

**Pearson LCCI
Level 2 Award in Text Production
(QCF)**

Model Answers
Series 3 2013 (ASE20078)

Level 2 Award in Text Production

Series 3 2013

How to use this booklet

Model Answers have been developed to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCI International Qualifications. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

Pearson provides Model Answers to help candidates gain a general understanding of the standard required. The general standard of model answers is one that would achieve a Distinction grade. Pearson accepts that candidates may offer other answers that could be equally valid.

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JC/

4 June 2013

Dear

AN INVITATION TO JOIN OUR SHOPPING FORUM

As a regular customer at House of Siskin we want you to know that we value your opinion. We are always seeking ways to expand and improve the products we sell and, for this reason, we should like to offer you the opportunity to join our Shopping Forum.

Joining our Shopping Forum means that we would contact you by email approximately once a month and ask you to complete an online survey giving your views on various House of Siskin products or similar products purchased elsewhere. The enclosed information sheet gives further details.

To acknowledge your contribution and reward you for your time, some great prizes are available, as follows:

- ❖ gift vouchers
- ❖ designer items
- ❖ perfume
- ❖ skincare products

If you wish to join our Shopping Forum team, please contact one of our Shopping Forum advisers as soon as possible on 0800 455 455 to confirm your name, address, telephone number and email address or email us at shoppingforum@houseofsiskin.com.

We hope that you will agree to work with us to enhance both your own shopping experience and that of many other great customers just like you.

Yours sincerely

Jane Caldwell
Shopping Forum Leader

Enc

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JOINING OUR SHOPPING FORUM

1 WHO CAN JOIN THE SHOPPING FORUM?

We select regular House of Siskin customers over 18 years of age (those who shop both online and in store), write to them and invite them to join our Shopping Forum.

2 WHAT INFORMATION DO YOU NEED FROM ME?

To get you started, we need you to contact a member of our Shopping Forum team on 0800 455 455 and confirm your name, address, telephone number and email address. Alternatively, you can email us at shoppingforum@houseofsiskin.com.

3 WHAT MIGHT AN ONLINE SURVEY ASK?

We might ask whether you are considering the purchase of an item of furniture. For example, if you are interested in a new sofa, we might ask which shops you will visit to look for a sofa and the maximum price you are prepared to pay.

4 HOW LONG DOES IT TAKE TO COMPLETE A SURVEY?

It should take no longer than 15 minutes. Many answers are multiple choice. Sometimes we ask for comments. How long a comment takes rather depends on you!

5 WHAT'S IN IT FOR ME?

You will, of course, enjoy an enhanced shopping experience in the future but each year on 1 September, we will send you a £10 gift voucher. Additionally, each time you complete a survey, you will be entered into a draw to win further gift vouchers, designer items, perfume or skincare products plus invitations to House of Siskin events.

JC/
4 June 2013

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HOUSE OF SISKIN FASHION SHOW

The Shopping Forum Team
invites you to join them (and bring a guest)
on the second floor of the Coventry Store
on Friday 12 July 2013
at 1400
to view the
AUTUMN AND WINTER RANGES FOR BOTH WOMEN AND MEN

Please reply by Friday 5 July 2013

To: The Shopping Forum Team, House of Siskin, Coventry CV2 5PY
(email: shoppingforum@houseofsiskin.com)

I confirm that I will/will not* attend the House of Siskin Fashion Show on Friday
12 July 2013.

Name

Address

..... Postcode

Telephone number Email

I will/will not* bring a guest.

* Delete as applicable

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MEMORANDUM

To Inas Nimri, Fashion Buyer
From Jane Caldwell, Shopping Forum Leader
Ref JC/
Date 4 June 2013

JULY FASHION SHOW – 12 JULY 2013

Thank you for the information you gave me yesterday on the telephone about the date and time for this event. I have prepared an invitation with a reply slip to send to 5 clients. I am sorry that the take-up of places at Fashion Shows by Shopping Forum clients is poor even when clients have confirmed their attendance and appreciate that you can easily fill the seats with clients shopping in store at the time. I agree that I should try to find an alternative gift/prize for our clients.

I am researching several possibilities, one of which is a voucher for our hairdressing salon. I have spoken to Celia Moore in the salon and she is considering whether it would be possible to let me have vouchers for Shopping Forum clients which would entitle them to discounted hair appointments. Celia is concerned that a voucher offer might disrupt routine business and affect regular clients. She is, therefore, discussing this with her stylists and will let me have her decision as soon as possible.

Copy: Celia Moore, Manager, Hairdressing Salon

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