

Mark Scheme (Results)

Series 3 2014

Pearson LCCI Level 2
English for Business (Reading and
Writing)
(ASE2041)

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Standardisation)

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**LCCI IQ SERIES 3 EXAMINATION 2014
ENGLISH FOR BUSINESS
LEVEL 2
MARKING SCHEME**

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

QUESTION 1	40
QUESTION 2	30
QUESTION 3	30
TOTAL	100 MARKS

Question 1 (All options)

If a candidate answers more than one option, mark only the first answer.

Understanding of Requirements of the Question

Candidate seems not to understand requirements of question	0	
Considerable misunderstanding/wandering	1	fail
Signs of understanding but not adequate for the task	2	borderline fail
Adequate, 'standard' response to task set/recognises line of argument (detail not necessary)	3	pass/merit
Sound/only very minor omissions/wanderings	4	merit/distinction
Successful completion of all requirements/details of task	5	

Format (including Layout)

No suitable format	0	
Format is just recognisable but does very little to help clarity	1	fail
Recognisable format that begins to help clarity of message	2	borderline fail
Format helps to make message clearer	3	pass/merit
Format is sound (paragraphs, white space etc)	4	merit/distinction
Format is very good and is a definite aid to communication	5	

Combined marks for Understanding and Format (10 marks)

Selection, Structure and Organisation of Content

		(10 marks)
Inapt copying OR no recognisable pattern of communication	0/1	
Content selection and 'line of thought' are both inadequate	2/3	fail
Content selection OR organisation is inadequate	4	borderline fail
Selection and organisation of material just acceptable	5	borderline pass
Message is clear and reasonably organised	6/7	pass/merit
Sound selection, organisation and fluency	8/9	merit/distinction
Successfully organised, very fluent structure	10	

Communication (Vocabulary and Grammatical Structure)

		(10 marks)
Communication does not take place OR very 'heavy' lifting	0/1	
Some (occasional) recognisable message/inapt 'heavy' lifting	2/3	fail
Message is not adequately communicated	4	borderline fail
Communicates (simple, connected text) despite weaknesses	5	borderline pass
Message communicated	6/7	pass/merit
Generally sound use of vocabulary and grammar	8/9	merit/distinction
Very good vocabulary and grammar	10	

Accuracy (Spelling, Punctuation, Grammar)

		(10 marks)
Errors prevent communication throughout/very 'heavy' lifting	0/1	
Errors prevent communication in parts of answer/'heavy' lifting	2/3	fail
Errors impede easy communication/some (considerable) lifting	4	borderline fail
Errors may be numerous but do not prevent communication	5	borderline pass
There are errors but they do not impair communication	6/7	pass/merit
Occasional errors but communication is not hindered at all	8/9	merit/distinction
Very occasional/or no errors	10	

(Total 40 marks)

Questions 2 and 3

Understanding of Requirements of Question

Candidate seems not to understand requirements of question	0	
Considerable misunderstanding/wandering	1	fail
Signs of understanding but not adequate for the task	2	borderline fail
Adequate, 'standard' response to task set/recognises line of argument (detail not necessary)	3	pass/merit
Sound/only very minor omissions/wanderings	4	merit/distinction
Successful completion of all requirements/details of task	5	

Format (including Layout)

No suitable format	0	
Format is just recognisable but does very little to help clarity	1	fail
Recognisable format that begins to help clarity of message	2	borderline fail
Format helps to make message clearer	3	pass/merit
Format is sound/appropriate for task	4	merit/distinction
Format is very good and is a definite aid to communication	5	

Combined marks for Understanding and Format (10 marks)

Selection, Structure and Organisation of Content

		(10 marks)
Inapt copying OR no recognisable pattern of communication	0/1	
Content selection and 'line of thought' are both inadequate	2/3	fail
Content selection OR organisation is inadequate	4	borderline fail
Selection and organisation of material just acceptable	5	borderline pass
Message is clear and reasonably organised	6/7	pass/merit
Sound selection, organisation and fluency	8/9	merit/distinction
Successfully organised, very fluent structure	10	

Communication (Vocabulary and Grammatical Structure)

		(5 marks)
Communication does not take place OR very 'heavy' lifting	0	
Some (occasional) recognisable message/inapt 'heavy' lifting	1	fail
Message is not adequately communicated	2	borderline fail
Communicates despite weaknesses	3	pass/merit
Message communicated	4	merit/distinction
Very sound use of vocabulary and grammar	5	

Accuracy (Spelling, Punctuation, Grammar)

		(5 marks)
Errors prevent communication throughout/very 'heavy' lifting	0	
Errors prevent communication in parts of answer/'heavy' lifting	1	fail
Errors impede easy communication/some (considerable) lifting	2	borderline fail
There are errors but they do not impair communication	3	pass/merit
Occasional errors but communication is not hindered at all	4	merit/distinction
Very occasional/or no errors	5	

(Total 30 marks)

Question 1(a) – Notice

A possible answer is shown below, it is an example of an answer and candidates are expected to answer in different ways, each potentially worthy of credit:

Welcome to

LEITH HAVEN RETIREMENT HOME, EDINBURGH.

A very warm welcome to Leith Haven, a new home for retired ladies and gentlemen, here in the heart of Edinburgh. On behalf of all the staff, managers and directors, we hope that you will be really happy living here with us.

LEITH HAVEN

When we are fully occupied, there will be 25 residents in our family-run home. Each resident will have his or her own spacious, private and individual en-suite room. Some or all meals can be provided for you in your room, or you can eat with other residents in our beautifully appointed dining room.

TAKING CARE OF OUR RESIDENTS

We aim to provide every one of our residents with the highest possible standard of care. We also want you to make the decisions about how you are looked after, i.e. when and where you have your meals, what activities you take part in, what we should know and do if you have any health problems. We are here to be of service to you.

OUR STAFF

We are immensely proud of our staff, all of whom are fully trained to care for retired people. But more than that, our staff aim to provide our new home with a friendly environment, which will make you feel secure in your life here.

STARTING YOUR NEW LIFE AT LEITH HAVEN

Once you have arrived, and are well and truly settled in, talk to your key worker and find out what we can do to make each day happy and enjoyable. We don't want you to worry or be anxious about anything. We understand that moving to a retirement home will be a new experience for you. We just want you to feel that moving to Leith Haven was the best decision you have ever made!

The managers and staff are always here to help you. Talk to us at any time, and we will always do our very best to be of service.

Alistair Candidate
Assistant Manager.

Question 1(b) – Report

A possible answer is shown below, it is an example of an answer and candidates are expected to answer in different ways, each potentially worthy of credit:

CAUSES OF PASSENGER DELAYS

Terms of Reference

I have been asked by the Board of Directors of Kalwest Airlines to write this report on the causes of passenger delays, which have resulted in a number of complaints at Kalmurra Airport, WA. The report was to be completed as soon as possible.

Proceedings

A questionnaire was created to be used with 100 passengers chosen at random. They were asked how long they had had to wait at the following areas within the airport:

Ticket Counter; Express Baggage and Seat Check-in; Security Checkpoint; Boarding Gate Counter; and Aircraft Boarding. The waiting times were: No wait; 1-5 minutes; 6-10 minutes; 11-20 minutes; more than 20 minutes. Passengers were then asked to indicate whether or not they thought the wait was acceptable. Each questionnaire was to be filled in during the flight, handed to a flight attendant, and finally returned to me.

Findings

If we accept that 10 minutes is the maximum that any passenger should have to wait during any part of the departure process, then at the first waiting point, the Ticket Counter, 67% of passengers waited no more than 10 minutes. That same percentage, 67%, considered that acceptable.

At the Express Baggage and Seat Check-in, only 45% were checked in within 10 minutes, and the remaining 55% considered that unacceptable.

Ironically, 55% got through security within 10 minutes, but 85% thought the waiting time acceptable.

At the Boarding Gate Counter, a mere 33% were dealt with within 10 minutes, but 60% were happy with their waiting time.

Finally, 80% of passengers boarded their plane within 10 minutes, and that same percentage accepted their waiting time.

Conclusions

It would appear that there are two areas within the departure process that need our consideration: the Ticket Counter and the Boarding Gate Counter, and a further one that is a serious cause for concern: the Express Baggage and Check-in. Please note that although 45% of passengers did not clear security within 10 minutes, 4 out of 5 accepted the length of their wait.

Recommendations

I would propose the following actions to improve passenger flow during departure.

1. We should take a very close look at what is holding up so many passengers at the Express Baggage and Check-in. At the moment, the title 'Express' is misnamed. We will need to redeploy some staff from other duties, to help speed up the process, and should open at least three more desks at peak periods.

Question 1(b) continued

2. Waiting times in the other two areas – Ticket Counter and Boarding Gate Counter – should also be shortened by an increase in staffing. It would only take one extra staff member at all times, and two at peak periods, to make a significant difference to the waiting times.
3. It would help a great deal to speed up the security process. However, we do not employ the security staff, and have no control over waiting times. As 80% of passengers accepted their waiting time in security, I am not sure we need to make this a priority.

Algernon Candidate. (Date.)

Assistant Controller.

Question 1(c) – Memo

A possible answer is shown below, it is an example of an answer and candidates are expected to answer in different ways, each potentially worthy of credit:

Newland Enterprises

Memorandum

To: All staff members
From: Abby Candidate, Assistant to Head of HR.
Date: 3 June 14
Subject: Holidays, and Holiday Entitlement.

I have been asked to inform all staff members, both new and long-serving, about staff entitlement to holidays here at Newland Enterprises.

Firstly, I just need to remind everyone that all employees, nationwide, are entitled to 11 days of public holiday during the year, from January to December.

On top of those 11 days, our staff are entitled to the following:

- First 2 years of employment: 22 days paid holiday
- 2 years to 5 years employment: 25 days paid holiday
- More than 5 years employment: 28 days paid holiday

Please note: no more than three members of staff from each department may be on holiday leave at the same time, at any time during the year.

When holidays are arranged at the beginning of the year, members of staff who have worked at Newland the longest will be given the first choice of holidays, i.e. the longer you have served, the higher up the priority list you will be, when choosing your holiday dates.

Finally, a special message to all brand new staff members: if you booked and paid for a holiday before you joined the company, we will do our very best to honour your holiday choice. HOWEVER, we cannot absolutely guarantee this, due to departmental commitments. If, as a last resort, we have to ask you to cancel a holiday, we will fully refund all your costs, without question.

A.C.

Question 2

A possible answer is shown below, it is an example of an answer and candidates are expected to answer in different ways, each potentially worthy of credit:

**GIG ENGINEERING
34-40 DURBAN ROAD
NEWTON PARK
PORT ELIZABETH**

Date: as supplied

**Mr Jacob Manutu
Director of Operations
Eastern Cape Bridges Inc.
10-14 Wells Road
Nelson Mandela Industrial Estate
Port Elizabeth**

Dear Mr Manutu

Your Order for 10000 industrial Bolts, Ref: CJ234.

I was extremely distressed to read your letter, which arrived today, and to learn of the very poor service that you have received from our company. I was totally unaware that there was a problem with this order, but I can assure you that I shall put matters right immediately and as a matter of urgency.

I have already contacted our manufacturers expressing my extreme displeasure that we should have been sent such a large quantity of mixed size and poor quality items. I have demanded, and been promised, a repeat order, which will be delivered to me within 4 working days. The moment the new delivery is received here at Gig, I shall redeploy our entire Supplies Department to do a thorough check of the shipment to ensure uniform size and quality. Once completed (a maximum of 2 hours) I shall personally supervise the onward delivery to your company headquarters. You should therefore receive the new order on the same day that it is delivered to us.

As a gesture of goodwill, I am more than happy to offer you a deduction of 40% on the cost of the original order, as compensation for the serious and costly inconvenience you have suffered.

Finally, I must apologise for the way that the order was taken by our young Sales Manager, Mr Askwith. It is our company's fault that he had not been adequately trained to deal with such a large order, and it was his first day as a new Sales Manager. However, that does not excuse the poor service you have received. I am about to start an intensive training programme for both sales and supply staff to ensure the problem you encountered is not repeated.

Yours sincerely

Alfred Candidate

Alfred Candidate
Senior Supplies Manager

Question 3

A possible answer is shown below, it is an example of an answer and candidates are expected to answer in different ways, each potentially worthy of credit:

A list of the main points from the article

'Effective Advertising Through A.I.D.A.'

- **DEFINITION OF ADVERTISING** - art of persuading a person or persons to change behaviour in relation to a consumer or commercial deal.
- **BASIC RULES OF ADVERTISING** - an excellent way of developing understanding of basic advertising rules is to use an acronym such as A.I.D.A.
- **A.I.D.A.** is a useful technique to help you sell, **it** reflects what your customers experience when they buy.
- **A** is for **Attention**. Draw your customer's attention to what you are advertising to make him / her think 'I want to know about that.'
- **I** is for **Interest**. Provide interesting information for the customer. He / she will think, 'Yes, that is relevant to me.'
- **D** is for **Desire**. Tell your customer the benefits of owning what you are advertising. Make him / her think, 'This could be of benefit to me. I want to know more.'
- **A** is for **Action**. Finally, guide the customer to take some action – to buy what you are advertising. He / she thinks, 'I shall fill in a form / phone / reply to complete the purchase.'
- Advertising that doesn't end in customer action is a chance wasted.
- No Shakespearean quotes, silly gimmicks, fancy pictures.
- The most important part of an advert is how the customer will benefit. This must grab your customer's attention, and persuade him / her to read on.

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