

Pearson LCCI

English for Business Speaking

Level 4

On Demand

Paper Reference

ASE4251

You will need a recording device.

- This document should be used in conjunction with the **Guidance Document for English for Business Optional Tests**, which is available on our website.

Information

- On Demand Version Paper ASE4251D3R.

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TOPIC A

Instructions to the candidate

You have 5 minutes to prepare for your examination. The subject matter is given in the topic below. You have to discuss this topic with the Examiner and you will be expected to do most of the talking.

To help you in putting your ideas together, the topic is followed by some questions and suggestions for the basis of your conversation. However, you may introduce other ideas providing they are on the topic. You may keep this paper to help you during the examination. Return it to the Examiner at the end of the examination. Do not make any written notes during this preparation time.

The Topic: INFLUENCE AND EFFECTS OF ADVERTISING (Syllabus Topic 6)

Base your discussion on the following:

Talk about the advertising you meet in your life. How are you affected by it? (annoyed ... helped ... persuaded to buy?)

How does advertising benefit the economy?

- Consider some direct benefits:
 - creates demand
 - informs potential buyers
 - stimulates competition

- Consider some indirect benefits:
 - subsidises the cost of newspapers/magazines
 - supports/enables free content on internet sites, TV and radio
 - supports and subsidises sports and the arts

Are there any important social benefits from advertising? Consider:

- government campaigns with important social messages, e.g. about health
- political advertising during elections

Should there be any laws controlling advertising to protect consumers or competitors?

Which do you think is the most effective medium for advertising?

How would life in your country change without advertising?

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SPEAKING

LEVEL 4

TOPIC B

Instructions to the candidate

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**The Topic: ECONOMIC AND SOCIAL CONSEQUENCES OF 24/7 TRADING
(Syllabus Topic 2)**

Base your discussion on the following:

What use do you make of the widespread freedom to buy and sell day and night, throughout the week?

What are the economic benefits of such trading? Consider:

- increased sales and production
- more jobs
- greater transport needs

What do you think of the view that 24/7 trading simply spreads people's purchasing, but doesn't increase it?

What are the likely social consequences of such trading? Consider:

- the effects on the family life of people whose working hours change to meet 24/7 demand
- shopping as a social/family activity rather than a chore
- the effects of over-consumption if everything is available on demand

Do you think a world in which people are primarily consumers and customers is a good one?

Do you think governments should control the hours businesses can operate, or should the market decide?

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LCCI ENGLISH FOR BUSINESS

SPEAKING

LEVEL 4

TOPIC C

Instructions to the candidate

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The Topic: IMPORTANCE OF LANGUAGE SKILLS IN BUSINESS AND PRIVATE LIFE (Syllabus Topic 7)

Base your discussion on the following:

Why are you studying English?

Why is English important as a world language?

Do you think businesses can succeed in an international market without people who speak foreign languages (not just English)?

Why is competence in foreign languages useful to employees nowadays? Consider:

- mobility of labour
- international/global operations of many companies
- getting into and understanding export markets
- promotion prospects for individual employees

Are there social and intellectual benefits from fluency in foreign languages? Consider:

- relationships
- cultural understanding
- intellectual enrichment ... e.g. via a nation's literature and history

What have your studies in English contributed to your business and private life?

If you had to advise someone about learning foreign languages, which languages would you recommend? Why?

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TOPIC D

Instructions to the candidate

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The Topic: AIRPORTS AND THE ECONOMY (Syllabus Topic 5)

Base your discussion on the following:

Which are the most important airports in your country? Why are they so important?

Consider the statement that for every £1 invested in an airport, it returns £400 to the economy. How could this be true?

What has the growth of low-cost airlines brought to the economy? Consider:

- making air travel possible for more people
- making air travel a realistic alternative to road and rail travel
- giving new life to small regional airports
- opening new routes

What is your view of the development of bigger and bigger planes?

Building new runways or new airports to cope with increased demand, often meets fierce opposition. Can air travel continue to expand without general support from the public?

What are some of the environmental problems some people believe are created by air travel?

Do such problems have economic consequences too?

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LCCI ENGLISH FOR BUSINESS

SPEAKING

LEVEL 4

TOPIC E

Instructions to the candidate

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The Topic: ROLE OF GOVERNMENTS IN MANAGING THE ECONOMY (Syllabus Topic 4)

Base your discussion on the following:

How do governments sometimes help industries or areas of the country at times of crisis?
Consider:

- support local companies against foreign competition
- regenerate areas of high unemployment (e.g. where the main industry has died)
- finance opportunities for people to retrain

Do you think such actions are necessary or helpful?

How do governments try to put more money into, or take money out, of the economy?
Consider:

- changing interest rates
- changing taxes
- commissioning public works (infrastructure projects like new roads, bridges, etc)
- borrowing money (i.e. increasing the nation's debt)

Should governments intervene to protect a currency which is losing its value? Why or why not?

Should governments regulate the behaviour of banks, insurance companies and stock exchanges?

What is your opinion of your government's actions in the recent global financial crisis?

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LCCI ENGLISH FOR BUSINESS LEVEL 4

SPEAKING

Mark Sheet

NOTE: A minimum of three Criterion Pass Grades is required for the award of a Final Pass Grade.

Level 4 – ASE4251 D3

Centre Code	Candidate Number	Name	Topic Code	Criteria Score for Each				Final Grade F/P/M/D
				1	2	3	4	

Examiner Date

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SCORING

Four grades are available to candidates: Pass (P), Merit (M), Distinction (D) and Fail (F).

LEVEL 4

Criterion 1 – Fluency

Mark	Descriptor
4 distn	Can express him/herself fluently, spontaneously and effortlessly on all subjects.
3 merit	Can express him/herself fluently and spontaneously, almost effortlessly, on all subjects.
2 pass	Can express him/herself fluently and spontaneously, almost effortlessly. Only a conceptually difficult subject can hinder a natural, smooth flow of language. Can produce clear, smoothly flowing, well-structured speech, showing controlled use of organisational patterns, connectors and cohesive devices.
1 fail	The contributions from the candidate are limited. S/he hesitates and requires prompting. The examiner has to make an effort to keep the conversation flowing. There may be the feeling that the candidate wants to say more than he/she is able to.

Criterion 2 – Lexis

Mark	Descriptor
4 distn	No lexical gaps or vocabulary errors.
3 merit	Almost no lexical gaps or vocabulary errors.
2 pass	Can readily overcome lexical gaps with circumlocutions through a good command of a broad lexical repertoire. Occasional minor slips but no significant vocabulary errors.
1 fail	Misuse of words is relatively frequent. This jars on the listener, even if it does not impede the clear understanding of what is being expressed. The candidate can only express complex ideas with some difficulty. Alternatively, the expression of complex ideas may be deliberately avoided.

Criterion 3 – Grammar

Mark	Descriptor
4 distn	Accurate and appropriate use of a wide range of structures. No errors.
3 merit	Accurate use of a wide range of structures though choice may not always be the most appropriate for the situation. Virtually no errors.
2 pass	Consistently maintains a high degree of grammatical accuracy; errors are rare and difficult to spot.
1 fail	Errors are sufficiently frequent as to attract attention and disturb the listener. They may also interfere with the message being conveyed.

Criterion 4 – Pronunciation

Mark	Descriptor
4 distn	Pronunciation, sentence stress and intonation cannot be faulted.
3 merit	Pronunciation, sentence stress and intonation almost faultless.
2 pass	Can vary intonation and place sentence stress correctly in order to express finer shades of meaning. There may still be some evidence of a foreign accent.
1 fail	Mistakes of stress, intonation and sound formation disturb or place a strain on the listener, even if communication is not impaired.

FINAL GRADE

General

The pass mark for each of the above criterion is set at two out of four or 50%, which is the pass mark for English for Business exams as a whole.

Candidates must pass a minimum of three criteria to be awarded a pass overall.

- *Fail* = two or more criteria scored at fail level.
- *Pass* = minimum of three criteria scored at pass level (or higher) but failing to meet merit/distinction requirements.
- *Merit* = minimum of three criteria scored at merit level + one at pass (or higher) but failing to meet distinction requirements.
- *Distinction* = minimum of three criteria scored at distinction level + one at merit.

LCCI ENGLISH FOR BUSINESS LEVEL 4

SPEAKING

Examiner Information Sheet

Preparation	5 minutes
Warm up	2 minutes
Examination	10 minutes
Total	<u>17 minutes</u>

Start the examination with 2 minutes of warm-up conversation about the candidate (study, work ambitions for the future, etc) and then proceed with the topic.

The questions following the topic title have been given to the candidate at the preparation stage to assist initial reactions and to provide a framework for the 10 minutes of conversation. However, the candidate may range beyond these ideas and this should be allowed, providing the theme is maintained.

The Examiner does not need to ask all of the questions in the course of one interview, and can ask other questions that are relevant, in the way that would happen in a normal conversation. However, it is the Examiner's responsibility to ensure that the conversation remains on the topic.

Examiners must return all speaking test material to Pearson with written papers.

LCCI ENGLISH FOR BUSINESS LEVEL 4

SPEAKING

Declaration by Centre-Appointed Examiner(s)

To be completed and signed by Examiner(s) and returned with cassettes and all examination material.

Centre address

Centre code

Subject code Level.....

Venue of examination (if different from above)

held on 20.....

Total number of candidates at this examination session

I/We the undersigned Examiner(s) hereby certify:

- (a) That I was/we were present during the whole period of the examination as indicated below.
- (b) That the number of candidates who presented themselves was as indicated above.
- (c) That the accompanying cassettes were recorded in my/our presence.
- (d) That the examination regulations have been strictly complied with.
- (e) That the recorded candidates are who they say they are.

Dated this day of 20

		Time examination session took place	
Name of Examiner (please print)	Signature of Examiner	Commenced at	Finished at
1			
I am not the candidates' tutor I have/have not* prepared EFB students previously			
2			
I am not the candidates' tutor I have/have not* prepared EFB students previously * Please delete as appropriate			

NB: SAMPLE CASSETTES SHOULD BE CLEARLY LABELLED WITH THE CANDIDATES' NAMES IN THE CORRECT ORDER and posted to Pearson within 48 hours of completion of the EFB written papers. Where postal arrangements do not permit this, they should be sent by the first post on the next available working day.

- NOTES:**
- 1 A separate Declaration is required for each examination room.
 - 2 Any remarks relating to this examination should be written on the back of this form.
 - 3 The cassette(s) must be clearly labelled, and the insert card(s) must indicate the candidate names and candidate numbers.

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