

Mark Scheme (Results)

Series 2 2014

Pearson LCCI Level 3
English for Business (ASE3041)

LCCI International Qualifications

LCCI International Qualifications are awarded by Pearson, the UK's largest awarding body. For further information visit our qualifications website at <http://qualifications.pearson.com/LCCI>.

Pearson: helping people progress, everywhere

Pearson aspires to be the world's leading learning company. Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com

June 2014

All the material in this publication is
copyright © Pearson Education Limited

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

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

TOTAL 100 MARKS

Question 1 – Letter

Layout:

Business letter conventions used appropriately and consistently. The letter should be dated and headed appropriately (1). It is from the candidate and a department or section must be given (1). The salutation and closure must be in agreement (1). It should be clearly personalised (1).

(4 marks)

Mechanical accuracy:

Punctuation, grammar, spelling, syntax. Deduct half a mark for each separate error, up to the maximum.

(5 marks)

Range and fluency:

A wide range of vocabulary is used, and structures and forms are appropriate at this level. The text reads fluently and adopts a suitable tone. Communication is clear. The recipients should be reassured. No irrelevant information is used.

Marks awarded 0 – 5 depending on how far this is achieved.

(5 marks)

Content:

The following points should be raised accurately and appropriately using own words as far as possible for a mark to be gained.

- Suitable opening – acknowledging letter received
- Many such letters of objection received – but no application received
- Clear regulations about change of use of properties
- Anyone wishing to convert a family house into apartments must seek permission
- Council would consult residents if application received
- If development opposed, would be put to Planning Committee
- If anyone goes ahead without permission
- We will take the strongest action
- We are aware of issues in the Grove Avenue area
- Trying to resolve parking issue
- Reassuring close

(11 marks)

(Total 25 marks)

Question 1 continued

A suitable answer would be as follows:

(Headed Paper)

4 April 2014

Name and address of resident

Dear (name of resident)

Potential property developments in Grove Avenue

Thank you for your letter of objection to what you believe to be potential housing developments in Grove Avenue. We have received a number of such objections, but we must stress that no applications for the development of any family houses into apartment blocks have been received.

As you might be aware, there are clear and strict regulations concerning the 'change of use' of any properties. Anyone who wishes to change the nature of a property from a family house to apartments must seek permission to do so from us. When we receive these applications, we always consult the residents in the vicinity of the property. If we receive objections to the application, it is put before our Planning Committee, which will make the decision to accept or refuse the application. If anyone proceeds to develop a property without permission, then we will take the strongest action we can.

We are aware of the nature of the Bay View area of the city, including the car parking and traffic issues in Grove Avenue, which we will continue to attempt to resolve. However, we hope we can reassure you that up to now no 'change of use' applications have been received by us, and we will certainly notify you if we do receive any.

Yours sincerely

A Candidate

A Candidate

(Planning Department)

Question 2 – Report

Layout and presentation:

Ideas grouped into sections with appropriate headings, ease of reference, no irrelevant material, consistency of language.

(1 mark each)

(4 marks)

Mechanical accuracy:

Grammar, spelling, punctuation, syntax.

Deduct half mark for each separate error up to the maximum of 4 marks.

(4 marks)

Range and fluency:

A wide range of vocabulary is used, text reads fluently and original language is used. The points are listed in an appropriate manner and sequence, with a consistent use of language.

(4 marks)

Content:

The marks are awarded in line with the level of explanation and interpretation of the given information.

A suitable introduction should appear, indicating where the information came from.

(1 mark)

There should be an indication of how the 2013 figure compares with those of 2011 and 2012.

(1 mark)

There should be an analysis of the figures for 2013 which should include (1 mark each point).

- Variation between months
- Smallest month (November) – highest month (March)
- Highest number of complaints when there were issues (view of staff)

Examples below:

- March – company had major computer problems
- June/July – new delivery contract with company that faced operational problems
- Number of complaints fell July to November
- Number of complaints increased in December – severe weather near HQ

(7 marks)

There should be a reflection on causes of complaints.

(e.g. nearly half about deliveries – mainly June/July when new delivery contract awarded. More complaints about expense of items rather than quality – some issues over staff attitude – few about non-delivery)

(4 marks)

(Total 25 marks)

Question 2 continued

A suitable answer would be as follows:

To: Mr Henry Fischer, Company Manager
From: A Candidate
Date: 4 April 2014
Subject: Complaints received from customers

Introduction

I was asked to produce a report on the complaints received by Bulbs and Blooms during 2013. I consulted the monthly complaints figures for 2013 and compared these with 2011 and 2012. I looked at the causes for complaints and took staff comments into consideration.

Complaints received over three years

The total number of complaints fell from 186 in 2011 to 143 in 2012. The figure fell to 141 in 2013.

Complaints received in 2013

During 2013 there was an average of almost 12 complaints per month, but the numbers varied from 4 in November, the smallest number, to 21 in March, the largest number.

The company faced various issues during the months which included the highest level of complaints. In March, the company faced major computer problems, which probably contributed to the very high number of complaints. In June and July, a new company gained a delivery contract and immediately faced many operational problems, which contributed to a higher than average level of complaints. It is noticeable that the number of complaints received fell in every month from July to November, and only increased in December when there were severe weather conditions in the area of HQ.

The staff view is that if it had not been for the difficulties faced in those months mentioned above, the overall level of complaints in 2013 would have been reduced significantly.

Causes of complaints

In 2013, almost half the complaints concerned late deliveries. A quarter of the complaints were made in June and July when the main delivery contract was awarded to 'Quickparcel', who faced operational difficulties. (Please see above)

There were many more complaints concerning the expensive nature of the products (29% of complaints) compared to the quality of the products (9%). There were some concerns over the attitude of staff (14%) but complaints concerning the non-delivery of an order were rare (1%).

Question 3 - Comprehension

Candidates were not asked to write full sentences so any answers that are clear, concise and give an appropriate response should be rewarded.

It is possible that some candidates could be familiar with the subject but they should not have any advantage. The questions allow the candidates to demonstrate their understanding of the content, which should, as far as possible, be expressed in their own words.

Marks for content should be awarded as follows. Errors in mechanics should be penalised by half marks up to the maximum marks for each question, but this should not include penalties for sentence structure when sentences have not been used.

- (a) Company needs to make initial outlay to acquire raw materials (1) to produce product (1) but does not receive payment from customer (1) until after completed product is delivered (1) product profitable, but still company faces financial difficulties (1)
(5 marks)
- (b) Customers prefer not to pay a deposit (1) so will favour suppliers who do not request one (1)
(2 marks)
- (c) 'Logistics' – concerns organisation of company, particularly how things are moved (1) examples given include arranging transport (1) dealing with international issues (1)
(3 marks)
- (d) Perfect Partnerships buys raw materials needed to make a product from the supplier (1) when final customer receives finished product (1) they pay Perfect Partnerships (1) who pay producing company – having taken a profit (1)
(4 marks)
- (e) "Purely for philanthropic" reasons means entirely (1) for the love or benefit of its clients (1) Perfect Partnerships does wish to benefit clients (1) but it also wishes to make a profit (1)
(4 marks)
- (f) You do not receive payment for your products any earlier (1) than you would in a normal transaction (1)
(2 marks)
- (g) If end customer does not make the payment for the goods (1) Perfect Partnership suffers the loss (1)
(2 marks)
- (h) Customers can be confident (1) that if they give the order to the company (1) they will definitely receive the goods (1)
(3 marks)

(Total 25 marks)

Question 3 continued

Suitable answers would be as follows:

- (a) A 'funding gap' occurs when a company needs to make an initial outlay to purchase the raw materials to produce its product, but does not receive payment from the customer until sometime after the finished product is delivered. Even though the product is profitable, the company faces financial difficulties. (5 marks)
- (b) Companies prefer not to pay a deposit so will favour suppliers that do not ask for one. (2 marks)
- (c) 'Logistics' concerns how a company is organised, particularly in the way items are moved. The examples given include arranging transport, or dealing with any issues that arise because items are moved to other countries. (3 marks)
- (d) Perfect Partnerships buys the raw materials required to make a product from the supplier. When the end customer receives the finished product, they pay Perfect Partnerships who then make a payment to the producing company, having taken their profit. (4 marks)
- (e) If it provided the service for "purely philanthropic reasons" this would mean that it did this entirely for the benefit of its clients. In fact, it provides the service for the benefit of its clients but it also makes a profit. (4 marks)
- (f) It is not a perfect solution because you do not receive the payment for your products any earlier than you would normally. (2 marks)
- (g) If the end customer does not make the payment for the goods, Perfect Partnership suffers the loss. (2 marks)
- (h) Companies ask Perfect Partnership staff to accompany them on visits to end customers so the customers can be made confident that if they do proceed with the order, there is a greater likelihood that they will receive the goods. (3 marks)

Question 4 - Memo

Layout:

Correct memo layout (to, from, date, subject heading)

(2 marks)

Mechanics:

Grammar, spelling, punctuation and syntax.

Deduct half a mark for each separate error, up to a maximum of 5 marks.

(5 marks)

Style and tone:

Marks are awarded on scale 0 – 6 depending on how far the memo 'works' as a communication.

Not too condescending. Reassuring tone that is not alarming.

Points in correct order

(6 marks)

Content:

The following points should be raised accurately and appropriately using own words as far as possible for a mark to be gained.

- Regret to report that Central Area Bank branch will close
- From 1 August 2014
- All other facilities remain open, including shop
- Decision by bank, not company
- Bank says it is not sustainable to keep branch open
- It says nature of banking services changed
- Customers now go online or use ATMs
- Business at branch decreased by 50% in 2 years
- Central Area Bank closing many branches
- Most banks doing this – so none interested in taking over branch
- We hope to persuade them to install ATM
- Staff facing problems, contact HR

(12 marks)

(Total 25 marks)

Question 4 continued

A suitable answer would be:

To: All Staff
From: A Candidate, Human Resources Department
Date: 4 April 2014
Subject: Central Area Bank Branch

I am sorry to advise you that Central Area Bank has made the decision to close the branch within our company as part of its ongoing programme of branch closures. This will be effective from 1 August 2014. I must stress that this is a decision taken by the bank and not by our company, and that our other facilities, such as the shop, will remain open for the foreseeable future.

The bank maintains that this is a reflection of the changes in how customers use banking services. The advent of online services and cash machines (ATMs) means that fewer customers now need to visit branches, and they point out that business at the branch has decreased by 50% over the last two years.

Central Area Bank appears to be closing many branches, which is happening with all banks. For this reason, we have not been able to find another bank that will take over the branch when Central Area Bank moves out.

We hope that the bank will accept our invitation to locate a cash machine in our premises, and we will attempt to offer any assistance we can to staff who will be in serious difficulties because of the closure. Please contact the Human Resources Department if you require some assistance.

