

Mark Scheme (Results)

Series 3 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 3 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. It should be dated (1) and headed appropriately (1). It is from Dr A Khan and his job title must be given (1). The salutation and closure must be in agreement (1).

(4 marks)

Mechanical accuracy:

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

(4 marks)

Range and fluency:

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

Marks awarded 0 – 4 depending on how far this is achieved and there is no repetition of points.

(4 marks)

Content:

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

- Thank you for notifying us of intention to apply to build filling station (1)
- Pleased to express our views (1)
- We remain open-minded (1)
- We have consulted staff and patients (1)
- Have some concerns – please clarify points (1)
- Will you still allow staff/patients to use car park? (1)
- Very grateful for this existing facility (1)
- Concern over increased traffic/congestion (1)
- Possibly more road accidents (1)
- Will the station just service existing customers, or generate new ones? (1)
- Would filling station have extended opening hours? (1)
- When would tankers deliver petrol? (1)
- Many residents would welcome cheaper petrol (1).

(13 marks)

(Total 25 marks)

Question 1 continued

A suitable answer would be as follows:

Headed Paper

6 June 2014

Mr Simon Fisher
Val-U-Stores
1689 Bridgetown Highway
Bridgetown BH6 9ST

Dear Mr Fisher

Proposed Petrol Filling Station

Thank you for notifying us of your intention to apply for permission to build a petrol filling station. We are pleased to have the opportunity to express our views.

At this stage, we maintain an open mind on this. We have spoken to our staff and patients and we can see why you would wish to build a filling station but we do have some concerns. It would be very helpful if you could clarify some points.

First of all, we are very grateful to you for allowing our visitors to use your car park when our small car park is full. We hope that this arrangement can continue, even if you have fewer spaces available. We realise that you are doing us a great favour by providing this service, of course.

Our patients and staff have mixed views on this issue. There is certainly a concern that any additional facilities or services in the area might add to the existing traffic problems, and to the congestion on Bridgetown Highway, which might lead to more road accidents. It would be helpful if you could advise us if you believe that it will be existing shoppers who will use the filling station, or if you expect to attract new customers.

It would be useful if you could tell us if the filling station will open during the same hours as the main supermarket. If it has extended opening hours, there will be increased activity in the area, possibly even during the night. It has also been suggested that if tankers deliver the petrol to the station during the night, as is customary, there could be noise issues.

On a positive note, it was suggested that supermarket petrol is usually sold at a competitive price. If this is the case, our residents would welcome this.

We look forward to receiving your responses to the various points we make.

Yours sincerely

(Dr A Khan
Practice Manager)

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:

There should be an introduction to explain the purpose of the report, for 1 mark.

The following points should be raised, for 1 mark if mentioned, and for 2 marks if developed:

- Definition of a restrictive covenant
- Why a lawyer should draw it up
- What is 'reasonable'
- A 'non-solicitation' clause
- A restrictive covenant as a deterrent
- Alternatives to a restrictive covenant to prevent clients being 'stolen'.

(13 marks)

(Total 25 marks)

Question 2 continued

A suitable answer would be as follows:

To: Mrs Paulina Zajac
From: A Candidate
Date: 6 June 2014
Subject: Restrictive Covenants

Introduction

Because of the increasing problem of departing staff taking our clients with them when they leave, I have been asked to investigate how restrictive covenants could be added to staff contracts to prevent this.

A restrictive covenant

- This is a clause inserted into the employment contract of staff members that prevents them from acting against the interests of the company; in this case preventing staff recruiting the company's clients for a period when they move to a new company or become self-employed.
- It is advisable to recruit a business lawyer to draft this covenant. Breaking a covenant is not a criminal offence so the company will have to take civil action against the 'offender'. The action is not likely to succeed if the covenant is not drafted carefully, and 'reasonable'.
- A 'reasonable' covenant is usually considered as having a time limit. A period of six to 12 months is normally acceptable, and also effective as it deters clients from moving on immediately.
- A business lawyer recommended that the covenant should include a 'non-solicitation' clause. This stops staff, who are planning to leave, from persuading clients to take their business to the new employer.
- A company that has introduced restrictive covenants has suggested that the mere existence of these in contracts deters staff from 'stealing' clients, and so taking legal action to enforce them is not normally necessary.

Alternative solutions

Whilst there are advantages in adding restrictive covenants to contracts, there are other ways of reducing the problem of clients moving with departing staff, as indicated by the Director of another agency.

- Continuous vigilance is always worthwhile. Staff should be supervised to detect any early signs of client 'stealing'.
- Staff 'rotation', that is, regularly changing the staff who deal with specific clients, can prevent a strong link between staff and client being created, which means that there is less likelihood of the clients moving with staff.

Question 3

Comprehension

Candidates were not asked to write full sentences so any answers that are clear, concise and which 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 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 ½ mark up to the maximum of the marks for each question, but this should not include penalties for sentence structure when sentences have not been used.

Answers which simply copy from the text should gain no more than ½ marks.

- (a) Conversation or dialogue (1) that is short-lived (1) and of no great significance (1). (3 marks)
- (b) Consider what is intended audience (1) look at sites to see who uses them (1) ask customers which sites they use (1). (3 marks)
- (c) Short term – build up image (1) engage with customers (1) to create brand loyalty (1) which will assist long-term aim of boosting sales (1). (4 marks)
- (d) You can create and establish a common username (1) which is available if you wish to use other sites later (1). (2 marks)
- (e) Users of sites not well known (1) for being calm, tolerant, or slow to be annoyed or irritated (1). (2 marks)
- (f) Producing regular contributions is time-consuming (1) so many can be written at one time (1) but released at regular intervals (1). (3 marks)
- (g) Main reason why users will be unimpressed (1) is if contributions are tedious or uninteresting (1). (2 marks)
- (h) Two-way process – customers are encouraged to engage and react (1) first example, customers assist in designing packaging (1) other example, customers wear a company's clothing in famous locations (1). (3 marks)
- (i) He suggests you have to work hard/take a lot of actions (1) in order to maintain status or position (1) uses phrase in the context of evaluation/assessment of use of sites (1). (3 marks)

(Total 25 marks)

Question 3 continued

Suitable answers would be as follows:

- (a) This is referring to conversation which is of no great significance and has no lasting consequence. (3 marks)
- (b) The business should give some thought as to who comprises its intended 'audience', and then look at the sites to assess who uses them, or ask customers which sites they use. (3 marks)
- (c) In the short term, the aim is to build up your image and engage with customers. This will create brand loyalty and a positive image that will assist in the long-term aim of selling more products. (4 marks)
- (d) This means that you can create and establish a common username, which will be available should you decide to use the other sites at a later time. (2 marks)
- (e) It is indicating that people who use such sites are not well known for being calm and tolerant. They will be quick to be annoyed or irritated. (2 marks)
- (f) As it is time-consuming to create regular contributions, several of these can be written at once but released gradually, at fixed intervals, to the sites. (3 marks)
- (g) The main reason why users will be unimpressed with contributions to these sites is that they are seen to be tedious or uninteresting. (2 marks)
- (h) A 'two-way process' in communication is where the customers engage with the business and react in some way. The examples quoted concern the involvement of customers in designing new packaging, and the campaign to show customers wearing a company's clothing in famous locations. (3 marks)
- (i) He uses this phrase in the context of the assessment or evaluation of actions and policies involving social media sites. He is suggesting that you must work hard and take a lot of actions in order to be seen as maintaining your status and position. (3 marks)

Question 4

Memo

Layout:

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

NB It could be sent to local sales managers, or personalised to particular names.

(2 marks)

Mechanics:

Grammar, spelling, punctuation and syntax.

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

(4 marks)

Style and tone:

Marks are awarded on scale 0 – 5 depending on how far the memo 'works' as a communication.

Not too condescending. Reassuring tone.

Points are appropriate.

(5 marks)

Content:

There are 7 aspects that should be mentioned. Up to 2 marks can be awarded for each depending on how well the points are developed.

The areas are:

- Introduction – including offer of training
- Venue
- Catering
- Corporate image
- Speakers
- Signing in
- Evaluation.

(14 marks)

(Total 25 marks)

Question 4 continued

A suitable answer would be:

To: Local Sales Managers
From: A Candidate
Date: 6 June 2014
Subject: Promotion of new products

Now that the budgets for the forthcoming local presentations have been agreed, I have been asked by Mrs Toth to advise you how the company expects the presentations to be carried out. I should say that Mrs Toth fully appreciates the experience and expertise of our local sales managers and she does recognise that you will wish to shape these presentations to fit local circumstances. However, you might wish to use the following as a checklist for reference as you prepare the presentations.

Venue

You must choose a venue that is suitable in terms of the facilities it provides. It must be easily accessible, which usually means that a car park is available. It is advisable that the booking is confirmed in writing and you are aware of the emergency procedures at the venue.

Catering

Suitable refreshments, provided by a reputable local company, are an important aspect of the presentation, as this is highly appreciated by those attending. It is important that a full range of food and drink is provided to cater for all tastes and preferences.

The sessions could begin or end with refreshments, depending on the time of day, and it should be considered that business can be generated over refreshments during breaks.

Corporate image

Only standard company documentation should be used, and signs with the company logo must be displayed prominently.

Speakers

Speakers have an important function, so they should be fully competent. Preparation, especially concerning the timing of the speech, is crucial to the success of presentations.

Signing in

The names and addresses of all who attend should be registered. It is always helpful if a full list of customers is maintained to support future marketing.

Evaluation

There should be a full report on the presentation to Head Office and, therefore, a careful evaluation is required.

If any local sales managers feel less than fully confident in any of these areas, Head Office will be pleased to provide appropriate training. Please advise me if this is required.

I am sure the presentations will be very successful.

Pearson Education Limited.
Registered in England and Wales No. 872828 Registered Office:
80 Strand, London WC2R 0RL.
VAT Reg No GB 278 537121