

Mark Scheme (Results)

Series 3 2014

Pearson LCCI Level 1  
English for Business  
(Reading and Writing)  
ASE1041

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**LCCI IQ SERIES 3 EXAMINATION 2014**  
**ENGLISH FOR BUSINESS**  
**LEVEL 1**  
**MARKING SCHEME**

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**DISTINCTION MARK 75%**  
**MERIT MARK 60%**  
**PASS MARK 50%**

TOTAL 100 MARKS

**QUESTION 1 – Letter (30 marks)**

Layout – 5 marks

- Writer’s address 1
- Inside address 1
- Suitable date 1
- Correct salutation and complimentary close 1
- Signature and job title 1

Content – 15 marks

Look for:

- Suitable opening sentence, mentioning falseness of article 2
- Each complaint plus explanation (4 x 2 marks) 8
- Damage to reputation 1
- Possible loss of business 1
- Apology 1
- In next issue 1
- Suitable close 1

Style and Tone – 4 marks

- 4 = Wholly appropriate to task; clear and concise; logical sequence, good paras with complex sentences; distinction standard
- 3 = above average; appropriate to task; logical and clear; paras and some complex sentences; credit standard
- 2 = adequate for task; some evidence of planning; may not have paras; sentences mainly simple; pass grade
- 1 = poorly composed; not suited to task; poor style and no awareness of relationships; clumsy but some effort shown
- 0 = wholly inappropriate; no sequence; sentences poorly written; no sense of the task

Accuracy – 6 marks

Deduct a half mark per error of spelling, punctuation and grammar.  
Do not penalise same spelling error twice.

**NB. For short letters (less than 150 words) deduct 1 content mark per 25 words short, and up to 2 marks from the totals for each of Style and Tone, and Accuracy.**

## Suggested Answer

Carefree Holidays  
77 Dorngate  
Casterbridge  
CA4 1RG

15 June 2014

The Editor  
The Weekly Post  
Shipgates  
Casterbridge  
CA3 2BF

Dear Sir

I am writing to protest about the completely false article concerning Carefree Holidays in your last issue. You have been misinformed.

None of our holiday hotels is more than three minutes from the main beach of the resort. Once or twice there has been a necessary detour because of road closures.

As regards your comment about day trips, all customers are asked to book at least 24 hours in advance to make sure of their place on the coach. We always run two coaches on each trip.

Our representatives are trained to be helpful at all times, but they are not expected to look after small children at a moment's notice, or supply items of babywear.

Finally, the menus in our hotels always provide a wide variety of dishes (including vegetarian) and menus are changed twice a week.

Your false article does damage to our reputation, and it could easily lead to a loss of bookings in the future. I demand that you print a full apology in your next issue.

Yours faithfully

Thomas Johannson

Thomas Johannson  
Assistant Manager.

## QUESTION 2

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) True	plans to (marry)	(1)	30	(1)
(b) True	2 days before Thursday OR Next issue Thursday	(1)	outstanding	(1)
(c) False	part-time	(1)	do all.../themselves	(1)
(d) True	1980s	(1)	daily	(1)
(e) True	day visitors	(1)	vegetarian (dishes)	(1)
(f) False	flour	(1)	waitresses	(1)
(g) True	bedrooms	(1)	cannot enter	(1)
(h) False	shops OR church	(1)	year before( that)	(1)
(i) False	machinery	(1)	Head Office	(1)
(j) False	outskirts	(1)	(strongly) advised	(1)

(30 marks)

## QUESTION 3

1 mark for each correct answer

(a)	Simkin
(b)	Telford
(c)	No
(d)	2
(e)	Banks
(f)	2
(g)	Oak
(h)	Germany
(i)	1 (accept Granton)
(j)	Rigby
(k)	Rigby
(l)	2
(m)	No
(n)	No
(o)	3
(p)	2
(q)	3
(r)	Quela
(s)	1
(t)	No

(20 marks)



