

Mark Scheme (Results)

Series 2 2014

Pearson LCCI Level 1
English for Business (ASE1041)

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LCCI IQ SERIES 2 EXAMINATION 2014
ENGLISH FOR BUSINESS
LEVEL 1
MARKING SCHEME

DISTINCTION MARK 75%

MERIT MARK 60%

PASS MARK 50%

TOTAL 100 MARKS

QUESTION 1 – Memo

Layout – 5 marks

To	-	Sales Team	(1)
From	-	Area Manager/Candidate's name	(1)
Date	-	Suitable date	(1)
Subject	-	Awards Ceremony	(2)

Content – 15 marks

Look for:	
Opening sentence and congratulations	(2)
Travel arrangements	(2)
Hotel name/rooms/all meals	(3)
Allowances (taxi, entertaining etc.)	(3)
Responsibility/representing company and appropriate behaviour	(3)
Enjoy occasion	(1)
Closing remark (once again well done)	(1)

Style and Tone – 4 marks

Mark by impression according to the following:

wholly appropriate to task; clear and concise; logical sequence, good paragraphs with complex sentences; distinction standard – 4

above average; appropriate to task; logical and clear; paragraphs and some complex sentences; merit standard – 3

adequate for task; some evidence of planning; may not have paragraphs; sentences mainly simple; pass grade – 2

poorly composed; not suited to task; poor style and no awareness of relationships; clumsy but some effort shown – 1

wholly inappropriate; no sequence; sentences poorly written; no sense of the task – 0

Accuracy – 6 marks

Deduct half marks per error for spelling, punctuation and grammar. Do not penalise same spelling error twice.

Short and long answers: For short answers deduct 1 mark from Content mark for every 25 words short of 150 words. Adjust totals for Style and Tone and for Accuracy accordingly. For answers over 200 words, mark up estimated 200 words and do not penalise beyond this.

(Total 30 marks)

QUESTION 1

Suggested Answer:

MEMORANDUM

TO: Sales Team
FROM: Area Manager
DATE: Suitable date:
SUBJECT: Awards Ceremony

First of all I should like to congratulate all three of you on your excellent achievement. Winning this regional award is a compliment to your hard work on behalf of the company. Well done!

I have already arranged for you to travel to the capital by a morning train on the day before the ceremony. My secretary has booked a deluxe single room for each of you at the Waldorf Hotel, which is very close to the awards venue. All meals will, of course, be provided.

In addition, each of you will receive an allowance for incidental expenses, such as taxis, entertaining other award winners, room service etc.

Please bear in mind that you are there as representatives of Sterling Furnishings. I am sure you will see the importance of appropriate behaviour at all times.

I sincerely hope you have a very enjoyable time at the awards ceremony. Once again, very well done indeed!

QUESTION 2

True/False

1 mark for correct TRUE/FALSE response.

2 marks for support material (max 6 words).

Deduct 1 mark if support material exceeds 6 words.

0 if TRUE/FALSE response is wrong

- | | | | | | |
|----|-------|------------------------|-----|---|-----|
| a) | False | 186 | (1) | eventually reach/will reach/will eventually | (1) |
| b) | False | Tianjin | (1) | 2008/2007 | (1) |
| c) | False | network/5,780 miles | (1) | Southern | (1) |
| d) | True | 5,780 | (1) | £270 OR <u>more</u> than a
month's wages | (1) |
| e) | False | <u>almost</u> 24 hours | (1) | 2007 OR before | (1) |
| f) | True | 35 | (1) | 3 | (1) |
| g) | True | most expensive/£11bn | (1) | cheaper | (1) |
| h) | False | world's longest | (1) | improve | (1) |
| i) | True | 8 hours | (1) | <u>world's</u> largest movement | (1) |
| j) | False | nearby | (1) | 4 divisions | (1) |

(Total 30 marks)

QUESTION 3

Short answers

1 mark for each correct answer.

1. Wildlife
2. 3
3. No
4. Carfax
5. 4
6. No
7. £7
8. 3
9. Yes
10. Yardley
11. Holland
12. 3
13. Wildlife
14. No
15. £8.50
16. Twinkles
17. Same/No
18. 4
19. No
20. 3

(Total 20 marks)

QUESTION 4

- Award 1 mark for each correct entry. Mark across the rows.
- Penalise lowercase answers only once (1 mark) for the first occurrence in the table
- Penalise first name/full name only once (1 mark) for the first occurrence in *each* column (Speaker/Chairperson)
- Penalise the ordering only once (1 mark)

COMMUNICATION SEMINAR

(COMPLETE IN CAPITALS IN ORDER OF START TIME)

START TIME	SPEAKER (LAST NAME)	SEMINAR TOPIC	CHAIRPERSON (LAST NAME)
9.30	BEECH	TV	HAMILL
10.30	TANNER	RADIO	HAMILL
11.30	HARDY	INTERNET	CLARK
13.30	SUMMERS	NEWSPAPERS	MONKS
14.30	BEECH	TELEPHONE(S)	STOREY

(Total 20 marks)

