: Brian Treadway/President	(1)		
				8 ÷ 2 = 4 marks
	Language	Mechanics:		
Grammar		(4)		
Spelling and punctuation		(4)		
Tone and fluency		(4)		
			12 marks	
Content	Using usual security, Guardian Security who'll guarantee first rate service (all)	(1)		
	Couriers will collect items from present locations, carry as hand luggage on 'planes, escort them from airport to Exhibition Hall (all)	(1)		
	Guardian Security will escort back to original destinations at end of exhibition	(1)		
	Guardian Security will arrange full insurance so everyone lending items will be fully compensated should anything go wrong	(1)		
				4 marks
			Total 20 marks	

Task 3 – Fax

Bloemfontein Precious Mineral Supplies Ltd
Caledon House
Forest Road
BLOEMFONTEIN
SOUTH AFRICA
Fax: 002751 289479

FAX TRANSMISSION HEADER SHEET

To: Mr Paul Butler
Company: Paul Butler, Theatrical Agency
Fax No.: 0207 320 6439
Date: 2 January 2007

No of sheets including header sheet -1

MESSAGE:

Thank you for your fax. We are pleased that your client is considering making her gold and diamond necklace available as an exhibit. Please do reassure her that our security arrangements are first class and there would therefore be very little risk involved. Couriers will collect all the valuable items from their present locations, carry them as hand luggage on the aeroplanes, escort them from the airport to the Exhibition Hall, guard them during the exhibition, and escort them back to their original destinations at the end of the exhibition. We are also arranging full insurance so that everyone lending us items can be assured that they'll be fully compensated in the unlikely event that anything should go amiss. In addition, in order to put her mind at rest, your client would be more than welcome to travel here and back with the courier employed by our security company, and of course to attend the exhibition, although we regret that we would be unable to pay any fee to her.

Should she still be interested in her necklace being exhibited at our high profile exhibition, which is sure to get a great deal of press coverage, we would be grateful to know her identity and to receive a picture of the necklace and further details about it, including the London jewellers who made it.

We trust you find this information satisfactory and hope to hear from you soon.

Mark Allocation

Language Mechanics:

Grammar	(4)	
Spelling and punctuation	(4)	
Tone and fluency (<u>must</u> be tactful)	(4)	12 marks

Content

To Paul Butler	(1)	
Fax: 0207 320 6439	(1)	
Who is film star?	(1)	
Request pictures and details of necklace? (both)	(1)	
Which jewellers made necklace?	(1)	
Film star very welcome to attend the exhibition but will get no fee	(1)	
She could travel out and back with courier	(1)	
Excellent security and very little risk (both)	(1)	
		8 marks

20 ÷ 2 = **Total 10 marks**

Task 4 – Memorandum

Memorandum

To: Nelson Tumbuko - Marketing Manager

From: Alyson Goldstein - PA to Brian Treadway, President

Date: 2 January 2007

Reference: BT/ag

Subject: Brochures for Jewellery Exhibition - 15-28 January 2007

As you know, we are currently planning the exhibition and have decided the Press Preview will be on Monday 15 January, to be followed by one or more Trade Only days, although it is yet to be decided how many of these there will be. The exhibition will then be opened to the general public. Mr Treadway would like you to start preparing the draft brochure for the exhibition. He thinks we will need approximately 2000 high quality glossy brochures with lots of colour pictures of the exhibits, although we do not yet have details of all of these.

Mr Treadway would appreciate it if you could give advance notice of our requirements to Prestige Printers, the company he has decided to use. Their address is 1876 Rosslyn Park Boulevard, JOHANNESBURG. Their telephone number is 002711 345346 and their fax number is 002711 345347.

Mark Allocation

Layout	Heading (“Memorandum”)	(1)	
	To Name - Nelson Tumbuko	(1)	
	Designation – Marketing Manager	(1)	
	From Name – of candidate	(1)	
	Designation – PA to President/Brian Treadway	(1)	
	Date – of exam	(1)	
	Appropriate reference eg BT/-	(1)	
	Subject e.g Brochures for exhibition (or similar)	(1)	8 ÷ 2 = 4 marks
Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency	(4)	12 marks
Content	Need approx. 2000 glossy brochures – high quality – lots of colour pictures of exhibits (all)	(1)	
	Dates – last two weeks next month – Press Preview on Monday (actual date needed) opening to public later – after Trade Only days (all)	(1)	
	Won’t have details of exhibits till later	(1)	
	Give advance notice – Prestige Printers, 1876 Rosslyn Park Boulevard, JOHANNESBURG, South Africa, Tel: 002711 345346, Fax: 002711 345347 (all)	(1)	4 marks
	(Name + either address or telephone fax number)		

Total 20 marks

Task 5 – Speech

A warm welcome, and may I stress how grateful we are to all who have allowed their treasured possessions to be exhibited? The four main countries importing precious metals from S Africa, U K, Switzerland, The Netherlands, and Japan, are all exhibiting. Of course, our raw metals pale in comparison to the finished products, so skilfully produced by expert jewellers. It's quite amazing how the skilful cutting of diamonds, in addition to eliminating flaws and thus maximising value, also creates such beautiful stones, a far cry from their initial, pebble like appearance. Yet it was just such a pebble, picked up by a child on the banks of the Orange River in 1866 which was later discovered to be a 21-carat diamond and thus led to the opening of the diamond fields there.

Today South Africa dominates the world market in diamonds and gold, supplying 500 metric tonnes of gold per annum; equivalent to 30% of the world's trade, and 47% of the world's gold over the past century originated here. It seems quite incredible now that gold was not discovered in Witwatersrand until 1884 with mining operations beginning there two years later.

I'm sure you'll enjoy this wonderful exhibition.

(200 words)

Mark Allocation

Language Mechanics:

Grammar	(4)	
Spelling and punctuation	(4)	
Tone and fluency (minus 1 mark if excessive copying)	(4)	12 marks

Content

Welcome to exhibition and thanks to those who've lent items on display (all)	(1)	
S. Africa dominates world market in gold + diamonds	(1)	
Over past century 47% world's gold from S Africa	(1)	
Now 30% world trade are the 500 metric tonnes per annum	(1)	
Netherlands, UK, Japan and Switzerland are the four main Importers	(1)	
Gold discovered in 1884 in Witwatersrand – mining operations began in 1886.	(1)	
Skilful cutting eliminates flaws, thereby maximizing diamond's value	(1)	
A "pebble" picked up by a child in 1866 was 21-carat diamond and first step in opening diamond fields of region	(1)	8 marks

Total 20 marks

Task 6 – Analytical Report

Analysis of outgoings and income from previous exhibitions in 1978, 1985 and 1992.

Over the years, the costs of the Press Reception have risen but the revenue has decreased to the point where, in 1992, the costs were more than the revenue generated. We clearly need to reassess how much we spend on this reception.

We have always made a good profit on the brochures, which pay for themselves twice over, so I recommend we continue with brochures in the same form.

Opening to the public has brought in increasing income from ticket sales, so we should continue to do so.

The more 'Trade Only' days we have had, the more revenue we have received as a result of the publicity received, and I therefore recommend we increase the number of Trade Only days again; this time to five.

(139 words)

Mark Allocation

Language Mechanics:

Grammar	(4)	
Spelling and punctuation	(4)	
Tone and fluency	(4)	12 marks

Content

Title/Introductory sentence eg analysis of outgoings and income from previous exhibitions	(1)	
Press reception (or similar) costs risen-revenue decreased so now <u>costs more than revenue generated</u> (or similar <u>conclusion</u>)	(1)	
Therefore we should <u>reduce costs of press reception</u>	(1)	
Catalogues pay for themselves	(1)	
Continue with catalogues in present form	(1)	
Opening to public brings in increasing income from ticket sales so continue (or similar)	(1)	
More days 'Trade only' = more revenue	(1)	
therefore <u>increase no. of trade days</u> .	(1)	8 marks

Total 20 marks

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**English for Business
Communications**
Level 3

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



8959-13-013
(EL-NBC 13)
SAMPLE 3

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours 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. 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	Task 6	Total
10	20	10	20	20	20	100

SITUATION

You are the Personal Assistant (PA) to Lance Richards, Chief Executive of Radio Neighbourhood, a local radio station.

Mr Richards 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

Carry out Mr Richards' instructions.

PA, Could you please write up the minutes for last Wednesday's staff meeting? I have scribbled notes on the agenda as I was chairing the meeting but Sue Weekes, our Minutes Secretary, phoned to say she was delayed by traffic and would miss the meeting.

Thanks, Lance.

AGENDA

Meeting: Radio Neighbourhood Staff Meeting
Place: Quadrant House, DERBY
Time: 9.30 am

- 1 **Apologies for absence** – Sue Weekes
- 2 **Minutes of the last meeting** – agreed and signed
- 3 **Matters arising** – None
- 4 **Week of fund raising for our 'Help Radio Chitipa' charity event** - decided on whole of last full week of next month, starting on Monday. Publicity needed - lots of events need arranging – aim: to make money for villages around Chitipa in the North of Malawi - we hope to provide a mobile hospital. LR agreed to write to our usual printing company, Professional Printing Ltd, and to ask if they could supply some A3 posters and A5 leaflets free of charge – their charitable contribution – ideally 500 posters and 1000 leaflets.
Our staff will be out on streets all week, collecting money and interviewing people live on radio - decided to offer members of the public a chance to choose a record we'll play on the radio in exchange for a donation.
- 5 **Correspondence** – We've received letters from the Arts Centre and the Swimming Pool - there'll be no charges for the use of their venues - also received faxes from 'The Footlights Disco' and the football ground - they'll only charge for provision of first aid and security staff at events at their venues - no charges for hire of their venues.
- 6 **Any other business** – None
- 7 **Date, time and place of the next meeting** – 1st Wednesday next month – same time and venue.

Meeting closed 10.35 am.

(10 marks)

Task 2 (Your answer will be assessed for layout)

Action the note from Mr Richards.

PA, As you've no doubt seen from the minutes, I need to write to Claire. Could you draft the letter for me to sign later today, please? This recent quotation of theirs should give all the information you need —
Thanks, Lance

PS No harm in reminding them just how much business we've been giving them lately!! You could mention they might get some free advertising out of this too!

Professional Printing Ltd

95-101 North Street
YORK
YO1 6JD
UK

Tel: 01904 346554
Fax: 01904 346099



QUOTATION NUMBER 43765PP

To: Radio Neighbourhood
Quadrant House
Forest Road
DERBY
DE7 6AY
UK

ITEM	CODE	PRICE PER 100	PRICE PER 1000
A4 posters	PO5467	£ 75	£650
A3 posters	PO3476	£ 95	£850
A5 leaflets	LE5787	£50	£450

Please contact the undersigned directly if you have any queries or wish to place an order.

Claire Taberner

Signed:

Claire Taberner (Sales Manager)

(20 marks)

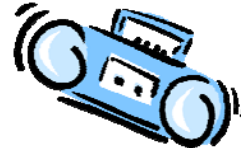
Task 3

Action the note from Mr Richards.

PA

This is brilliant! Can you fax back and get Jazi to let us know the lady's contact number? It would be excellent if we could get her here to do a live interview. While you're at it, ask Jazi for more information on the mobile hospital — see my notes on his fax

Thanks, Lance



Radio Chitipa

Lilongue Road

CHITIPA

Malawi

Tel: 00691 320 6438

Fax: 00691 320 6439

FAX TRANSMISSION HEADER SHEET

To: Mr Lance Richards – Chief Executive
Company: Radio Neighbourhood
Fax No.: 01332 289479
From: Jazi Nyanja – Station Manager

Date:

RECEIVED

No of sheets including header sheet - 1

MESSAGE:

Hi there, Lance.

I've some news that I think might really help. I've been chatting to one of the volunteers here at the station who tells me her niece, Precious Lomwe, is studying medicine in London and would be delighted to visit your station the weekend after next to tell your listeners all about life in Chitipa and the surrounding villages and how much they need the mobile hospital your station is raising money for. Apparently her lectures finish at 5pm on a Friday and it would take her about half an hour to get to St Pancras Station. She'd have to be back in college before 1 pm on the Sunday – I imagine she'd like to see a bit of the Derby neighbourhood when she's there too. Let me know if you want to contact her – hope you do!

Any pictures of people?

Anything special?

Any health statistics or sorts of minor operations that would be carried out

A picture of a mobile hospital similar to the one we're raising money for would be excellent — I have a picture but I'm not sure it's the same

(10 marks)

Task 4 (Your answer will be assessed for layout.)

Action the message from Mr Richards.

Telephone Message

Message for: PA

while you were out: Lance telephoned

Lance thinks you really need to get our Marketing Manager involved in the proposed visit by the medical student from Malawi (he said you and Lance will be very late getting back from your meeting in Edinburgh the night Ms Lomwe is due to arrive). He asked therefore if you could send a memo to Kim Harrington in your name, explain the situation, and tell Kim that you hope to arrange the visit. Lance is sure Kim could organise a press release to coincide with the interview, perhaps even some TV coverage. He also said that, knowing Kim, he was sure she'd offer the student accommodation for the Friday and Saturday nights if you dropped a hint. Lance also suggested that you have a look at some railway timetables and tell Kim the times of some suitable trains. Can Kim collect Ms Lomwe when she arrives and take her back to catch the return train?

Taken by Carolyn Dodd

RAILWAY TIMETABLE LONDON-DERBY-LONDON

From	To	Day	Depart	Arrive
London St Pancras	Derby	Friday	16:45	18:57
London St Pancras	Derby	Friday	17:03	18:47
London St Pancras	Derby	Friday	17:25	19:31
London St Pancras	Derby	Friday	17:45	19:57

From	To	Day	Depart	Arrive
Derby	London Euston	Sunday	8:40	11:54
Derby	London St Pancras	Sunday	10:00	12:35
Derby	London St Pancras	Sunday	10:38	13:15

(20 marks)

Task 5

Action this note

PA

Kim Harrington from Marketing would like some help from you with a speech (max 200 words) that she can read out on our local radio in order to get maximum publicity for our 'Help Radio Chitipa' charity appeal. You probably already have quite a bit of information but I'd really appreciate it if you would have a look at the draft programme of events and put something suitable together for her. Many thanks, Lance.

Oh, don't forget to mention radio staff will be interviewing and collecting donations in the town all week too — hope the weather brings lots of people out. Make sure to encourage them.

'Help Radio Chitipa' CHARITY EVENTS in aid of Mobile Hospital



DAY	EVENT	TIME AND ENTRY COST
Monday 	Concert by children from local schools at The Art Centre	2 pm - 4 pm Adults £4 Under 16s £2
Tuesday 	Sponsored Swim at Town Pool	Starting at 10 am Collect sponsorship packs from Radio Neighbourhood, Quadrant House, Forest Road, Derby Spectators £3
Wednesday 	Guided cycle tour of area - starts from The High Street	11 am £5 per rider
Thursday 	Celebrity Football Match at Football Ground	Kick off 7.30 pm £7 each
Friday 	Sponsored Walk - 15km starts from High Street	Starts 1 pm Collect sponsorship packs from Radio Neighbourhood, Quadrant House, Forest Road, Derby
Saturday 	Rock Concert at 'The Footlights Disco'	10 pm - 2 am £10 - tickets available on the night
Sunday 	Picnic in The Park Bring your own food and we'll provide the music!	2 pm onwards Free - contributions welcome

(20 marks)

Task 6

Action this note.

PA

The board need an informal report (200 words max.) to give them some idea of how much money we are likely to raise for the mobile hospital, whether there will be enough to buy anything else, and what we hope to be able to buy. Please have a look at the attached two documents, as well as information you already have, and draft something for me. Very many thanks, Lance.

I think this is the sort of thing Jazi has in mind. Apparently the cost of the hospital unit he recommends, fully equipped, is £65,000 and there's an additional cost of around £20,000 if we also want to buy a new vehicle to tow it. We'll have to see how much we raise to see if we can afford to provide this as well. Jazi says they do have a vehicle they could use if we can't provide one, but it needs some work done on it – he thinks approx. £2,000 should be enough to do it up. Alternatively, he says he can probably get hold of a reasonable second hand towing vehicle for around £5,000



Task 6 (continued)

'Help Radio Chitipa' CHARITY EVENTS in aid of Mobile Hospital for Villages of Northern Malawi					
DAY	EVENT	ESTIMATED NUMBER ATTENDING	ESTIMATED GROSS INCOME	COST FOR HIRE OF VENUE	ESTIMATED NET INCOME
Monday	Concert by children at The Art Centre	650	£2,100	N/A	£2,100
Tuesday	Sponsored Swim at Town Pool	175	£5,225	N/A	£5,225
Wednesday	Guided cycle tour of Area	65	£325	N/A	£325
Thursday	Celebrity football match	1200	£8,400	£500	£7,900
Friday	Sponsored Walk	700	£21,000	N/A	£21,000
Saturday	Rock Concert at 'Footlights Disco'	350	£3,500	£250	£3,250
Sunday	Picnic in The Park	350	£350	N/A	£350
ALL WEEK	Collection in Town	Highly dependent on weather	£25,000 - £30,000	N/A	£25,000 - £30,000
TOTAL			£65,900 - £70,900	£750	£65,150 - £70,150

(20 marks)

END OF EXAMINATION

Worked Examples and Mark Scheme for SAMPLE 3

Task 1 – Minutes

Minutes of the Radio Neighbourhood Staff Meeting held at 9.30am on Wednesday 27 December 2006 at Quadrant House, Derby

1 Apologies for absence.

Apologies were received from Sue Weekes, Minutes Secretary.

2 Minutes of the last meeting.

These were agreed and signed as an accurate record.

3 Matters arising.

There were no matters arising from the minutes.

4 Week of fund raising for our 'Help Radio Chitipa' charity event.

The dates were set for the week starting 22 January 2007. Publicity will be needed and lots of events will need to be arranged. The aim is to make money for villages around Chitipa in the North of Malawi. We hope to provide a mobile hospital. Lance Richards agreed to write to our usual printing company, Professional Printing Ltd, and to ask if they could supply some A3 posters and A5 leaflets free of charge as their charitable contribution. Ideally we would like 500 posters and 1000 leaflets.

Our staff will be out on the streets all week, collecting money and interviewing people live on radio. It was decided to offer members of the public a chance to choose a record which we will play on the radio in exchange for a donation.

5 Correspondence.

We've received letters from the Arts Centre and the Swimming Pool advising there'll be no charges for the use of their venues. We've also received faxes from 'The Footlights Disco' and the football ground advising they'll only charge for the provision of first aid and security staff at events at their venues but that there will be no charges for the hire of their venues.

6 Any other business.

No other business was discussed.

7 Date, time and place of the next meeting.

The next meeting will be held on Wednesday, 3 January 2007 at 9.30 am at Quadrant House, Derby.

The meeting closed at 10.35 am.

Mark Allocation

Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and Fluency	(4)	12 marks
Content	Apologies – Sue Weekes/Minutes secretary	(1)	
	charity event - last full week next month (date needed)	(1)	
	aim to provide mobile hospital for villages around Chitipa in North Malawi	(1)	
	Lance Richards to write to Professional Printing -ask for A3 posters + A5 leaflets FOC	(1)	
	staff on streets collecting money + interviewing	(1)	
	no charges for use of Arts Centre or Pool	(1)	
	'The Footlights Disco' and football ground only charge for first aid + security staff	(1)	
	next meeting - Quadrant House, DERBY- 1st Wed next month (date needed) at 9.30 am	(1)	8 marks

20 marks ÷ 2 = **Total 10 marks**

Task 2 – Letter

Radio Neighbourhood
Quadrant House
Forest Road
DERBY
DE7 6AY
UK

2 January 2007

Our reference: LR/ag

Ms Claire Taberner, Sales Manager
Professional Printing Ltd
95-101 North Street
YORK
YO1 6JD
UK

Dear Ms Taberner

'Help Radio Chitipa' Charity Appeal

During the week starting 22 January 2007, we will be holding a series of events in order to raise money for villages around Chitipa in the North of Malawi. We hope to raise enough to provide a mobile hospital.

As very regular customers of yours, we feel sure you would like the opportunity to contribute to this very worthwhile cause and wondered if you would be willing to supply some of the publicity material free of charge. Ideally we would like 500 A3 posters (PO3476) and 1000 A5 leaflets (LE5787).

Obviously, we would be delighted to make known your contribution and are sure that, as a result, your company will benefit from the resultant advertising.

We hope to receive a positive response from you at your earliest convenience.

Yours sincerely

Lance Richards
Chief Executive

Mark Allocation

Layout	Name and address of sender: Radio Neighbourhood, Quadrant House, Forest Road, DERBY, DE7 6AY, UK	(1)		
	Date of exam	(1)		
	Appropriate reference e.g. LR/	(1)		
	Name and address of recipient: Claire Taberner OR Sales Manager, Professional Printing Ltd, 95-101 North Street, YORK, YO1 6JD, UK	(1)		
	Salutation - Dear Claire/Ms Taberner (Dear Sirs not acceptable)	(1)		
	Heading – Charity Appeal (or similar)	(1)		
	Complimentary close - Yours sincerely	(1)		
	Name and/or designation of signatory Lance Richards/Chief Executive	(1)	8 ÷ 2 = 4 marks	
	Language Mechanics:			
	Grammar	(4)		
Spelling and punctuation	(4)			
Tone and fluency	(4)		12 marks	
Content	Ask for A3 posters (PO3476) and A5 leaflets (LE5787)FOC(all)	(1)		
	Because raising money for mobile hospital in Malawi (all)	(1)		
	Would like 500 posters + 1000 leaflets	(1)		
	we're good customers and they could get free advertising (both)	(1)	4 marks	

Total 20 marks

Task 3 - Fax

Radio Neighbourhood
Quadrant House
Forest Road
DERBY
DE7 6AY
UK
Fax No.: 01332 289479

FAX TRANSMISSION HEADER SHEET

To: Jazi Nyanja, Station Manager
Company: Radio Chitipa
Fax No: 00691 320 6439
From: Alyson Goldstein - PA to Lance Richards - Chief Executive
Date: 2 January 2007
No of sheets including header sheet: 1

MESSAGE:

Mr Richards was delighted to hear that Ms Precious Lomwe is willing to be interviewed on our station. We would like her to do a live interview, so would be grateful if you could forward her contact details so that we can get in touch and arrange this. Do let us know, also, if there is anything in particular you think she'd like to see whilst in Derby.

We would also appreciate some more information on the mobile hospital, so that we can publicise our fund raising events more effectively. We would really like some pictures of people in the villages and a picture of a similar mobile hospital to that we hope to provide. In addition, any health statistics or details of the minor operations that would be carried out in the hospital would be useful.

We hope to hear from you again soon.

Mark Allocation

Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and Fluency	(4)	12 marks
Content	To Jazi Nyanja OR Station Manager Fax no: 00691 320 6439	(1)	
	Ask for Precious Lomwe's contact no.	(1)	
	would like her to do live interview	(1)	
	any pictures of people in the villages?	(1)	
	health statistics?	(1)	
	details of minor operations?	(1)	
	picture of a similar mobile hospital?	(1)	
	Anything special she would like to see in Derby	(1)	8 marks

20 marks ÷ 2 = **Total 10 marks**

Task 4 – Memorandum

Memorandum

To: Kim Harrington, Marketing Manager

From: Alyson Goldstein, PA to Lance Richards, Chief Executive

Date: 2 January 2007

Reference: LR/ag

Subject: Visit from Student from Malawi

We are hoping that Ms Precious Lomwe, who is from the area of Malawi for which we are raising money, but who is currently studying medicine in London, will visit us for a live interview on Saturday 15 January. She'll be arriving at Derby Railway Station on Friday 14 January at 19.57 hours. Unfortunately, Mr Richards and I do not expect to have arrived back from our meeting in Edinburgh by then, so we hope you will be able to meet her. She'll also need accommodation for the Friday and Saturday night and Mr Richards wondered if you were able to suggest somewhere suitable she could stay. He feels it would be preferable for her to stay in someone's home rather than a hotel, but will take your advice on this. It would also be most appreciated if you could drive Ms Lomwe back to Derby Station on the Sunday to catch the 8.40am train back to London.

The interview should be really interesting, as Ms Lomwe will be able to tell our listeners all about life in Chitipa and the surrounding villages and how much they need the mobile hospital for which our station is raising money. Mr Richards would therefore like you to organise a press release to coincide with the interview and, if possible, some television coverage too.

Mark Allocation

Layout	Heading (“Memorandum”)	(1)	
	To Name – Kim Harrington	(1)	
	Designation – Marketing Manager	(1)	
	From Name - of candidate	(1)	
	Designation - PA to Chief Executive/Lance Richards	(1)	
	Date - of exam.	(1)	
	Appropriate reference e.g. LR/-	(1)	
Subject e.g. Visit from Student from Malawi (or similar)	(1)	8 ÷ 2 = 4 marks	
Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency	(4)	12 marks
Content	organise press release to coincide with interview and TV coverage? (all)	(1)	
	accommodation for Friday and Saturday nights?	(1)	
	collect Ms Lomwe (name needed in memo) from station	(1)	
	meet at station 19.57, take back for 8.40? (both)	(1)	4 marks

Total 20 marks

Task 5-Speech/Radio Announcement

This January, Radio Neighbourhood needs your help to raise money for a mobile hospital for North Malawi. We'll be in town throughout the week, interviewing and collecting donations, for which we'll play a record of your choice! Children will love the special concert from 2 to 4pm on Monday 22nd in the Arts Centre, costing only £4 for adults and £2 for the under 16s. The more energetic will be sure to enjoy the Sponsored Swim in the Town Pool on Tuesday 23rd, starting at 10am, and the Sponsored Walk on Friday 26th starting in the High St at 1pm, so collect your sponsorship packs from us now, or pay £3 to watch the swim. You could also contribute £5 and join the guided cycle ride starting in the High Street at 11am on Wednesday 24th. If you'd rather just watch, get a £7 ticket to Thursday's Celebrity football match, kicking off at 7.30pm at the Football Ground, or a £10 ticket for the Rock Concert at 'The Footlights Disco' at 10pm on Saturday 27th. After all this, why not relax with your picnic food in the park, whilst listening free to our music, from 2pm on Sunday 28th?

(199 words)

Mark Allocation

Language	Language Mechanics:		
	Grammar (must be sentences)	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency (must be encouraging)	(4)	12 marks

Content	Radio Neighbourhood raising money for mobile hospital for N Malawi (all)	(1)	
	staff will be interviewing and collecting donations in the town all week	(1)	

All details of each of any six events – 1 mark per event to a maximum of six marks:

Monday – children’s concert – Arts Centre – 2-4pm – Adults £4, Under 16s £2

Tuesday – Sponsored Swim – Town Pool – 10am – Sponsor packs from Radio Neighbourhood – Spectators £3

Wednesday – Guided cycle ride –starts High St – 11 am - £5 per rider

Thursday Celebrity football match – Football Ground – 7.30 pm - £7

Friday – sponsored walk – starts High St – 1 pm - – Sponsor packs from Radio Neighbourhood

Saturday – Rock concert – ‘The Footlights Disco’ - 10 pm - £10

Sunday – Picnic in the park – 2 pm – Free – contributions welcome(6)

8 marks

Total 20 marks

Task 6 - Analytical report

Financial Forecast for the 'Help Radio Chitipa' Charity Appeal in aid of a Mobile Hospital for the Villages of Northern Malawi

Mr Jazi Nyanja, Station Manager of Radio Chitipa, our partners in this venture, has told us that the cost of the new, fully equipped, hospital unit he recommends is £65,000 and that a new vehicle to tow it would cost £20,000, giving a total of £85,000. As many of the fund-raising activities will take place outside, our total is highly dependent on the weather. We estimate we'll raise £65,150 if the weather is bad, which will pay for the hospital unit, but only leave a contribution of £150 towards the estimated £2,000 cost of repairing the old vehicle they currently have available to tow it. However, if the weather is good, we estimate we'll raise £70,150 which would pay for the hospital unit and a reasonable second-hand hand towing vehicle, which Mr. Nyanja estimates will cost £5,000.

(158 words)

Mark Allocation

Language Mechanics:

Grammar	(4)	
Spelling and punctuation	(4)	
Tone and fluency	(4)	12 marks

Content

Title/Introductory sentence e.g. raising money for mobile hospital for N Malawi	(1)	
hospital unit, fully equipped, is £65,000	(1)	
New Vehicle to tow costs £20,000	(1)	
Estimate we'll raise £65,150 if weather bad	(1)	
Will pay for hospital only	(1)	
And something towards doing up old vehicle	(1)	
Estimate we'll raise £70,150 if weather good	(1)	
Will pay for hospital and 2 nd hand towing vehicle.	(1)	8 marks

Total 20 marks

**English for Business
Communications**
Level 3

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



8959-13-013
(EL-NBC 13)
SAMPLE 4

Candidate's name (Block letters please)	
Centre no	Date

Time allowed: 2 hours 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. 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	Task 6	Total
10	20	20	10	20	20	100

SITUATION

You are the Personal Assistant (PA) to Hugh Morris, Chief Executive of Just Shopping Ltd, a company that imports fairly traded products of all kinds from throughout the world and sells them in the UK. Its Head Office is at 1 Benjamin Street, LONDON, EC1M 5EA, UK.

Tel: 020 7296 4214

Fax: 020 7296 4216

Mr Morris 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

Carry out the following instructions.

	<p>PA</p> <p>Could you please write up the minutes for last Thursday's meeting? I have scribbled notes on the agenda as I was chairing the meeting but Val Rowlands, who normally acts as secretary, 'phoned to say her train from North Wales had been delayed and she was unlikely to arrive before the end of the meeting.</p> <p>Thank you - Hugh</p>
Time and Date:	9.30 am,
Meeting:	Just Shopping Ltd
Place:	1 Benjamin Street, LONDON

AGENDA

- 1 **Apologies for absence**
- 2 **Minutes of the last meeting** — agreed and signed
- 3 **Matters arising** — None
- 4 **New ranges**
Only dealt in foodstuffs so far. Decided to broaden range. HM to ask Head of Marketing (Biro Janka) to investigate possibilities and organise short conference (probably in hotel next door) — 2pm first Friday next month when all shop managers can see potential new products and comment on potential sales — good chance for them all to meet over lunch first (12.30 start — shouldn't last more than 1 hour) — informal affair and chance to thank them for hard work — I'll make short speech and explain purpose of afternoon.
- 5 **Correspondence** — e-mail received from one of our shop managers — apparently quite a few of his customers read a somewhat derogatory piece about fairly traded products in a Sunday newspaper on 28th last month — claiming that only a very small percentage of the retail price actually got to the growers — HM to write to all shops giving information to reassure people.
- 6 **Any other business** — Maria Jimenez (Finance) queried what percentage of the goods we sell are organic — HM agreed to e-mail her details.
- 7 **Date, time and place of the next meeting** — 2nd Thursday next month — same time and venue.

Meeting closed 10.25 am.

(10 marks)

Task 2 (Your answer will be assessed for layout)

Action the note from Mr Morris.

PA,

As you'll have seen from the Minutes, I need to write to the managers of all our shops. Could you draft a letter for me to sign later today, please? I've attached part of the article and made some notes on points that you should include in the letter. The article was clearly based on flimsy research, but it may have the effect of sowing seeds of doubt in the mind of the ordinary shopper. We need to make sure our managers will now be able to clarify these points to shoppers if they are raised. Many thanks, Hugh

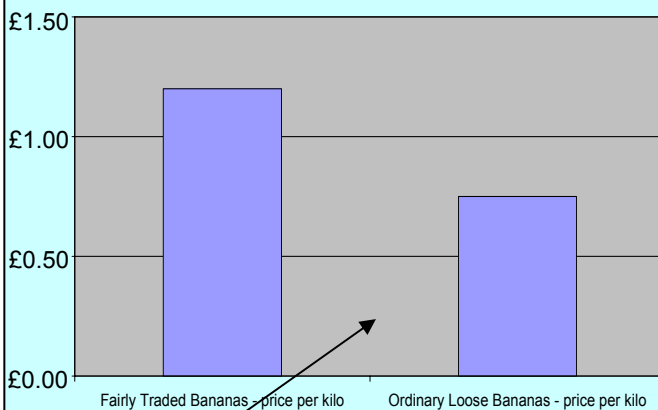
PS draft your letter to the company and address it to the first shop on our list and I'll get someone to do a mail merge so it can be sent to all the others — try to keep it to one side of A4 i.e. don't just copy my notes but paraphrase to keep short but to the point — I've probably reiterated some points in my anger!

Statement simply not true!

- price paid to farmers guaranteed to cover cost of production — completely protected
- additional amount paid on top of actual price also guaranteed to farmers or workers' organisations for commercial development or social projects.

Supermarkets take cut of 'Fairly Traded' produce, stealing cash from poor farmers.

SUPERMARKET PRICE DIFFERENCE



not comparing like with like — loose bananas always much cheaper than premium counterparts e.g. Fairly Traded and organic bananas. Price of Fairly Traded bananas stays stable — as it is supposed to — giving farmers security to continue growing them!

No wonder large supermarkets are jumping on the bandwagon and selling fairly traded produce. We compared prices at several large supermarkets this week and found, to our horror, that these stores are making a huge profit themselves by grossly inflating the prices they charge for fairly traded bananas — as can be seen from the graph. Far from passing this on to poor farmers in the third world, they are keeping this profit for themselves. It is high time that shoppers were made aware that the extra money they are paying, in the belief that they are helping the poor of the world, is actually lining the pockets of western capitalist enterprises.

non-fairly traded bananas cheap at moment — result of continuing drop in prices — causing untold suffering to farmers!

Large retailers like us vitally important in securing huge rise in sales of fairly traded foods over past ten years — we have a percentage 'mark-up' on the products we sell — we are a business (not a charity) — obviously the higher the price of a product the more profit we make as our percentage mark up is the same on all products.

(20 marks)

Task 2 (continued)

Just Shopping Ltd

Portal Precinct, Sir Isaac's Walk
Colchester,
C01 1JJ

Just Shopping Ltd

38 Exchange St,
Norwich,
NR2 1AX

Just Shopping Ltd

Market Hill
St Ives,
Huntingdon,
PE27 5AL

Just Shopping Ltd

19 Dig Street,
Ashbourne,
DE6 1GF

Just Shopping Ltd

87 New St,
Birmingham,
B2 4BA

Task 3 (Your answer will be assessed for layout)

Action the following message.

TELEPHONE MESSAGE

Message for: PA

While you were out: Hugh telephoned

He asked if you could send a memo yourself to Ms Janka to confirm that he's managed to book a conference room at The Giltspur Hotel next door for the Marketing Conference and lunch (he suggested you also remind her of the date and times). Hugh said you already had details of some of the products he'd especially like to have samples of at the conference, so could you also give Biro basic details of these - she just needs brief description and name of centre (and where it is) that makes them.

Taken by: Carolyn Dodd

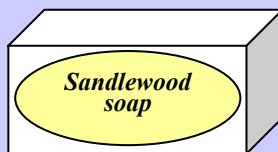


Neem & citronella

125g bars of natural soap with essential oils

No animal products

Made by the Palam Rural Centre, South India



Sandalwood

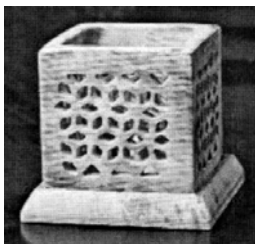


Olive oil

Traditional, natural olive oil soap made by local women in Galilee

Cross stitch purses 11 x 7 cm

Made by Palestinian men as part of the Melkite Pastoral Centre – set up to alleviate poverty



Gorara Candle Lamp

Cast a twinkling natural light with this skilfully hand-carved Gorara stone candle lamp. The cut-out Jali design top piece rests on a base with a hollow to hold a tea light. Tea light not supplied. Base 10 x 10 cm, top 8 x 8 cm. Do not leave burning candles unattended. Made in India - Tara Projects.

(20 marks)

Task 4

Action the note from Mr Morris.

PA

Could you please draft an invitation for the lunch and conference for store managers — see Minutes last meeting? I know it's informal (as dress can be) but think it might encourage them to attend if they get an actual invitation, as opposed to just mentioning it in the next weekly newsletter!

RSVPs to me here, please.

Many thanks.

Hugh

(10 marks)

Task 5

Action this note.

PA

Could you draft the short speech I'll be making after the Marketing Lunch and before the Conference, please — hope the lunch is good enough to put them in a receptive mood! Highlight the products I'm especially keen on (you already know what they are) but ask them to write down what they think people will pay for each item and Marketing will then look at their estimates against actual retail prices before deciding whether to order. Could you also remind them why we sell fairly traded products? I've attached a bit of a recent Press Release that might give you some ideas. I've underlined what I think are the important points to mention — obviously ask for their continued support and emphasise worthwhile venture we're engaged in but don't make it too long or they'll all go to sleep! About 200 words should be ample.

Many thanks. Hugh

Fairly Traded products guarantee a better deal to producers in the developing world.

This means a stable price, which covers their production costs, along with a premium, that their organisation will be able to reinvest either in the business or social and environmental schemes among the wider community.

Too many farmers in the developing world have to be content with fluctuating prices that may not even cover what it costs to produce their crop. We can make a big impact on their day-to-day life and on their future and that of their family.

International trade may seem a remote issue, but when commodity prices fall dramatically it has a catastrophic impact on the lives of millions of small scale producers, forcing many into crippling debt and countless others to lose their land and their homes.

Products like coffee, tea and chocolate, that we in the north have come to depend on, are produced in the warmer climates of the south. The prices paid for these commodities have not risen in real terms over the last forty years, whilst the cost of fertilisers, pesticides and machinery (imported from the rich countries) has increased substantially. Consequently many of the people who grow these crops have to work harder and longer for less money. On top of this the market price of commodities frequently drops below the cost of producing them.

By buying from farmers at better prices, helping to strengthen their organisations, consumers are offered the opportunity to buy products bought on the basis of a fair trade. This has worked well, and hundreds of small, poor farmers have been able to get back on their feet and trade their way out of poverty with a renewed sense of pride.

(20 marks)

Task 6

Action this note.

PA

I need a short (max. 200 words) report for the next Board meeting — they basically need to know, out of coffee, tea and chocolate, if we generally buy specific categories of goods from particular countries (if so they want to know which categories from which countries) and if there are any exceptions to this. I've attached a spreadsheet that should contain all the information you need to do this.

Many thanks, Hugh

PRODUCT	COUNTRY OF ORIGIN
Instant Coffee 100g	Peru
Instant Coffee 200g	Peru
Instant Coffee 500g	Peru
Medium Roast Ground Coffee 227g	Costa Rica
Machu Piccu Ground Coffee 227g	Costa Rica
Dark Roast Ground Coffee 227g	Costa Rica
Medium Roast Ground Coffee	Costa Rica
Instant Decaffeinated Coffee 100g	Ecuador
Medium Roast Ground Decaffeinated Coffee 227g	Ecuador
Dark Roast Coffee Beans 227g	Winward Islands
Guatemala Arabica Coffee Beans 250g	Guatemala
Brazilian Arabica Coffee Beans 250g	Brazil
Espresso Arabica Coffee Beans 250g	Dominican Republic
Tea 250g 80 bags	Sri Lanka
One Cup Teabags Catering Pack 440 bags	Sri Lanka
Two Cup Teabags Catering Pack 550 bags	Sri Lanka
Decaffeinated Teabags 50 bags	Tanzania
Decaffeinated Tea 125g loose tea	Tanzania
Green Tea with Lemongrass 50g loose tea	India
Green Tea with Cinnamon 50g loose tea	India
Indian Ocean Tea 250g loose tea	India
Breakfast Tea 80g loose tea	India
Early Grey Tea 50g loose tea	India
Earl Green Tea 25g loose tea	India
Lemon Green Tea 50g 25g loose tea	India
Camomile Herb Tea 20g loose tea	India
Peppermint Herb Tea 20g loose tea	India
Plain Continental Chocolate 100g	Dominican Republic
Plain Praline Chocolate 100g	Dominican Republic
Plain Cappuccino Chocolate 100g	Dominican Republic
Plain Honey Chocolate 50g	Dominican Republic
Milk Chocolate with Hazelnuts 100g	Ghana
Milk Chocolate 45g	Ghana
Milk Chocolate 100g	Ghana
White Almond Chocolate 50g	Ghana
White Chocolate 100g	Ghana

(20 marks)

END OF EXAMINATION

Worked Examples and Mark Scheme for SAMPLE 4

Task 1 - Minutes

Minutes of the meeting of Just Shopping Ltd, held at 1 Benjamin Street, LONDON, EC1M 5EA at 9.30 am, on Thursday, 28 December 2006

1 Apologies for absence

Apologies were received from Ms V Rowlands.

2 Minutes of the last meeting

These were agreed and signed as a correct record.

3 Matters arising

There were no matters arising.

4 New ranges

To date we have only dealt in foodstuffs but it was decided we should broaden our range. Hugh Morris agreed to ask our Head of Marketing (Biro Janka) to investigate the possibilities and organise a short conference (probably in the hotel next door to our office in Benjamin Street) at 2pm on Friday 5 January 2007, when all shop managers can see potential new products and comment on potential sales. It was agreed that this will be a good chance for them all to meet over lunch first (from 12.30- 1.30 pm). This will be an informal affair and a chance to thank them for all their hard work. Hugh Morris agreed to make a short speech and explain the purpose of afternoon.

5 Correspondence

An email had been received from one of our shop managers stating that quite a few of his customers had read a somewhat derogatory piece about fairly traded products in a Sunday newspaper on 28th November 2006 which claimed that only a very small percentage of the retail price actually reached the growers. Hugh Morris agreed to write to all our shops giving them information they could use to reassure people.

6 Any other business

Maria Jimenez (Finance) queried what percentage of the goods we sell are organic. Hugh Morris agreed to email her details.

7 Date, time and place of the next meeting

Thursday, 11 January 2007 at 9.30am at 1 Benjamin Street, LONDON, EC1M 5EA

The meeting closed at 10.25 am.

Mark Allocation

Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency	(4)	12 marks
Content	Apologies Val Rowlands	(1)	
	Minutes last meeting agreed and No Matters arising	(1)	
	Broaden range and Marketing conference	(1)	
	1 st Friday next month (date needed), times and some details	(1)	
	Derogatory newspaper article	(1)	
	HM to write reassuring letter to shop managers	(1)	
	Maria Jimenez (Finance) queried percentage of goods that are organic. HM to e-mail details	(1)	
	next meeting – 2nd Thursday next month – (date needed)		
	1 Benjamin St, 9.30 am	(1)	8 marks
			Total 10 marks

Task 2 – Letter

Just Shopping Ltd
1 Benjamin Street
LONDON
EC1M 5EA
UK

2 January 2007

Our reference: HM/ag

Just Shopping Ltd
Portal Precinct
Sir Isaac's Walk
Colchester
CO1 1JJ

Dear Sirs

Newspaper article on 28 November 2006 about fairly traded produce

The above mentioned article was clearly based on flimsy research, but we are concerned that it may sow seeds of doubt in the minds of some of our customers, and therefore ask you to note the following, that you may be in a better position to reassure shoppers.

Non-fairly traded bananas are cheap at the moment, causing untold suffering to the growers. Fairly traded bananas are always more expensive, not because we inflate their prices, but because the price farmers are paid is guaranteed to cover the cost of production, giving them security, and also includes an additional premium they can use for commercial development or social projects. Whilst our percentage mark-up is the same on all products, giving us more profit from the sale of fairly traded goods, nevertheless large retailers like us have been vitally important in securing the huge rise in the sales of fairly traded foods over the past ten years.

Should any of your customers require further information, please do not hesitate to contact me. I feel it is vitally important that we reassure them so that they continue to purchase these products; should they cease to do so, the consequences for many of the world's poorest farmers could be disastrous.

Yours faithfully

Hugh Morris
Chief Executive

Mark Allocation

Layout	Name and Address of Sender: Just Shopping Ltd, 1 Benjamin Street, LONDON, EC1M 5EA, UK	(1)		
	Date of exam	(1)		
	Appropriate reference e.g. HM	(1)		
	Name and Address of recipient: Just Shopping Ltd, Portal Precinct, Sir Isaac's Walk, Colchester, CO1 1JJ	(1)		
	Salutation: Dear Sirs	(1)		
	Heading: response to newspaper article (or similar)	(1)		
	Complimentary close: Yours faithfully	(1)		
	Name and/or designation of signatory – Hugh Morris/Chief Executive	(1)		
				8 ÷ 2 = 4 marks
Language	Mechanics:			
	Grammar	(4)		
	Spelling and punctuation	(4)		
	Tone and fluency	(4)		
			12 marks	
Content	non-fairly traded bananas cheap at moment – unfair on farmers	(1)		
	Fairly traded bananas always more expensive as price guaranteed to farmers to give them security (or similar)	(1)		
	Fairly traded price also includes premium for development if we make more profit it's because same percentage mark up on higher price = higher margin (or similar)	(1)		
		(1)	4 marks	
			Total 20 marks	

Task 3 – Memorandum

Memorandum

To: Biro Janka - Marketing Manager

From: Alyson Goldstein - PA to Hugh Morris, Chief Executive

Date: 2 January 2007

Reference: HM/ag

Subject: Marketing Conference and Lunch

Mr Morris confirms that he has booked a conference room at The Giltspur Hotel in Benjamin Street for Friday, 5 January 2007. The lunch will be from 12.30 - 1.30pm and the conference will start at 2pm. He would like you to ensure that samples of the following products are available for shop managers to look at, so that they may comment on their potential sales.

He would like samples of three soaps: Neem and citronella, and Sandlewood, both of which are made by the Palam Rural Centre, South India and the olive oil soap made by local women in Galilee. He would also like samples of the cross stitch purses made by the Melkite Pastoral Centre, in Palestine and the Gorara candle lamps made by Tara Projects in India.

Please do not hesitate to inform me if you encounter any problems in sourcing these.

Mark Allocation

Layout	Heading ("Memorandum")	(1)	
	To Name – Biro Janka	(1)	
	Designation – Marketing Manager	(1)	
	From Name – of candidate	(1)	
	Designation – PA to Hugh Morris, Chief Executive	(1)	
	Date of exam	(1)	
	Appropriate reference e.g. HM/-	(1)	
	Subject Marketing Conference and Lunch	(1)	8 ÷ 2 = 4 marks
Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency (max 1 mark if from wrong sender)	(4)	12 marks
Content	The Giltspur Hotel booked – 1 st Friday next month (date needed)		
	Lunch 12.30, conference 2pm (all)	(1)	
	Soap – Neem & citronella and Sandlewood – made by the Palam Rural Centre, South India and Olive Oil – from Galilee (all)	(1)	
	Cross stitch purses – made by the Melkite Pastoral Centre, Palestine (all)	(1)	
	Gorara Candle Lamp – made by Tara Projects, India (all)	(1)	4 marks

Total 20 marks

Task 4 – Invitation

Just Shopping Ltd invites
to a Marketing Lunch and Conference
to be held at
The Giltspur Hotel in Benjamin Street, LONDON, EC1M 5EA
on Friday, 5 January 2007.
Lunch will be served from 12.30 - 1.30pm.
The conference will commence at 2pm.

Dress: informal

RSVP

Hugh Morris, Chief Executive
Just Shopping Ltd
1 Benjamin Street
LONDON
EC1M 5EA
UK
Tel: 020 7296 4214
Fax: 020 7296 4216

Mark Allocation

Language Mechanics:

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

12 marks

Content	Just Shopping Ltd invites ...	(1)
	Marketing Lunch and Conference	(1)
	First Friday of next month (date needed)	(1)
	Lunch 12.30 pm – conference 2pm	(1)
	Giltspur Hotel, Benjamin Street	(1)
	Dress: informal	(1)
	RSVP to Hugh Morris/Chief Executive	(1)
	Just Shopping Ltd, 1 Benjamin Street, LONDON, EC1M 5EA, UK	(1)

8 marks

Total 20 marks 20 ÷ 2 = 10 marks

Task 5 – Speech

Good afternoon and thank you for all your hard work. As you know, selling fairly traded products helps some of the poorest people in our world. You may not realise that the prices paid for tea, coffee and chocolate have not risen in real terms over the last forty years but have often dropped dramatically. Traditionally, when commodity prices fell, the impact on growers was catastrophic, but because fairly traded products sell for stable prices plus a premium, farmers know they will not only receive enough to cover the cost of growing their crops, but will also have cash to spend on commercial developments or social projects. Fairly traded goods therefore, offer consumers the opportunity to help small, poor farmers get back on their feet and the movement is increasingly successful.

We have therefore decided to increase our range of products and I would ask you to look at these samples of soap, purses and candle lamps, comment on their potential sales and write down what you think customers would be willing to pay for each item. Our Marketing Department will then compare your pricing suggestions against the actual retail prices before deciding whether or not to order them.

(199 words)

Mark Allocation

Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency	(4)	
			12 marks
Content	Thanks to managers for hard work	(1)	
	Look at potential new products	(1)	
	Comment on potential sales	(1)	
	Explain what their ideas on pricing	(1)	
	Products sell for stable price plus premium	(1)	
	Catastrophic impact when commodity prices fall dramatically	(1)	
	Prices paid for tea, coffee and chocolate have not risen in real terms over the last forty years (all)	(1)	
	Consumers offered opportunity to buy fairly traded products		
	and this has worked well, - small, poor farmers able to get back on their feet (or similar but must mention consumers and farmers)	(1)	
			8 marks

Total 20 marks

Task 6 – Analytical Report

Countries of origin of coffee, tea and chocolate.

We purchase instant coffee from Peru, ground coffee from Costa Rica, and decaffeinated ground and instant coffee from Ecuador. Coffee beans are purchased from a variety of countries; dark roast from the Winward Islands, Guatemala Arabica from Guatemala, Brazilian Arabica from Brazil and Espresso Arabica from the Dominican Republic.

Our tea bags come from Sri Lanka, loose tea from India and decaffeinated tea from Tanzania.

Our plain chocolate comes from the Dominican Republic, while our milk and white chocolate comes from Ghana.

(90 words)

Mark Allocation

Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency	(4)	
			12 marks
Content	Title/Introductory sentence e.g. countries of origin of coffee, tea and chocolate.		
	(Any two for a mark to a maximum of 7 marks)		
	Instant coffee from Peru		
	Ground coffee from Costa Rica		
	Decaff ground coffee from Ecuador		
	Decaff. Instant coffee from Ecuador		
	Coffee beans from different countries		
	Dark roast from Winward Islands		
	Guatemala Arabica from Guatemala		
	Brazilian Arabica from Brazil		
	Espresso Arabica from Dominican Republic		
Tea bags from Sri Lanka			
Loose tea from India			
Decaff tea from Tanzania			
Plain chocolate from Dominican Republic			
Milk and white chocolate from Ghana			
			8 marks

Total 20 marks

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