

Pearson LCCI

English for Business

Level 2

Tuesday 3 June 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, on the front of your answer book, the number of additional sheets used.
- Answer **all** questions. Candidates should note that they are required to answer only **one** option in **Question 1**.
- 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 are the newly-appointed Assistant Manager of Leith Haven, a brand new retirement home in Edinburgh, Scotland. The home is due to open within the next two weeks. At the daily meeting with your Manager, Fiona, the following conversation takes place:

You: *Do you know how many residents will be coming to live here when we open for business?*

Fiona: *So far, 20 new residents are expected within the first month of opening. We need to do something to welcome them. They may feel anxious and scared, as most of them will be moving to us from their own homes, so they won't be used to living in a large place or among so many other people.*

You: *We need to **write a notice** that can be put up in each person's room and in all public places, welcoming everyone to Leith Haven.*

Fiona: *That's an excellent idea. Can I ask you to do that? I was going to write a notice myself, so I made some notes to help me, but I am very busy now. Here are my notes, some of which may not be in the best order. They may help you but think of some other things to say as well. Remember: our new residents are well-educated, so please write in full sentences, and in good, clear, well-connected English.*

Here are Fiona's notes.

Welcome, on behalf of directors, managers and staff.....Friendly and caring environment.....Hope you will enjoy your time here at Leith Haven.

We offer residents choice in all aspects of their care.....All residents always treated with respect and dignity.

Privacy and freedom of choice.....vital elements of life for everyone at LH.

Staff...compassionate and caring people...they play a crucial role in the welfare of all residents....all staff fully trained to make sure we have a well-motivated team.

Family run home for older people...residential care on a permanent basis. Space for 25 residents...all in separate, large, individual, en-suite rooms.

If you want to discuss anything about your care...please, speak to your key worker, or any manager.

Task

Write the notice.

(40)

Option (b)

Situation

You work as an Assistant Controller for Kalwest Airlines, one of the national airlines of Australia. You are based at Kalnurra Airport, a large regional airport in Western Australia. There have been complaints from some passengers about the amount of time they have to wait at various places at the airport. Delays can occur between arriving at the airport and boarding their aeroplane. You have been asked to do some investigations to find out what is causing the hold-ups, and what should be done to improve the situation.

You create a questionnaire that you use to question 100 randomly chosen passengers. They are asked to fill in the questionnaire during their flight, and hand it in to the flight attendant at the end of their journey. All the questionnaires are sent back to you, and you create a chart with the results, as follows:

For each of these areas that you used at the airport today, please indicate how long you waited, and whether you considered that the length of the wait was acceptable or not.

	No Wait	1-5 mins	6-10 mins	11-20 mins	20+ mins	Acceptable Wait?	
						Yes	No
Ticket Counter	14	28	25	26	7	67	33
Express Baggage / Seat Check-in	5	19	21	35	20	45	55
Security Checkpoint	12	20	23	30	15	85	15
Boarding Gate Counter	4	13	16	42	25	60	40
Aircraft Boarding	23	21	36	15	5	80	20

After studying the results, you decide not to give details of all the figures in the report, but to concentrate on three aspects of the waiting times; i.e. total waiting times up to 10 minutes, waiting times longer than that, and percentages of passengers who thought their wait was, or was not, acceptable. You **write the report**, as a matter of urgency, to be presented to the Board of Directors of the airline, with recommendations for improving the service.

Task

Write the report.

(40)

Option (c)

Situation

You have just started a new job as Assistant to the Head of Human Resources at Newland Enterprises, a large business in Auckland, New Zealand.

On your first day of employment, you ask your line manager about holiday entitlement. He says:

*I'm glad you mentioned that. I realise that it is some time since I mentioned holidays and holiday entitlement to all our staff. Please take some notes, and then **write a memo** to all staff, not from me but from you, giving up-to-date information. Some staff constantly forget to ask about their holidays. And there are other new members of staff who will also need to know about their holidays.*

Please write these details down, to put in the memo – and please make sure that you write in good, clear English, and in your own words. Some of our employees do not read or write English very well, so it is important to make your message as clear as possible. In your memo, you will need to change the order of the information I am giving you, to put it into some form of priority.

These are the notes that you write down.

- *Longest serving members of staff get first choice of holiday dates, when holidays are arranged at the beginning of the year, in January.*
- *New employees get 22 days per year, as well as public holidays, for their holidays. After 2 years with the company, employee gets 25 days per year. This goes up to 28 days per year, after 5 years' service.*
- *11 days of public holiday in New Zealand during the year (January to December).*
- *Very important: maximum of 3 staff members from each department may be away on holiday at the same time, during the year.*
- *The company tries to honour holidays you have already booked before you started at the company, but this cannot be guaranteed....in which case, the company may reimburse your costs if you have to cancel an already booked holiday.*

Task

Write the memo.

(40)

(Total for Question 1 = 40 marks)

2 Situation

You are the Senior Supplies Manager of Gig Engineering, a very large engineering supply company in Newton Park, Port Elizabeth, South Africa. Your company supplies large quantities of industrial equipment to manufacturing businesses throughout the Eastern Cape region of South Africa. You receive the following letter.

Eastern Cape Bridges Inc
10-14 Wells Road
Nelson Mandela Industrial Estate
Port Elizabeth
email: management@ecbridge.co.za

Date: 2 June 2014

The Senior Supplies Manager
Gig Engineering
34-40 Durban Road
Newton Park
Port Elizabeth

Dear Sir or Madam

Order and Delivery of Industrial Equipment

On May 13th, one of my senior managers, Mr David Michaels, visited your company and ordered 10,000 (ten thousand) heavy duty industrial bolts, reference CJ234, at a cost of 13 Rand per unit. The price was agreed with your Sales Manager, Jonas Askwith, who also promised a delivery of the complete order within 7 working days.

I have to tell you now that the order was not delivered until 14 working days had passed. This caused considerable delay in the development of part of the first bridge that our company is constructing on the new Port Elizabeth to Durban motorway.

Furthermore, when the order was finally delivered, we discovered that more than 50% of the bolts were the wrong size, and many were of inferior quality.

It goes without saying that we are extremely upset by the poor service we have received from Gig Engineering on this occasion. We have placed many purchase orders with your company in past years, and there has never been a problem until now. David Michaels has told me that Mr Askwith, who took the order, did not write the information down properly, and seemed to be unsure of what he was doing.

I wish to know what your company intends to do to put matters right. If we do not receive a satisfactory response from your company within 5 days, we will take legal action and will no longer do any further business with Gig Engineering.

Yours faithfully

Jacob Manutu

Jacob Manutu
Director of Operations

You meet immediately with Mike Lindley, Senior Director, and with Jonas Askwith. The following conversation takes place.

Mike: *Jonas, please explain exactly what happened. It looks as if a very serious problem has occurred with this order.*

Jonas: *I am very sorry. The day I took that order was my first day as Sales Manager. I had had no training, and I took more than 20 large orders on that day. It's clear that I did not get the order right; I also failed to check the order when it arrived here, and before we sent it to Eastern Cape Bridges. However, I am sure the manufacturer also made some mistakes.*

Mike: *That's true, but it doesn't help us to put matters right.*

He turns to you and says:

Mike: *What do you suggest that we do?*

You: *I shall **write a letter** straight away to Eastern Cape Bridges, and make a full apology. I shall tell Mr Manutu that a new order will be rushed through today. I have already checked that the manufacturer can supply a new order within four working days. I shall tell him that we are willing to deduct 40% from the original invoice price, as a sign of goodwill. I shall personally supervise the checking and delivery of the new order. Finally, I shall tell Mr Manutu that our company will ensure that proper training is given to Jonas, and to all our Sales Managers, so that such a problem never happens again.*

Mike: *Thank you. Please, make sure the letter is written today.*

Task

Write the letter.

(Total for Question 2 = 30 marks)

Question 3 starts on the next page.

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

You are the Training Manager of an advertising business. Your company has recently employed six new advertising apprentices, who have come to you straight from school. They know very little about the world of advertising, and it is your job to start their training. You read the following article in a trade magazine and decide to **write a list** of the main points in the article, to help with your first training session.

EFFECTIVE ADVERTISING THROUGH A.I.D.A.

Advertising is a form of communication for selling and marketing, and can be used to encourage and persuade an individual person or group of people to take some new action. Most commonly, the aim is to change consumer behaviour concerning a commercial offering. One of the best ways to develop understanding of the first principles of advertising is by using the acronym **A.I.D.A. (Attention, Interest, Desire, Action)**.

A.I.D.A. is a simple and effective structure for designing any sort of advertising or selling technique. It is a very useful and reliable sequence of steps that your customers experience when buying something, especially for the first time.

1. **Attention.** When you plan an advertising campaign, the first thing you do is draw your potential customer's attention to what it is you are advertising, making the customer think: 'I want to read / listen to / watch / explore.' This is the headline that makes an impressive promise of a benefit.
2. **Interest.** The next step is to engage the customer's attention by providing information in an interesting way; you aim to raise customer interest by focusing on and explaining advantages, making the customer think: 'Yes, that means something to me.'
3. **Desire.** Now you need to convey the benefits of what it is you are advertising to customers, so that they will want and desire the product or service and that it will satisfy their needs. This makes the customer think: 'This could help me, and I want it / I want to know more.'
4. **Action.** Finally, you should lead customers towards taking action, which may be to call a telephone number or to complete and send off a reply coupon, which will result in a purchase. The customer thinks: 'I will take the next step – phone / email / reply / buy.'

It is very important to remember that any advertising that does not prompt action is a wasted opportunity. Therefore, your main message must be the most prominent. The biggest part of the advert must be your main benefit statement. This is the main 'attention-grabber', and must entice the reader to read on. Do not be tempted to devote a large part of the advertising space to some fancy artwork, a quote from Shakespeare, or some other unnecessary gimmick.

Task

Write a list of the main points, taken only from the article.

(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 100 MARKS