

Pearson LCCI

English for Business

Level 1

Friday 4 April 2014

Time: 2 hours

Paper Reference

ASE1041

Complete the details below in block capitals.

Candidate name

Centre Code

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Candidate Number

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Candidate ID Number

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Number of additional sheets handed in

You do not need any other materials.

Instructions

- Do **not** open this examination paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen.
- Ensure your answers are written clearly.
- Fill in the boxes at the top of this page with your candidate name and number, centre code and your candidate ID number.
- Write your answers in the spaces provided on the question paper.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your examination paper. State the number of additional sheets attached on the front of your examination paper.
- When you finish, cross through any rough notes and preparatory work.
- Answer **all questions**.

Information

- The total mark for this paper is 100.
- There are four questions in this question paper.
- The marks for **each** question are shown in brackets
– use this as a guide as to how much time to spend on each question.
- There is credit for correct spelling, punctuation and grammar.
- You may use an English or bilingual dictionary.

Advice

- Read each question carefully before you start to answer it.
- Check your answers carefully if you have time at the end.

EXAMINER'S USE ONLY	QUESTION No
	1
	2
	3
	4
	TOTAL

Turn over ►

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PEARSON

Answer ALL questions.

1 Situation

You work as the Area Manager of a furniture-manufacturing company, Sterling Furnishings. Your Sales Team has just won a regional award and has been invited to the Awards Ceremony in your capital city.

Task

Write a memo of between 150 and 200 words to the Sales Team, congratulating all three of them on the award, and give details of the arrangements you have made for them to attend the ceremony. The information should include details of travel arrangements, hotel accommodation and meals provided. Also, describe the cash allowances they will be given for expenses such as taxis and the cost of socialising with other award winners. Remind them firmly of their responsibilities as representatives of the company, and wish them an enjoyable time at the Awards Ceremony.

(30)

Write your memo in the space below.

MEMORANDUM

TO:

FROM:

DATE:

SUBJECT:

You may continue writing your memo here.

Blank area for writing the memo.

(Total for Question 1 = 30 marks)

2 Situation

You work as the Assistant Editor of a magazine called 'Worldwide Railways'. You have been asked to check an article about a new high-speed rail link in China.

Task

Read the article below entitled '**China's New Rail Link**', then say whether the statements on the following page are **True or False**. Write down the **exact words or phrases from the passage** that support your answer. **Do not write more than six support words for each answer**. You will lose marks if you write more than this.

(30)

Note: Answers usually have two parts. The words or phrases that you need may be in different parts of the article.

China's New Rail Link

It used to take almost 24 hours to travel by train from Beijing to the southern town of Guangzhou. Recently, however, when the world's longest high-speed rail line opened for business, the 1,428 mile journey was reduced to eight hours. The trains travel at an average speed of 186 miles per hour as they race through the Chinese countryside.

China's high-speed rail network is one of the country's most expensive projects and a symbol of its long-term ambitions. Although the government has not published the total cost of the Beijing to Guangzhou link, the section between Wuhan and Guangzhou has cost, according to several newspaper reports, more than £11 billion.

The world's longest rail line consists of four main divisions; these divisions connect the national capital, Beijing, with three provinces, which are Henan province, the province of Central China, and the southern province of Guangdong. The principal cities of these provinces are, respectively, Zhengzhou, Wuhan, and Guangzhou. The line connecting Wuhan and Guangzhou opened in 2009, and the one between Beijing and Zhengzhou in 2013. The new line connecting Beijing to Guangzhou stops in 35 cities and will eventually reach Hong Kong. Business class tickets on the line cost £270, more than a month's wages for many Chinese workers. Standard seats cost £86 and are slightly cheaper than the cost of the air fare.

China's high-speed rail programme was established in 2007, and its first line, connecting Beijing and nearby Tianjin, opened just before the 2008 Beijing Olympics. The rail network system now has more than 5,780 miles of track.

A great many recent articles in the state-run Chinese press have said that the new line will improve the country's transport system considerably, especially during the Spring Festival Holiday. This is the time when hundreds of millions of Chinese city-dwellers travel back to their ancestral home villages in what is the world's largest annual movement of people.

Example: Zhengzhou is in Central China; the Chinese press is independent of the government.

False: Henan province state-run

- (a) The new train has a maximum speed of 150 miles per hour; the new line has reached Hong Kong.
- (b) The first high-speed rail line ran between Beijing and Wuhan; it opened in 2009.
- (c) The Beijing to Guangzhou line is China's only high-speed line; Guangzhou is in Central China.
- (d) China's high-speed rail network exceeds 5,000 miles of track; business class tickets are expensive.
- (e) The Beijing to Guangzhou journey used to take more than a day; the high-speed rail programme started after the Beijing Olympics.
- (f) The new rail link visits many cities; it links Beijing with several provinces.
- (g) The high-speed rail network cost a lot of money; the price of a standard seat from Beijing to Guangzhou is less than the cost of flying.
- (h) Other countries have longer rail links than the Beijing to Guangzhou link; the new link will make no difference to China's transport system.
- (i) The new journey time is less than half of the old one; at the time of the Spring Festival, no country has more people on the move than China.
- (j) Tianjin is a very long way from Beijing; the Beijing to Guangzhou line is divided into three parts.

(Total for Question 2 = 30 marks)

- (q) Does the book written by Yardley cost more than the book 'Flashpoints'?
- (r) How many publishers have a book that costs less than the most expensive book for 4 year-olds?
- (s) Do all the books costing more than £7 have more than 10 pictures?
- (t) How many 'adventure' and 'magical' books are suitable for 9 year-olds?

BEST CHILDREN'S BOOKS

STORY TITLE	AUTHOR	PUBLISHER	AGE GROUP (YEARS OLD)	STORY TYPE	PICTURES	PRICE (£)
BRIGHTWINGS	TOPLEY	CARFAX	3 – 4	FAIRY	12	6.00
BEST PALS	RUSHTON	HOLLAND	5 – 7	ANIMALS	24	7.00
ABRACADABRA	BIGLEY	CARFAX	5 – 7	MAGICAL	15	8.50
CLIFFHANGER	PETERS	SIMMONS	8 – 10	ADVENTURE	6	7.00
GOSSAMER	SINDELL	HOLLAND	3 – 4	FAIRY	20	6.50
TREETOPS	YARDLEY	WILLIS	8 – 10	ADVENTURE	12	9.00
WILDLIFE	COONAN	SIMMONS	3 – 4	ANIMALS	25	9.50
TWINKLES	TOPLEY	CARFAX	5 – 7	FAIRY	18	7.20
FLASHPOINTS	TOMMS	WILLIS	8 – 10	MAGICAL	10	9.00
ALIENS	DUDLEY	SIMMONS	5 – 7	ADVENTURE	8	8.50

(Total for Question 3 = 20 marks)

4 Situation

You work in the Media Studies Department of your local college. A Communications Seminar has been arranged for students.

Task

Read the transcript of a conversation you had with your colleague, and then use the information in it to complete the '**Communications Seminar**' table on the page opposite.

(20)

Transcript

- Colleague: What time does the seminar start?
- You: The first speaker, John Beech, opens the seminar at 9.30 a.m.
- Colleague: Is he talking about Newspapers?
- You: No, that's Frances Summers. She is first after lunch. Beech is talking about TV.
- Colleague: Mm..he's a bit boring. I am more interested in Radio.
- You: Our radio expert is Danni Tanner. She follows Beech an hour later.
- Colleague: Have they got the same Chairperson?
- You: Yes, they have. It's Ted Hamill, I believe.
- Colleague: So who is the final speaker for the morning session. I hope it's someone I like!
- You: Yes, you'll like Tina Hardy. She's really good. She's talking about the Internet.
- Colleague: Is Ted Hamill doing the whole morning?
- You: No, he has to go at 11.30, so Gus Clark will chair the last morning session.
- Colleague: Three hours is a long time. How long is the lunch break?
- You: We have a whole hour to relax.
- Colleague: And then three one-hour sessions in the afternoon?
- You: No, just two. The final speaker was going to be Ian Cole on Telephones.
- Colleague: Isn't he in hospital?
- You: Yes, he's been replaced. You won't be very pleased, though.
- Colleague: Why not?
- You: It's the person you said was "a bit boring".
- Colleague: Not him again?

You: Well, he used to be an expert in Telephone Communications.

Colleague: Who is in the chair?

You: Jackie Monks is first after lunch, and then Garth Storey takes over.

Colleague: Well, I just hope the students like it all!

COMMUNICATIONS SEMINAR

(COMPLETE IN CAPITALS IN ORDER OF START TIME)

START TIME	SPEAKER (LAST NAME)	SEMINAR TOPIC	CHAIRPERSON (LAST NAME)

(Total for Question 4 = 20 marks)

TOTAL FOR PAPER = 100 MARKS

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