

Pearson LCCI

Award in Text Production (VRQ)

Level 1

Sample assessment material for first teaching
January 2011

Time: 1 hour 40 minutes
(including 10 minutes reading time)

Paper Reference

ASE20077

You do not need any other materials.

Instructions

- Fill in the boxes at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Answer **all** questions.
- Complete **all** details in the spaces provided on the envelope supplied.
- Spend the first **10 minutes** reading the instruction sheet and documents which make up the examination. You may make notes during this time.
- You then have **1 hour 30 minutes** for transcription and proof reading.
- Use document originator/candidate reference initials on each document, unless instructed otherwise.
- Enter the date of the examination on each document, unless instructed otherwise.
- Using plain or headed paper as appropriate, make sure that the left margin is at least 25 mm, unless instructed otherwise.
- Only one copy of each document is required, even when routing is requested.
- You may use an English or bilingual dictionary, thesaurus, spellcheck and calendar.
- At the end of transcription time, place all documents in order in the examination envelope. Do **not** include unused stationery.
- Complaints about faulty computers and word processors should be reported immediately to the Invigilator.

Turn over ►

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CANDIDATE INSTRUCTION SHEET

Scenario

You work for Elliot Harmston, Manager of a Coventry department store which is part of the Siskin Parkway Group. Siskin Parkway Group has department stores throughout the UK.

Mr Harmston likes his letters to be completed:

ELLIOT HARMSTON
STORE MANAGER

Requirements

Mr Harmston has passed to you one in-tray document which relates to at least one of the three tasks to be undertaken. Follow his instructions and present the documents in a businesslike and consistent format. Include all the necessary details and produce the three documents ready for signature where appropriate.

Mr Harmston has given you a note of the documents to be produced as shown below:

		Approximate number of words
Task 1	Memo to All Staff	273
Task 2	Letter to Printing for All	184
Task 3	Information Sheet	170

You will need the following information:

Printing for All
12 Chestnut Avenue
COVENTRY
CV2 3PW

Graham Walsh, Accounts Department
The Mayor of Coventry is Joseph Greenhalgh

IMPORTANT INFORMATION FOR CANDIDATES

THE IN-TRAY DOCUMENT MAY BE DETACHED FOR EASE OF REFERENCE

IN-TRAY DOCUMENT

EMAIL

To "Elliot Hamston" <elliot.hamston@siskinparkway.com>
From "Geoff Hunter" <geoff.hunter@siskinparkway.com>
Sent *Today's date*
Subject Ideas for the opening of the new household department

Further to our telephone conversation last week regarding ideas for the forthcoming opening of the household department at our Coventry store, I have given this some thought and below are my ideas:

LOW-RES IMAGE

2 Cookery demonstrations using equipment sold in the department

3 The opportunity for children to have their photographs taken with Jemima from the children's TV show "Jemima and the Tiny Tots" ³

4 Gift wrapping for purchases made for special occasions, eg birthdays, weddings

I hope that the above is of help.

Regards

Geoff



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Prepare the following memo to
All staff. Head it EMPLOYEE OF THE YEAR

uc
stet
close
up
Next month we will be having our annual competition for employee of the year. Staff will be given the ^{chance} opportunity to nominate a colleague who they feel has given out standing service during the past year.

This year we are also giving our customers the opp to vote for the member of staff whom they

LOW-RES IMAGE

close
up
winner of the award will receive a weekend for two in a ^{four} ~~three~~-star hotel in Edinburgh, including evening meal on the first night. The prize also includes first class rail travel to Edinburgh from your nearest main line railway station.

uc
The procedure for staff to nominate a colleague is to collect a nomination slip from their line manager &, once completed, post it in the box located in the Staff Restaurant ~~on the first floor~~. For customers who wish to nominate a member of staff there will be nomination slips ~~against~~ against each of the tills. They will then be asked to put the slip in the postal boxes located next to the main entrance. Closing date for nominations will be the last Fri of

NP next month. [Judging of the competition will
start take place during the first ~~two~~ wks ~~after~~ following
the closing date, with the winner being notified
at the quarterly staff mtg. The judges' names

LOW-RES IMAGE

With such a hard working & committed staff
I'm sure there will be many of you being nominated
for the award & so I would like to take this
opp to wish you all good luck.

Prepare the following letter to Printing for All. Head it PRINTING OF POSTERS AND INFORMATION SHEETS

— Copy to
Graham Walsh
A — B —

Dear Sirs

lc We are currently planning an Advertising Campaign that
will involve ^{radio} advertisements, posters & information sheets
uc to announce the opening of our new household department
at our store in Coventry. We have used your organisation
bts before & were very satisfied with the service & quality
we received. I've enclosed a draft outline of the posters
& information sheets that we would like printing &

LOW-RES IMAGE

Design & preparation of printing plate for poster

1000 A3 posters (full colour)

1000 A5 posters (full colour)

Design & preparation of printing plate for information sheet

bts ↗ 5000 A5 information sheets (full colour) ↖
↘ 5000 A3 information sheets (full colour) ↙

uc We would like to launch the advertising campaign two
wks before the opening of the new household department
on Sat insert date for last Sat next month. When ~~at~~
submitting your quotation please let me know whether
you would be able to complete the work within this time
NP frame. [I look forward to hearing from you.

Yours faithfully

Prepare the Information Sheet. Follow the layout shown

SISKIN PARKWAY GROUP

Caps & bold

is delighted to announce the grand opening of the **household** new department in their Coventry store

The Mayor of Coventry will officially open the ~~department~~ **new department**

, insert name,

on

Caps & bold

SAT
FRIDAY **insert date**

sket

The first 100 visitors to the department will receive a ~~£10~~ **£20** gift voucher, which can be spent in any department within the store.

valid for one month,

There will also be:

Free gifts

Insert A from Geoff's email

wl

coffee and biscuits for all visitors (or soft drink)

LOW-RES IMAGE

Insert B from Geoff's email

Bold & Italics

Why not come and see for yourself what is on offer?

We can be found at

Caps

12 Market Place
Coventry

We will be open from 1000 – 1800

a large number of

Further demonstrations and special offers on household items will be available all week.

, including electrical goods,