

Pearson LCCI

English for Business

Level 2

Wednesday 2 April 2014

Time: 2 hours 30 minutes

Paper Reference

ASE2041

You will need:

An answer book

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
 - *pencil can only be used for graphs, charts, diagrams, etc.*
- Ensure your answers are written clearly.
- Begin your answer to each question on a new page.
- Write on both sides of the page.
- All answers must be correctly numbered but need not be in numerical order.
- 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 answer book. State the number of additional sheets attached on the front of your answer book.
- Answer **all** questions. Candidates should note that they are required to answer only **one** option in **Question 1**.
- Ensure that you communicate appropriately and well.
- When you finish, cross through any rough notes and preparatory work.

Information

- The total mark for this paper is 100.
- There are three 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.

Turn over ►

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Answer ALL questions.
In Question 1, answer only ONE of options (a), (b) or (c).

1 Option (a)

Situation

You work in a shop and every month buy the 'Shopworker', a magazine that deals with matters related to your job. This month a competition in the magazine interests you.

COMPETITION

We often publish articles on what makes a good worker, salesperson, or boss, but recently we have had letters from readers complaining about the behaviour of some customers.

We thought, therefore, that we would have a competition asking you to

write an article
on the subject of:

What makes a good customer?

You can write anything you wish, if it is relevant to the title, but you may wish to mention:

politeness, patience, listening to advice, etc.,
and refer to incidents you have seen or experienced.

The article should be 4 or 5 paragraphs long.

You decide that you will enter the competition.

Task

Write the article.

(40)

Option (b)

Situation

Mrs Renata Gabor is Head Teacher of Whitegable School, where you are a senior teacher. She says to you, "At last night's meeting of the governors, it was decided that, although we don't have many complaints from parents, it would be a good idea to have one member of staff who would be the person parents contact first to discuss a complaint. Your name was mentioned. Would you be interested in the job? Your title would be Complaints Coordinator and your salary would be increased by 7%."

You reply that you are interested in the job and Mrs Gabor suggests that you and she should meet later to discuss the details. "I'm keen for you to start as soon as possible," she says.

In your meeting with Mrs Gabor some of the discussion is as follows.

Mrs Gabor: The system is that parents would bring any complaints they have to you.

You: Would the complaints only be about teachers?

Mrs Gabor: No, about anything to do with the school ... whatever is worrying the parents.

You: Presumably, I would need to investigate the complaint and then discuss it further with the parents.

Mrs Gabor: Of course, you would need to do so most times. It might take several meetings at school and at the parents' homes, but you should aim to settle the matter as quickly as possible ... fairly ... and informally whenever you can.

You: What would happen if I couldn't solve the problem?

Mrs Gabor: Well, you would inform me, and then we would work together to reach a conclusion. If we needed to do so, we could also involve the governors.

You: I think I'll write to parents introducing the system to them, giving some details of how it would work, and stating how they can contact me.

Mrs Gabor: I suggest you **write a memo**. Tell parents the email address and telephone number to use. I recommend you ask Mr Pardew, our computer expert, to set up a new email address ... perhaps, *complaints@whitegable.com*. Use the school's phone number, 01902 563215.

Suggest to parents that they need to email or phone you to make an appointment. If they don't make an appointment, you may not be free to see them. And make your memo positive, not like we're expecting lots of complaints.

You: When would I be available to do the job?

Mrs Gabor: Before and immediately after each school day. Also, I'll make certain that you do not have to teach between 10.30 and 11.30 every morning, and 1.30 and 2.30 every afternoon, so you'll be available then, as well.

Task

Write the memo.

(40)

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Option (c)

Situation

You are the Forward Planning Director of Hargun Homeware, Dublin, Ireland. You have just returned to Dublin after having spent three months in Lisbon, Portugal, where Hargun Homeware is building a large new factory. Here is part of a conversation you have with Mr Vijay Hargun, Managing Director.

Mr Hargun: It's good to see you again. I understand you enjoyed your time in Portugal.

You: Oh, yes; the country is wonderful and the Portuguese are very friendly and welcoming. Everyone I spoke to about our new factory is excited about the project. It will bring a lot of jobs to the area.

Mr Hargun: Do you think other employees who will be involved in the setting up of the factory will have any problems? Hargun Homeware will provide them with accommodation and cars.

You: Problems? Not really, but I found that I needed to learn some of the rules connected with driving in Portugal. For example, did you know that it is against the law to run out of fuel, petrol or diesel, on the *Ponte 25 de Abril* (25th of April Bridge) in Lisbon?

Mr Hargun: No I didn't! Are there many other rules that our staff will need to know?

You: I've made notes of some of them. Here they are.

You give Mr Hargun the following notes.

Fines for speeding – pay police immediately – radar checks – police cars (do not look like police cars).

Alcohol – limit for drivers is 50mg – above means a fine (120mg and above means prison sentence).

Cellphone (mobile phone) use while driving (holding phone in hand) results in fine of about 600 euros – pay immediately or car may be confiscated.

Seat belts – both driver AND passengers.

Also have personal identification with photograph.

Mr Hargun asks you to **write a leaflet** about the rules concerning driving in Portugal that can be given to all Hargun Homeware employees who go to oversee the construction of the new factory.

Task

Write the leaflet.

(40)

(Total for Question 1 = 40 marks)

2 Situation

Mrs Pagonis, the owner of the Tribute Youth Theatre, where you are the producer, hands you the following letter from Mr John Martineau, Music Director of the Bridge House Theatre. She says, "You couldn't receive better praise than he gives. Mr Martineau is considered to be one of the most accomplished music directors in the UK. It would be a marvellous idea if he could be persuaded to visit our theatre to talk with our members and perhaps run a workshop in which he could train them and give them advice. **Write a letter** to him and answer the questions he asks."

Bridge House Theatre Severn Road Kidderminster DY11 7GH

31 March 2014

**Mrs Adonia Pagonis
Tribute Youth Theatre
Chater Street
Kidderminster
DY11 4AG**

Dear Mrs Pagonis

Performance of 'Zabata' at Tribute Youth Theatre

Last week I attended your performance of the musical, 'Zabata'. I was amazed at the extremely high standard achieved by the members of the Tribute Youth Theatre.

The choir of young children who opened the show sang so perfectly that they must have practised very hard indeed. The older members too performed at a level far higher than I expected.

Is it true that all the main parts were taken by people under the age of 21? Were the musicians in the orchestra also 21 or younger? The whole performance compared favourably with any musical that I have ever seen and to think how young the participants are simply astounded me.

Please convey my congratulations to all concerned with the production, and let me know if there is anything I can do to help the Tribute Youth Theatre.

Yours sincerely

John Martineau

John Martineau
Music Director of Bridge House Theatre

Here are some notes of points that you wish to make in the letter.

All members aged 11 – 21 (including orchestra) – conductor (me) older! Choir formed from our Junior Theatre (aged 11 – 13). Youngest solo performer in Zabata – 13 – (played Maria).

Theatre began in 2005 – finance is from members' own efforts – performances – concerts – any fundraising activities we can think of. (Some private sponsorship.)

Orchestra meets Tuesday and Thursday evenings. Junior Theatre – Saturday mornings.

Actors/singers – Wednesday and Friday evenings. When close to a production – all meet Sunday (sometimes all day).

Invite him – talk and/or workshop.

Task

Write the letter.

(Total for Question 2 = 30 marks)

- 3 (In answering Question 3, remember that it is very important to use your own words whenever possible and to organise the list of main points in a logical way.)**

Situation

As Human Resources Manager for a large company, you have been asked to advise the Management Committee about a system of working, being considered by the company, that will involve some staff working at night. You come across the following article and decide to **write a list** of its main points so that you can include them in your advice to the Management Committee.

OUR EXPERIENCE OF WORKING AT NIGHT

About 2 years ago, the firm for which I work greatly increased its worldwide trade; it was decided that workers should be asked to work on a 'shift system' that has three 'shifts' (periods of work). The morning shift is from 8 am to 4 pm, the evening shift from 4 pm to midnight, and the night shift from midnight to 8 am. The main reason for this system of working is that we are now able to deal with customers in every country in the world at times convenient to them. However, some workers were unhappy about the plan. Their main complaint was that working the night shift would harm their social and family lives. However, the firm was able to put forward some very strong arguments that working at night is not necessarily bad, and it can even offer benefits to the workers.

The benefits include savings in travelling time to and from work. The firm is in a large town and employees working night shifts make their journeys when traffic is much lighter. If an employee works 5 days each week and the travelling time in each direction is 10 minutes shorter, this leads to spending 1 hour 40 minutes less, each week, in going from home to work and from work to home.

The number of staff on night shift work is smaller than on the two other shifts. Some employees like working without many other fellow workers around. They say that they feel they get more work done because they are less likely to be interrupted by colleagues. This, they say, gives them a greater sense of satisfaction and pride in what they do.

A further important consideration is that social and family life need not be harmed. Working at night and sleeping for part of the day still leaves plenty of time for family and social life, with the added benefit that shopping, cinema visits, etc. can be enjoyed at times when other people are at work.

One point that has to be mentioned is that all the workers on the night shift say that, because of the problems of adjusting to working at a time different from the usual, the benefits only happen if the night shift is worked for a long time. Moving frequently from one shift to another would cause dissatisfaction and distress. Adaptation would be almost impossible.

Task

Write a list of the main points from the article.

(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 100 MARKS

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