



Mark Scheme

Series 4 2015

Results

Pearson LCCI Level 3

English for Business (ASE3041)

LCCI Qualifications

LCCI qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please visit our website at www.lcci.org.uk.

Pearson: helping people progress, everywhere

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/uk

All the material in this publication is copyright
© Pearson Education Ltd 2015

General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question 1 – Letter

Layout

Business letter conventions used appropriately and consistently. It should be dated and headed appropriately. It is from the candidate and a job title must be given. The salutation and closure must be in agreement, whichever style is used.

(5 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 at this level. The text reads fluently and adopts a suitable tone. 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 the marks to be gained. (1 mark per point)

- thanks for letter
- we are interested in offer but must ask for points of clarification
- promotional video in lieu of payment?
- can we control advertising? – important not to offend passengers
- is advertising varied at different times of day?
- is equipment reliable?
- could drivers be distracted?
- any adverts for local attractions?
- how many companies have signed up?
- number of responses will help us make a decision
- looking forward to reply

(11 marks)

(Total 25 marks)

Question 1 continued

A suitable answer would be as follows:

(Headed Paper)
19 November 2014
Ms Raquel Suarez Promotions Manager Massive Media Generator House Railway Street Darway City DA7J PP3
Dear Ms Suarez
In-taxi advertising scheme
Thank you for letting us have details of this very interesting development. It is of great interest to us but there are various points we would like you to clarify before we make any decision.
The information you provided appears to indicate that there is no payment to the organisation which uses your screens; indeed, it seems that, instead, you offer a free promotional video that you would produce for us to be included in the programme. We would be grateful if you could confirm this.
There are also some practical issues we must raise. We must ensure that any noise from the screens is not a distraction for our drivers as this could be a safety hazard. We hope also that the technology is sufficiently developed to ensure that there are few or no screen breakdowns.
We do feel that it is important for us to have some control over the advertising that will be displayed. We would not wish to cause any embarrassment or offence to our passengers. Perhaps your organisation varies the advertising according to the time of day when different types of passengers are carried. We are aware that in other parts of the world local attractions are advertised in this way and we would like to know if you have any such plans.
If you are able to give us an indication of the number of organisations that have decided to advertise, this will help us to make our decision.
We look forward to receiving your reply.
Yours sincerely
<i>A Candidate</i> A Candidate (Administrator)

Question 2 – Report

Layout and presentation

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

(5 marks)

Mechanical accuracy

Grammar, spelling, punctuation, syntax.
Deduct half-mark for each separate error.

(5 marks)

Content

An introduction should indicate how the information was obtained (1).
The report should present the arguments for and against price increases being introduced. A maximum of **7 marks** is awarded to each aspect. The points for and against are given in the model answer.

(15 marks)

(Total 25 marks)

Question 2 continued

A suitable answer will be as follows:

To: Mr David Hall
From: A Candidate
Date: 19 November 2014
Subject: Arguments for and against a price rise

Introduction

To assist the Management Committee to make a decision about imposing a price rise, I have summarised the main arguments for and against. I spoke to the Finance Manager and the Marketing Manager, who have differing views.

Arguments in favour of a price rise:

- increased revenue is now required as costs have increased (e.g. newsprint costs increased by 20% in a year and other costs such as transport and wages have increased)
- prices have been held for 2 years – people expect periodic price rises
- there is much brand loyalty – customers might not be lost
- it will be difficult to reduce costs further
- there will be great competition if there is an attempt to generate income by increasing advertising
- cash reserves must be retained to cover emergencies rather than to cover cost increases.

Arguments against price rises:

- a price rise could lead to a reduction in customers - who might either switch to competitors or stop buying any newspapers and use alternative sources of news
- there could be investigations into increasing other sources of revenue before price rises are imposed (e.g. advertising)
- short-term financial difficulties could be addressed by cost reductions
- cash reserves could be used to cover short-term financial shortfalls
- price rises could be considered in the future if other circumstances change (e.g. competitors increase prices).

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 these candidates 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-mark up to the maximum marks for each question, but this should not include penalties for sentence structure when sentences have not been used.

- (a) he made a joke (1) said he was going to talk about how to recognise dishonesty (1) so he said he should tell the truth (1) (3 marks)
- (b) he said he was going to disprove (1) a belief that is widely held (1) but untrue (1) (3 marks)
- (c) rarely a natural skill (1) must be learned (1) but some can become more competent than others (1) (3 marks)
- (d) some of the signs you give are instinctive (1) so you cannot always disguise these (1) (2 marks)
- (e) aspects of 'body language' (gestures and body movements) (1) that are brought about when attempts are made to conceal emotions (1) (2 marks)
- (f) people could be hiding emotions (1) for reasons (1) other than they are telling lies (1) e.g. stress, unhappiness (1) (4 marks)
- (g) 2 marks are given for appropriate roles – sales staff and human resources manager, and 2 marks for each developed explanation of the benefit (4 marks)
- (h) if you tell lies, you must recall what you have said (1) to be consistent (1) if you tell the truth (1) what you say will not vary (1) (4 marks)

(Total 25 marks)

Question 3 continued

Suitable answers would be as follows

- (a) Professor Kontek made a joke. He mentioned that his talk was about recognising deceit, so he said he should be honest.
- (b) He announced that he was going to disprove or refute a belief that was commonly held, but incorrect.
- (c) He believes that this is rarely a natural skill but is something in which you must be trained. However, some people can achieve a higher level of skill than others.
- (d) Some of the signs that you give when being dishonest are instinctive, so it is difficult to disguise the fact that you are being dishonest.
- (e) This refers to small aspects of 'body language', the gestures you make and the movements of parts of your body that are brought about when attempts are made to conceal emotions.
- (f) People might be hiding their emotions for reasons other than the fact that they are telling lies. They might be hiding their true emotion for another reason, e.g. they could be stressed or very unhappy.
- (g) One example is a salesperson who can recognise when customers have a genuine interest in making a purchase. Another would be a human resources manager's appraisal discussion with a member of staff, as this will be much more effective if he can recognise dishonesty.
- (h) If you tell lies, you must remember your deceit and be consistent in what you invent. If you always tell the truth, what you say will be consistent.

Question 4 – Memo

Layout

Correct memo layout (to, from, date, subject heading)
(Half-mark each)

(2 marks)

Mechanical accuracy

Grammar, spelling, punctuation, syntax
Deduct half-mark for each separate error.

(4 marks)

Style and tone

Marks are awarded on scale 0 – 6 depending on how far the memo ‘works’ as a communication.
Not condescending, clear instructions on new policy.
Concise. No irrelevant material.

(6 marks)

Content

The following points should appear:

- head office to devolve writing press releases to local branch managers (1)
- branch managers more aware of what is happening in each locality (1)
- from 1st of next month (1)
- head office approval no longer needed (1)
- suggest standard form still to be used (1)
- Public Relations Manager still available for advice (1)
- press releases excellent way of giving publicity (1)
- should be concise, not too long 250 – 300 words (1)
- important items go first – in case they are ‘cut’ (1)
- use nature of newspapers to target releases (1)
- avoid technical language, acronyms (1)
- ‘quotes’ can add variety (1)
- use simple but interesting language (1)

(13 marks)

(Total 25 marks)

Question 4 continued

A suitable answer would be:

MEMO

To: Branch managers
From: A. Candidate
Date: 19 November 2014

Press Release Policy

I am pleased to say that as part of the company's policy of devolving responsibilities for a range of issues to each local branch, management has decided that it will be appropriate for branches to compose their own press releases from first of December. There will no longer be a requirement to submit these for head office approval before they are issued, but you can be assured that the Public Relations Manager will still be available to offer any advice that is required.

It is recommended that the standard press release form that is already available should continue to be used, as this contains the essential information required by the organisation receiving the release.

We know that many managers have experience of producing good press releases and I am sure that I do not have to remind everyone that press releases can be excellent means of achieving publicity. Many newspapers are pleased to receive them because they do not have to produce as much of their own copy.

However, I would be grateful if you could consider the guidance given below, which is a reminder of the best practice in producing press releases.

It is always useful to provide short and concise releases. You should not go beyond 250 – 300 words and you should begin with the most important information. If releases are 'cut' by editors, they will usually cut out the later material.

Newspapers have their own style and it is advised that you follow this style in your release to a particular paper. It can be valuable for you to check what has been written in a paper so you can adopt an appropriate style and tone.

Readers will never be impressed by jargon, technical language or confusing acronyms, so simple but lively and interesting language should be used. Some 'quotes' can add variety to any piece.

We know that branch managers are more aware of what is happening locally and we hope that you will continue to use press releases to create local publicity.