

**English for Business
Communications
Level 3**



8959-13-013
(EL-NBC 13)
Practice Paper 1

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	20	10	20	100

SCENARIO

You are the Personal Assistant (PA) to Elaine Wainwright, Managing Director of Chippies Limited, a company that owns a chain of fish and chip shops in UK and is planning to open more shops throughout Europe. The head office is at 12 Gosford Road, OTTERY ST MARY, Devon, EX11 1NU, UK.

Tel: 01404 81547

Fax: 01404 81548

www.chippies.com

Mrs Wainwright has meetings throughout today but will return to the office in the late afternoon. She has left you some work to attend to. Her email address is ew@chippies.com

Task 1

Action the note from Mrs Wainwright.

Agenda

for the meeting of

CHIPPIES LIMITED

that will be held at

12, Gosford Road, Ottery St Mary, Devon

at 10.15am

PA:

Could you please write up the minutes for last Thursday's meeting, using full sentences? I have scribbled notes on the agenda as I was chairing the meeting but Olu Sotuminu (Sales and Marketing Manager), who normally takes the minutes, phoned to say her train had been delayed and therefore she wouldn't be able to attend.

Thanks, Elaine.

- 1 Apologies for absence –**
- 2 Minutes of the last meeting –** *agreed and signed.*
- 3 Matters arising –** *none.*
- 4 New email addresses –** *IT department advise all now changed to initials followed by @chippies.com - no problems envisaged - all address book contacts already advised.*
- 5 First new shop abroad –** *we've rented shop at 114, Rue Rivoli, Paris, France (Tel: +33 1 44 88 44, Fax +33 1 44 88 67) - opening ceremony set for 15th next month - time TBA but followed by fish and chip supper for guests - need to invite local business people and get press coverage - I agreed to organise. Mme Marie Chevalier appointed manager (she's bi-lingual English/French - ideal - we envisage most initial business to English speaking business people and tourists - hopefully business will soon attract the French as well). She's dealing with recruitment and furnishing of shop etc.*
- 6 Correspondence –** *email rec'd from Marie - suggested asking well-known British celebrity to perform opening - I agreed to get more details.*
- 7 Any other business –** *none.*
- 8 Date, time and place of the next meeting –** *first Thursday next month - same time and venue.*

Meeting closed 11.15am.

(10 marks)

Task 2

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

PA: Marie seems to think Alan Courtney may be in Paris when we open the shop - he'd be ideal - though I dread to think how much his fees would be, but if he's already there at least I don't suppose we'd have to pay expenses! It's worth finding out, anyway. I've attached a bit of an article on him, for your interest, but also found details of his agent on the Internet (page also attached). Could you draft the letter for me to sign later please?

Many thanks, Elaine. PS - time now agreed as 6.30pm

Alan Courtney - Possibly the Very Best British Actor

Agent: Linden's Personal Management Ltd



The only credible combination of cockney rogue and sensible dreamer out of a whole bunch of young working class rising stars of the latter part of the last century, he went on to play a supporting role in the international smash melodrama 'Force of the Sea', kept a low profile for a few years when focusing on the stage, and then promptly scored another academy nomination for 'The Husband'.

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We are currently only considering representing actors with established CVs.

If you wish to contact us regarding representation please do so in writing, enclosing a headshot and CV only. Please do not enclose CDs or DVDs at that this stage. Please address your application to David Nutkin.

Casting Directors and Other Employers

If you require any further information on any of our actors, please contact Ms Corinne Sheridan on the following numbers:

Manchester: 0161 228 026

London: 020 7734 788

You can also email us by clicking on the following address: info@lindensltd.co.uk

Or write to us at:

8 Newton Street
 Manchester
 M1 1HL
 Fax: 0161 228 027

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(20 marks)

Task 3

Action the message from Mrs Wainwright. (Your answer will be assessed for layout.)

Message

Message for: PA

Message from: Elaine

When Olu phoned me before last Thursday's meeting, she did say she'd prepare some mock-ups of single sided A5 advertising leaflets for the new shop that we can get distributed in Paris before the opening. I've seen no sign of these, however. Please send her a memo (you can send it in your own name) reminding her I want to see them asap. You'd better confirm all the details - obviously she'll have to leave space to include details of who's performing the opening until this is confirmed. Give her details of the printer Marie suggested (webpage from directory of Paris printers attached) close to the shop - Olu should contact them about printing - I've marked what we want.

Printers & Printing in Ile de France, Paris

Sub-categories of **Printers & Printing** in the local business directory with 6,004 listings of English-speaking businesses and services in Paris & Ile de France:

Description:

Digiflash

Digital offset printer. Highest calibre scanning and digital printing technology, we specialise in short-run projects for business cards, postcards, posters, brochures, press kits and books. High-end inkjet printing for interior and exterior signage.

Contact Details:

Email: sales@digiflash.com

Tel: 01 53 68 16 10 *International: +33 1 53 68 16 10*

Fax: 01 53 68 16 27

Ask Olu to find out if we can have lower price for larger order

LATEST OFFERS – STERLING PRICES:

100 A5 single sided full colour Leaflets on 250gsm Gloss = £25.00

500 A5 8pp full colour Booklets on 140gsm Gloss = £255.00

500 A6 single sided full colour Postcards on 300gsm Stock = £45.00

500 A5 4pp full colour Leaflets on 140gsm Gloss = £130.00

100 A3 Posters single sided on 250gsm Gloss = £60.00

(20 marks)

Task 4

Action the note from Mrs Wainwright.

PA: Please draft a press release we can send to all the English magazines and newspapers in Paris to advertise the opening of the new shop. I don't suppose they'll all print it - but some might, if we keep it short, so give yourself a maximum of 200 words and include Marie's contact details - so people can get hold of her if they need more info. I've attached some general information to help you - see my note - otherwise just mention how long they've been eaten, why they are popular in UK, how nutritious they are, and where they're eaten today. Many thanks, Elaine.

Oh yes, we've decided to give a discount of 1 Euro off the cost of a fish and chip meal to anyone who comes along with one of the leaflets Olu is preparing - we'll be open to the general public from 8pm on opening day - might as well mention that too!

Fish and chips – a great British tradition



There's nothing more British than fish and chips. Freshly cooked, piping hot fish and chips, smothered in salt and soured with vinegar, wrapped in newspaper and eaten out-of-doors on a cold and wintry day – it simply cannot be beaten!

We'll give a choice - like this or on a plate, inside at a table

The typical retail fish-frying shop represents a continuing British tradition going back to the early days of the 19th century. Charles Dickens' novel, *Oliver Twist*, mentions fried fish warehouses, but it wasn't until the 1860s that the trade began to develop as we know it now. Through the latter part of the 19th century it expanded greatly to satisfy the needs of the growing industrial population. The development of the steam trawler brought fish to UK from the North Atlantic, Iceland, Greenland and Norway. The fried fish trade's greatest development was in the industrial cities of Scotland, the North of England and Midlands as well as London. With the spread of paid holidays, customers still demanded the product with which they had become familiar at home. A characteristic feature of most popular English holiday resorts today is fried fish shops, cafés and restaurants, which have now spread to the Mediterranean coast of Spain and other overseas resorts.

It was not only their easy availability that contributed to the trade's development. From the very beginning the food was recognised by the great mass of the British population as a nourishing meal offering good value for money. Even today, with many competitive products being offered in the take-away and fast-food trades, the traditional fish and chip shop is still the leader in this field: 9,000 shops have an annual turnover of over £650M, sell 60,000 tonnes of fish (about one-quarter of all the white fish consumed in UK) and 500,000 tonnes of potatoes (10% of all potatoes eaten in Britain). By concentrating on a relatively narrow range of products, buying raw materials in large quantities, processing in quantity and offering ready-cooked products to the public, this trade continues its tradition of supplying the British with the cheapest cooked meal in the country. Fish and chips are a valuable source of protein, fibre, iron and vitamins, providing a third of the recommended daily allowance of vitamins for men and nearly half for women. It's a typical example of a traditional dish once jeered at by food snobs and even censured by health food devotees but now fully appreciated as a nutritious combination. Fish and chips have even become very fashionable at some top restaurants, as leading chefs create their own version of 'posh fish and chips'.



(20 marks)

Task 5

Action the telephone message below.

TELEPHONE MESSAGE

Message for: *PA*

While you were out: *Elaine telephoned*

She asked if you could draft a formal invitation for the opening. She wants RSVPs sent to you by email but the invitations to be sent from her and the board – she also suggested casual dress code.

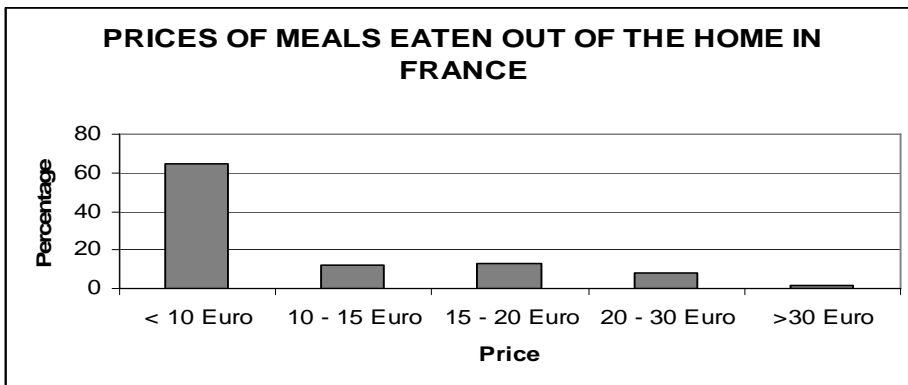
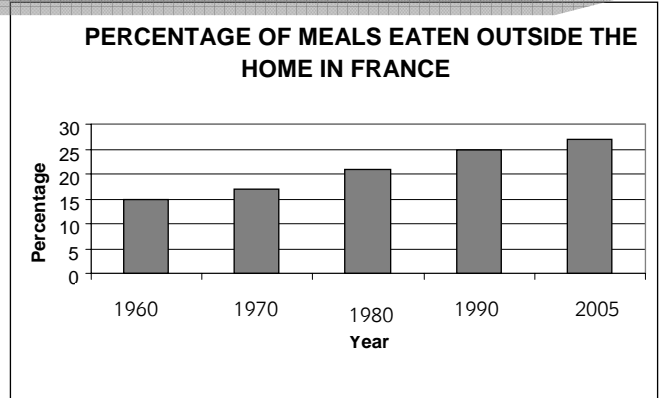
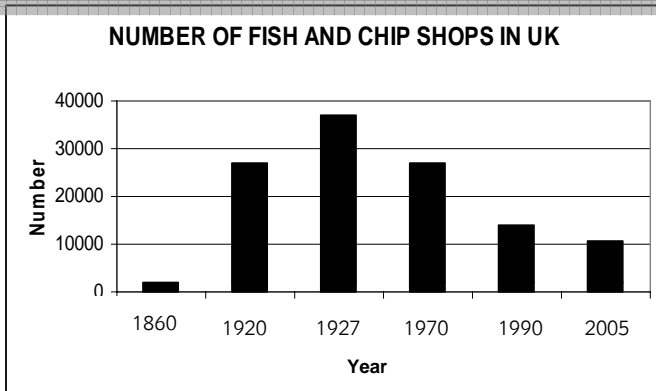
Taken by: *Carolyn Dodd*

(10 marks)

Task 6

Action this note.

PA: I need a short (max 200 words) informal report for the next board meeting. They'll get copies of the graphs I've attached but basically need to know if there's any trend in popularity of fish and chips in UK, whether there's a similar trend in France for meals taken outside the home, and therefore whether our new venture is a good idea or not. They'd also like to know whether our aim of charging 11 Euros for an average meal in Paris will be likely to bring in lots of business - if not, please suggest a price - but as close to our aim as possible. We'd like to charge a bit more than we do in UK (average = £5 per meal) as we'll have extra costs, so need your comments on whether this is possible (you can use the exchange rate 1 Euro = £0.696. Many thanks, Elaine.



Euro	Exchange Rate	Currency	Currency Description	Pound Value
1	0.696	GBP - £	BRITISH POUND	0.696
5	0.696	GBP - £	BRITISH POUND	3.48
10	0.696	GBP - £	BRITISH POUND	6.96
15	0.696	GBP - £	BRITISH POUND	10.44
20	0.696	GBP - £	BRITISH POUND	13.92

Sterling	Exchange Rate	Currency	Currency Description	Euro Value
1	1.437	EUR	EURO	1.437
5	1.437	EUR	EURO	7.185
10	1.437	EUR	EURO	14.37
15	1.437	EUR	EURO	21.555
20	1.437	EUR	EURO	28.74