

English for Business Communications (8959)

Qualification Handbook



www.cityandguilds.com
July 2007
Version 2.1

About City & Guilds

City & Guilds is the UK's leading provider of vocational qualifications, offering over 500 awards across a wide range of industries, and progressing from entry level to the highest levels of professional achievement. With over 8500 centres in 100 countries, City & Guilds is recognised by employers worldwide for providing qualifications that offer proof of the skills they need to get the job done.

City & Guilds Group

The City & Guilds Group includes ILM (the Institute of Leadership & Management) providing management qualifications, learning materials and membership services and NPTC which offers land-based qualifications and membership services. City & Guilds also manages the Engineering Council Examinations on behalf of the Engineering Council.

Equal opportunities

City & Guilds fully supports the principle of equal opportunities and we are committed to satisfying this principle in all our activities and published material. A copy of our equal opportunities policy statement *Access to assessment and qualifications* is available on the City & Guilds website.

Copyright

The content of this document is, unless otherwise indicated, © The City and Guilds of London Institute 2005 and may not be copied, reproduced or distributed without prior written consent.

However, approved City & Guilds centres and learners studying for City & Guilds qualifications may photocopy this document free of charge and/or include a locked PDF version of it on centre intranets on the following conditions:

- centre staff may copy the material only for the purpose of teaching learners working towards a City & Guilds qualification, or for internal administration purposes
- learners may copy the material only for their own use when working towards a City & Guilds qualification
- the *Standard Copying Conditions* on the City & Guilds website.

Please note: National Occupational Standards are not © The City and Guilds of London Institute. Please check the conditions upon which they may be copied with the relevant Sector Skills Council.

Publications

City & Guilds publications are available on the City & Guilds website or from our Publications Sales department at the address below or by telephoning +44 (0)20 7294 2850 or faxing +44 (0)20 7294 3387.

Every effort has been made to ensure that the information contained in this publication is true and correct at the time of going to press. However, City & Guilds' products and services are subject to continuous development and improvement and the right is reserved to change products and services from time to time. City & Guilds cannot accept liability for loss or damage arising from the use of information in this publication.

City & Guilds

1 Giltspur Street

London EC1A 9DD

T +44 (0)20 7294 2800

F +44 (0)20 7294 2400

www.cityandguilds.com

enquiry@cityandguilds.com

English for Business Communications (8959)

Qualification Handbook



www.cityandguilds.com
July 2007
Version 2.1

This page is intentionally blank

Contents

1	Introduction	5
2	Level 1	6
2.1	Aims and Objectives	6
2.2	Examination structure	7
2.3	Sample Paper	9
3	Level 2	27
3.1	Aims and Objectives	27
3.2	Examination structure	29
3.3	Sample Paper	31
4	Level 3	49
4.1	Aims and Objectives	49
4.2	Examination structure	51
4.3	Sample Paper	53

This page is intentionally blank

1 Introduction

The City & Guilds English for Business Communications examinations are a suite of qualifications in modern, written Business English. They are designed to meet the needs of present day organisations for fast and accurate communication in the international sphere. The test focuses on the candidate's ability to perform in real business situations through the medium of English.

Each assessment takes the form of an in-tray simulation. The candidate is placed in the role of a junior executive or personal assistant in a commercial company. The examination paper consists of a selection of realistic documents – letters, memos, emails, faxes, reports – which the candidate has to deal with by drafting appropriate replies or by writing similar documents in accordance with instructions. These are assessed according to how effective they are as written communications, eg whether the candidate has interpreted the source documents correctly, whether the replies convey the right message and whether they would achieve the desired results. Correct language is important, but the emphasis is on successful communication.

In recognition of the realistic nature of the examination tasks, candidates may use a monolingual (English-English) or bilingual dictionary in the examination.

Candidates may use a word processor or typewriter to complete the examination tasks where possible. Calendars and calculators may also be used.

Three levels

The English for Business Communications examinations are offered at three levels. These approximate to the levels of the Common European Framework as set out below.

City & Guilds Level	Suitable for	Common European Framework
1	Clerical and administrative staff who have to read and draft routine communications in English according to clear instructions	A2 – Waystage
2	Staff who are expected to read a variety of communications in English and reply to them independently and in appropriate style	B2 – Vantage
3	Staff who are expected to read the full range of work related documents in English, including those that require complex replies, and to draft documents where choice and tone of expression may be critical to the success of the transaction	C2 – Mastery

2 Level 1

2.1 Aims and Objectives

Time allowed

One and a half hours plus 15 minutes reading time. Note making during reading time is **not** allowed.

Aim

The aim of the examination is to test the candidate's understanding of straightforward business communications in English at an elementary level, and the ability to carry out routine written tasks.

Target population

The examination is designed for candidates who are preparing for, or who already work in, an occupation requiring the ability to read and write simple business communications in English. The candidate should have an appreciation of letter-writing formulae and be able to communicate in writing for simple, practical needs. Candidates whose first language is not English should have attained a level of ability equivalent to that reflected by City & Guilds International ESOL Access level.

Objectives

The candidate should demonstrate the ability to understand simple business communications, to respond to them clearly and concisely, and to extract information from a limited range of simple, non-textual sources.

Candidates should be able to complete the following:

Reading comprehension

- Demonstrate an understanding of simple internal and external business communications, e.g. memos and letters, written telephone messages, faxes and emails.
- Complete or extract explicit information from business documents, e.g. orders, requisitions, quotations or invoices.
- Extract information from simple charts or timetables.

Writing skills

- Write simple, concise letters, providing and/or requesting routine information.
- Write simple memos in response to explicit instructions.
- Draft faxes.
- Complete standard letter forms with information provided.

The above tasks may require the candidate to communicate messages of acknowledgement, confirmation, enquiry and/or thanks.

2 Level 1

2.2 Examination structure

The Level 1 examination consists of a one and a half hour paper containing four questions, all of which should be attempted. The candidate is given 15 minutes to read through the questions before the examination begins. No writing will be allowed during this time.

The four questions are presented as a series of unrelated 'in-tray' tasks. The candidate assumes the role of an employee in a particular company. The situation is described at the beginning of the examination. The candidate is required to respond appropriately to straightforward tasks involving the reading and writing of routine business correspondence. Some of the source material may be handwritten. All information required for the successful completion of tasks is explicitly stated.

Assessment

Each of the four tasks is worth 25 marks (25%). The candidate is assessed on the degree of success with which he or she completes the tasks. Marks are awarded for language and content. Neatness and legibility are taken into account. Layout is assessed for two (only) of the written tasks, a memo and a letter. Tasks assessed for layout are specified on the examination paper.

To be awarded a **Pass**, candidates must achieve a total of 60 marks (60%). A **First Class Pass** will be awarded to candidates achieving 75% or more in the whole examination, provided they attempt all the tasks.

This page is intentionally blank

2 Level 1

2.3 Sample Paper

This page is intentionally blank

**English for Business
Communications**
Level 1

This paper must be returned with
the candidate's work, otherwise
the entry will be void and no
result will be issued.



8959-11-011
(EL-NBC 11)
SAMPLE 1

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 1 hour 30 minutes
(plus 15 minutes' reading time during which
no writing will be allowed).

Answer **all** questions.

All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper.
Make sure your name appears on each sheet of paper used.

Answers to **all** tasks will be assessed for language and content.
Two tasks only will also be assessed for layout. This will be
indicated on the task.

The following items **are** permitted:
- bilingual / monolingual dictionaries
- calendars
- calculators

For examiner's use only

Task 1	Task 2	Task 3	Task 4	Total
25	25	25	25	100

SITUATION

You are the Personal Assistant (PA) to Mr Jack Livesey, Managing Director of Toys For Tots, a small chain of shops in England. The Head Office is at Gate House, Broadlands Street, Norwich, Norfolk, NR2 4NT, UK.

Mr Livesey is out today and has left some work for you to do. He will be back in the office towards the end of the afternoon.

Task 1 (Your answer will be assessed for layout.)

Carry out the instructions from Mr Livesey.

PA

Please draft a letter for me to send to Mr Kahn. I will sign it later. I've put some notes on his fax for your guidance.

Thanks — Jack

Oh yes, better ask Mr Kahn what quantities they can supply.

ANIMALS OF AFRICA
Craft Market
Zanzibar
Tanzania
Tel: 00 255 36 2749 Fax: 00 255 36 2750

FAX TRANSMISSION HEADER SHEET

To: Jack Livesey – Managing Director
Company: Toys For Tots
Fax No: 01603 236 418
From: Mohammed Kahn – Sales Manager

Date: **RECEIVED**

No of sheets including header sheet: 1

MESSAGE:

Further to our conversation at the recent Toy Fair in Paris, I wondered whether you had given any thought to purchasing some of the wooden African animals produced by our company? All our products are made using local wood from sustainable forests, and are beautifully hand carved and polished. Our prices are low for such high quality work, and delivery is prompt.

Handwritten notes and arrows:

- Yes - interested (arrow to "given any thought")
- Can they send samples? (arrow to "wooden African animals")
- What type? (arrow to "wooden African animals")
- Catalogue & price list? (arrow to "prices")
- How long from order? (arrow to "prompt")

(25 marks)

Task 2 (Your answer will be assessed for layout.)

Action the following note.

The image shows a screenshot of an email client window. At the top left, a separate text box contains a handwritten note from Jack: "PA Please send a memorandum yourself to Tom Millhouse, Area Manager. See his e-mail below, and my notes. Get the memo over to his office this morning please — don't wait until I get back. Thanks Jack".

The email header shows: From: tmillhouse@T4T.co.uk, To: jlivesey@T4T.co.uk, Subject: Stock. The message body contains the following text: "Jack, I've done a tour of all our shops and I am delighted at the way in which our traditional toys and games are growing in popularity. In fact, the managers tell me they are getting asked for toys long thought to be out of fashion as well as our most up-to-date computerised toys. Incidentally, board games seem to be selling well. Some branches are sold out of the most popular ones and are having to wait quite a while for replacement stock. I think we should arrange a meeting with all the Managers to hear their views on what we should be ordering. What do you think?"

Handwritten annotations in ovals with arrows pointing to specific words in the email body include: "Any line in particular?" pointing to "traditional toys and games"; "Such as?" pointing to "computerised toys"; "Which are the most popular board games?" pointing to "popular"; "How long?" pointing to "wait"; and "Good idea — please arrange (next Wednesday morning ok for me)" pointing to "meeting".

On the right side of the email window, there are buttons for Close, Reply, Forward, and Delete.

(25 marks)

Task 3

Carry out Mr Livesey's instructions.

PA

I cut the advert below out of Toys for Fun magazine. As you know, we are opening a new shop in Ireland in six months. We intend to employ local people, thus bringing work to a small community. If this venture is successful we will open further branches in Ireland. Please send them a fax — see my notes for what to say.

Thanks — Jack

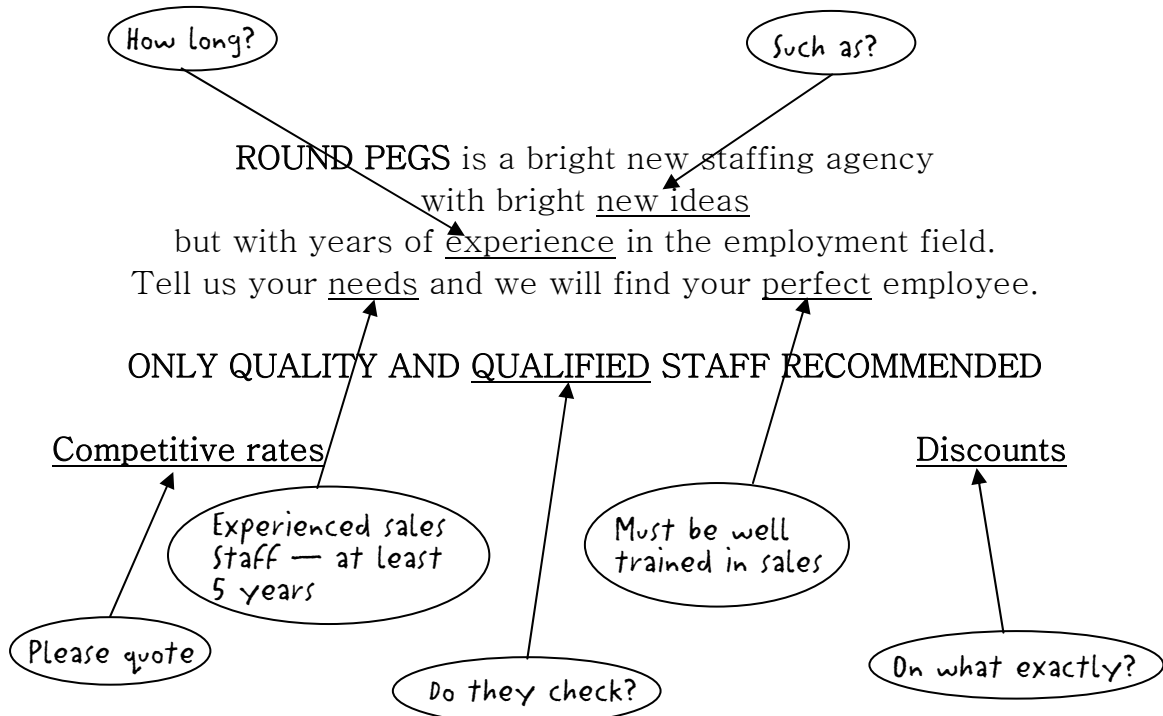
By the way, if this agency proves to be efficient we may use them when we open other branches, so ask them whether they can recruit from other areas.

ROUND PEGS STAFF AGENCY

Heritage Way
Bettystown
County Meath
Ireland

Tel: 00 353 41 982 8263 Fax: 00 353 41 982 7925

Director: Ciaran Mannion



(25 marks)

Task 4

Action Mr Livesey's instructions.

PA
Please reply to this fax using our standard letter form. I've put some notes on for your guidance.
Thanks — Jack
Better tell them The Golden fleece very popular so they'll need to book early.

HERMITAGE BUREAU OF COMMERCE

Pushkin Square
ST PETERSBURG
RUSSIA
Tel: (095) 229-79-11
Fax: (095) 209-59-64

FAX TRANSMISSION HEADER SHEET

To: Mr Jack Livesey – Managing Director
Fax No: 01603 236 418
From: Ola Petrovna – Tour Director

Date: **RECEIVED**

No of sheets including header sheet: 1

MESSAGE:

Visit to UK

I am bringing a party of business people to the UK next year and we would very much like to visit the Toy Fair you are holding in the second week of June at the GuildHall in Norwich. Is this convenient? We would like to stay overnight in Norwich and wondered whether you could recommend a suitable, medium-priced hotel? Could you also recommend a restaurant, near the Guild Hall, where we could have lunch? Finally, as we shall be arriving in Norwich by train, perhaps you could let us know how far the GuildHall is from the station. Thank you.

Yes, certainly — how many? Which day?

The Golden fleece — Bore Street

We will provide

5 minutes' walk — somebody will meet them. Arrival time?

Candidate's name:



TOYS FOR TOTS

**Gate House
Broadlands Street
NORWICH
Norfolk
NR2 4NT
UK**

**Tel: 01603 236 416
Fax: 01603 236 418**

To:
.....
.....
.....
Dear

Date:
Ref:

Visit to UK

Thank you for your recent communication. Certainly it would be
..... but we would like to know
.....

In answer to your query about accommodation

However,

We would also like to let you know that

Finally,

Yours

Jack Livesey
Managing Director

(25 marks)

END OF EXAMINATION

ENGLISH FOR BUSINESS COMMUNICATIONS – LEVEL 1
WORKED EXAMPLES AND MARK SCHEME

Task 1 – Letter

Sample letter:

Toys For Tots
Gate House
Broadlands Street
Norwich
Norfolk
NR2 4NT
UK

JL/ag

11 October 2006

Mr Mohammed Kahn
Animals of Africa
Craft Market
Zanzibar
Tanzania

Dear Mr Kahn

Wooden African animals

We are **interested**⁽¹⁾ in buying some of the wooden African animals you make. Please send us some **samples**⁽¹⁾, a **catalogue** and **price list**⁽¹⁾. Please tell us the **quantities**⁽¹⁾ you can supply, what **type of wood**⁽¹⁾ the animals are made from and **how long delivery will take**⁽¹⁾ if we order from you.

Yours sincerely

Jack Livesey
Managing Director

Mark Allocation:

Layout	Name and address of sender: Toys For Tots, Gate House, Broadlands Street, Norwich Norfolk, NR2 4NT, UK	(1)
	Appropriate reference eg. JL/--	(1)
	Date of exam.	(1)
	Name and address of recipient: Mohammed Kahn, Animals of Africa, Craft Market, Zanzibar, Tanzania	(1)
	Salutation – Dear Mr Kahn	(1)
	Heading – African animals (or similar)	(1)
	Complimentary close – Yours sincerely	(1)
	Name and/or designation of signatory: Jack Livesey/MD	(1)
		8 ÷ 2 = 4 marks

Language	Mechanics:		
	Grammar	(4)	
	Spelling and punctuation	(4)	
	Tone and fluency	(7)	
			15 marks

Content	Request catalogue and price list	(1)	
	What quantities can they supply?	(1)	
	Delivery – how long from order?	(1)	
	What type of wood are animals made from?		(1)
	Yes, we are interested in buying from them		(1)
	We would like samples of the animals produced		(1)
			6 marks

Total 25 marks

Task 2 – Memorandum

Sample memo:

Memorandum

To - Tom Millhouse, Area Manager

From - Alyson Goldstein, PA
to Jack Livesey, MD

11 October 2006

JL/ag

Popularity of toys

Mr Livesey wants to know if any particular line is growing in popularity⁽¹⁾. He also wants to know which out of fashion toys are being asked for⁽¹⁾ and which are the most popular board games⁽¹⁾. Please also tell him how long branches have to wait for stock to be replaced⁽¹⁾. He thinks it is a good idea to have a meeting with all branch managers and wants you to arrange this⁽¹⁾. He says that next Wednesday morning is suitable for him⁽¹⁾.

Mark Allocation:

Layout	Heading (“Memorandum”)	(1)
	To Name – Tom Millhouse	(1)
	Designation –Area Manager	(1)
	From Name – name of candidate	(1)
	Designation – PA to Jack Livesey/MD	(1)
	Date of exam.	(1)
	Appropriate reference – eg. JL/candidate’s initials	(1)
	Subject Heading: Popularity of toys (or similar)	(1)
		8 ÷ 2 = 4 marks

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency (max 4 marks if from incorrect sender)	(7)
		15 marks

Content	Any particular line growing in popularity?	(1)
	Which out of fashion toys are being asked for?	(1)
	Which are the most popular board games?	(1)
	How long are branches having to wait for stock to be replaced?	(1)
	Good idea to have meeting with all branch managers. <u>TM to arrange.</u> (must be clear)	(1)
	<u>Next</u> Wednesday morning suitable for JL (must be clear)	(1)
		6 marks

Total 25 marks

Task 3 – Fax

Sample Fax

Toys For Tots
Gate House
Broadlands Street
Norwich
Norfolk
NR2 4NT
UK
Tel: 01603236416
Fax: 01603236418

FAX TRANSMISSION HEADER SHEET

To: Ciaran Mannion
Company: Round Pegs Staff Agency⁽¹⁾
Fax No: 00353 41 982 7925⁽¹⁾
From: Alyson Goldstein, PA to Jack Livesey, MD
Date: 11 October 2006

No of sheets including header sheet: 1

MESSAGE:

We are going to open a new shop in Ireland soon and want to know more about your agency. Please tell us what **new ideas⁽¹⁾** you have and **how long you have been recruiting staff⁽¹⁾**. Also please **let us know your charges⁽¹⁾** and **on what you offer discounts⁽¹⁾**. We want to know if you **check the applicants' qualifications⁽¹⁾** and also if you can **recruit from other areas⁽¹⁾**.

We will need staff **with at least five years' experience⁽¹⁾** and **they must be well trained in sales⁽¹⁾**.

We look forward to hearing from you.

Mark Allocation:

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(7)
		15 marks

Content	Ciaran Mannion and/or Round Pegs Staff Agency	(1)
	Fax No: 00353 41 982 7925	(1)
	What do they mean by 'new ideas'?	(1)
	How long is their experience in staff recruitment?	(1)
	We need experienced staff – at least 5 years	(1)
	Staff must be well-trained in sales	(1)
	Do they check applicants' qualifications?	(1)
	Need to know their charges	(1)
	Exactly what do they offer discounts on?	(1)
	Are they able to recruit from other areas?	(1)
		10 marks

Total 25 marks

Task 4 - Form Letter

Sample Form Letter:



TOYS FOR TOTS

Gate House
Broadlands Street
NORWICH
Norfolk
NR2 4NT
UK
Tel: 01603 236 416
Fax: 01603 236 418

To: Ms Ola Petrovna Date: 11 Oct. 2006
Hermitage Bureau of Commerce Ref: Ref: JL/ag⁽¹⁾
Pushkin Square
St Petersburg
Russia⁽¹⁾

Dear Ms Petrovna

Visit to UK

Thank you for your recent communication. Certainly it would be **convenient⁽¹⁾ for you to visit** but we would like to know **how many people will be coming and on which day⁽¹⁾**

In answer to your query about accommodation, **we recommend The Golden Fleece Hotel, in Bore Street⁽¹⁾**.

However, **it is very popular so you will need to book early⁽¹⁾**.

We would also like to let you know that **we will provide lunch for you⁽¹⁾**.

Finally, **The Guild Hall is a 5 minute walk from the station⁽¹⁾ and somebody will meet you there if you let us know the time your train will arrive⁽¹⁾**.

Yours **sincerely⁽¹⁾**

Jack Livesey
Managing Director

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(7)
		15 marks
Content	Date of exam and appropriate ref. e.g. JL/--	(1)
	Recipient's name and address: Ms Ola Petrovna	
	Hermitage Bureau of Commerce, Pushkin Square, St Petersburg, Russia	(1)
	Salutation – Dear Ms Petrovna	
	and complimentary close – Yours sincerely (both)	(1)
	Yes, certainly convenient to visit	(1)
	How many and which day	(1)
	The Golden Fleece Hotel, Bore Street	(1)
	Very popular so they will need to book early	(1)
	Guild Hall is a 5 minute walk from station and somebody will meet them (both)	(1)
	We will provide lunch	(1)
	What is the time of their train's arrival?	(1)
	10 marks	
	Total 25 marks	

This page is intentionally blank

3 Level 2

3.1 Aims and Objectives

Time allowed

Two hours plus 15 minutes reading time. Note making during reading time is not allowed.

Aim

The aim of the examination is to test the candidate's understanding of business communications in English at an intermediate level, and the ability to carry out a series of written tasks concisely and clearly.

Target population

The examination is designed for candidates who are preparing for, or who already work in, an occupation requiring the ability to write business communications in English. The candidate should have a basic understanding of general business procedures and be able to use English effectively and independently in all familiar situations. Candidates whose first language is not English should have attained a level of ability equivalent to that reflected by City & Guilds International ESOL Communicator level.

Objectives

The candidate should demonstrate the ability to understand business communications, to respond to them clearly and concisely, and to complete and/or extract information from a variety of textual, tabular and diagrammatic sources. The candidate is expected to show some appreciation of register and to vary his or her written tone to suit the situation.

Candidates should be able to complete the following:

Reading comprehension

- Demonstrate an understanding of internal and external business communications, e.g. memos and letters, written telephone messages, faxes and emails.
- Complete or extract information from business documents – orders and/or requisitions, quotations and/or invoices, graphs and charts, timetables and travel itineraries.

Writing skills

- Write concise letters, in response to given situations.
- Write memos in response to given situations.
- Draft faxes.
- Prepare other documents for business purposes, e.g. circular letters and mailshots, press releases and articles.
- Draft an informal report.

An informational report provides points of information required for a specific, stated purpose. It does not require a detailed analysis of a situation or a summary of recommendations (see sample informational report on page 47). Headings are not a requirement, but a clear organisational structure is expected.

Tasks may require the candidate to communicate messages of

- enquiry
- confirmation
- request
- complaint
- rejection
- acknowledgement
- thanks
- booking
- apology
- offers of appointment

3 Level 2

3.2 Examination structure

The Level 2 examination consists of a two hour paper containing five questions, all of which should be attempted. The candidate is given 15 minutes to read through the questions before the examination begins. No writing will be allowed during this time.

The five questions are presented as a series of 'in-tray' tasks. Some or all of these are interlinked, and related to a theme or a particular problem which develops during the course of the examination. The candidate assumes the role of an employee in a particular company. The situation is described at the beginning of the examination. The candidate is required to respond concisely and appropriately to various tasks involving the reading and writing of business correspondence. Some of the source material may be hand written. The information required for the successful completion of tasks is explicit or easily inferred.

Assessment

Each of the five tasks is worth 20 marks (20%). The candidate is assessed on the degree of success with which he or she completes the tasks. Marks are awarded for language and content. Neatness and legibility are taken into account. Layout is assessed for two (only) of the written tasks, a memo and a letter. Tasks assessed for layout are specified on the examination paper.

To be awarded a **Pass**, candidates must achieve a total of 60 marks (60%). A **First Class Pass** will be awarded to candidates achieving 75% or more in the whole examination, provided they attempt all the tasks.

This page is intentionally blank

3 Level 2

3.3 Sample Paper

This page is intentionally blank

**English for Business
Communications**
Level 2

This paper must be returned with
the candidate's work, otherwise
the entry will be void and no
result will be issued.



8959-12-012
(EL-NBC 12)
SAMPLE 1

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours
(plus 15 minutes' reading time during
which no writing will be allowed).

Answer **all** questions.

All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper. Make
sure your name appears on each sheet of paper used.

Answers to **all** tasks will be assessed for language and content.
Two tasks only will also be assessed for layout. This will be indicated
on the task.

- The following items **are** permitted:
- bilingual / monolingual dictionaries
 - calendars
 - calculators

For examiner's use only

Task 1	Task 2	Task 3	Task 4	Task 5	Total
20	20	20	20	20	100

SITUATION

You are Personal Assistant (PA) to Ian Croft, Managing Director of Tutti Frutti, a company that imports and sells a wide selection of fruit. Their Head Office is at 29 Great Peter Street, RUDDINGTON, Nottinghamshire, NG11 6LL, UK. Tel: +44(0)155 945 6000, Fax: +44(0)155 940 5286.

Mr Croft is out of the office, but will return late in the afternoon, and has left you some work to deal with in his absence.

Task 1 (Your answer will be assessed for layout.)

Action the note from Mr Croft.

PA

I really think we should increase the range of organically produced fruit we sell, which means importing more from overseas, so it's probably worth while finding out more about this company. Their leaflet sounds very interesting. Could you ask them especially about apricots, cranberries, nectarines and peaches? Please draft a letter to them — I'll sign it this afternoon — see my notes for the information we need.

Thanks, Ian



Farm Fresh To You

Organically Grown Fruits

Farm Fresh to You Inc
23808 State Highway 16
Los Angeles
California 95607
USA

Tel: 1 800 796 6009

Fax: 1 530 796 3344

Does this increase the price?

So, what exactly is "organic"? In general, organic agriculture is a system of farming practices that seeks to use natural methods of production. Its goal is to learn from and copy natural processes in order to produce the food we eat while also making our farmers take better care of the land.

Can they prove this?

Organic farmers don't use chemical fertilizers, pesticides, fungicides and weed-killers. Organic agriculture combines both old and new ideas and practices to produce healthy, tasty crops that are full of vitamins.

Farm Fresh to You Inc sells high quality organic produce which we are able to deliver to many countries. You will find our organic label on apples, pears, garlic, and other commodities from USA all the way down to Argentina and Chile.

Can they also deliver to Europe?

(20 marks)

Task 2 (Your answer will be assessed for layout.)

Action the note from Ian Croft

The screenshot shows an email client window with a purple header and menu bar. The email content is displayed in a yellow box. Handwritten annotations in black ink are present: a paperclip icon with 'PA' next to it, a note at the top, and two callout bubbles pointing to specific words in the email body.

PA

Please send a memo yourself to Trevor Phillips. As Sales Manager he'll need to be aware of potential problems with supply so tell him about Valerie's e-mail but also see my notes — I'll need him to let me have a sales forecast within the next two days.

Thanks, Ian.

Mail From: Valerie Newton [valn@tuttifrutti.co.uk]

File Edit View Actions Tools Window Help

From: Valerie Newton [valn@tuttifrutti.co.uk]

To: ianc@tuttifrutti.co.uk

Subject: Stocks running low

Message:

Ian
I've just checked on our stores here in the warehouse and we are running very low on organic apples. We still have plenty of non-organic apples in stock and we have ordered more of them, which we expect to be delivered regularly over the next three months. To the best of my knowledge, however, we have only ordered small quantities of organic apples for delivery over the same period. We were not sure how many we would sell, as this is the first year we have stocked them. It now looks as if we will run out very soon.
Best regards
Valerie

Ask Trevor if these orders reflect estimated sales.

Does Trevor think we might be over-stocking on these?

Close

Reply

Forward

Delete

(20 marks)

Task 3

Action the note from Ian Croft.

PA
These may well be useful, provided they are not too expensive. Please send Ms Lade a fax asking for further details — obviously we'll need to know the cost, but also see my other notes on her fax. Many thanks. Ian

Oh, ask her how often they are published too and if they are as relevant to importers in UK as to those in Denmark.



Mercantile Publishing Company
Upsalagade 16
DK-2101 COPENHAGEN
Denmark
Tel: +45 35 43 34 22
Fax: +45 35 43 34 24

FAX TRANSMISSION HEADER SHEET

To: Ian Croft – Managing Director
Company: Tutti Frutti
Fax No.: +44 (0)15 5945 6000
From: Sara Lade – Sales Manager

Date:

No of sheets including header sheet: 1

MESSAGE:

Worldwide or just for Europe?

We are a Danish publishing company, specialising in a regular series of Transport Guides that are invaluable to anybody connected with the handling of foodstuffs. Our guides give advice and information on all aspects of the shipping of such goods, including regulations and advice on storage, refrigeration and mixing loads. There are three magazines in the series:

1. *The Guide to Food Transport – Fruit and Vegetables*
2. *The Guide to Food Transport – Fish, Meat and Dairy Products*
3. *The Guide to Food Transport – Controlled Atmosphere*

Please do not hesitate to contact me should you require any further information, or wish to place an order.

Would we get a discount if we bought two?
Tell her it's 1 and 3 we are interested in.

(20 marks)

Task 4

Action the note below



PA

The attached article appeared recently in 'Fruit Suppliers Monthly'. Some of the comments they make might be true of some suppliers but they are certainly not true of us. Could you please draft an article that I could send to them, pointing out how interested we are in organic produce (we're committed to increasing our range) and the steps we are taking to ensure we offer our customers the best fruit available (e.g. always exploring possible new markets.) Don't write more than 200 words as I have learned from past experience that anything longer just doesn't get printed but make sure you include sufficient information for anyone who may wish to contact us. Thanks, Ian

Market for Organic Fruit Slumps as Companies Abandon Customers' Best Interests



Organic produce may be more nutritious and better tasting than non-organic, but many fruit importers have told us they have decided not to sell organic fruit any more as they have discovered their customers believe organic produce to be less widely available, and more limited in range than conventional produce. Many customers reported that they did not buy organic produce because the prices were too high, the size and shape of organic produce tends to be erratic and the fruit is less attractive. There is, therefore, only a small market for organically-grown produce. There is also a problem with importing fresh organic produce. While price premiums remain high, the market for organic produce is unlikely to expand significantly.

Ours is increasing all the time.

We import from cheaper producing countries in South America and Asia and we are cutting prices

Ours is!

Our customers have commented on the healthiness, taste and freshness

(20 marks)

Task 5

Action the message

TELEPHONE MESSAGE

MESSAGE FOR PA


WHILE YOU WERE OUT Ian Croft Phoned

MESSAGE:

Ian called to ask you to draft an informal report for the Board for him. He said 200 words should be enough. The Board would like to be up-dated on the types of organic fruit that we are considering selling in the future and our proposed marketing techniques. Ian suggested you look at some of our Marketing Department's ideas, which he says you should already have, read their comments and put something suitably relevant together.


TAKEN BY Peter Hughes

ORGANIC DRIED FRUIT AND NUTS




Once you've tried our sun dried apricots, mango, dates, almonds and lightly roasted macadamia, you'll never eat non-organic dried fruit and nuts

We think this might well be a profitable new venture for our company — until now we've only sold fresh produce but we've tasted samples from this company and have to agree with them — if we sell this range we might well make a huge profit!




We think mail order bouquets of flowers that people could send to friends and relations as a gift could be a great new idea that would really capture our customers' imagination and also provide some free advertising for us! It needn't just be flowers, how about fruit baskets as presents too?



Organic Bouquet

Tutti Frutti will pack a box containing a selection of seasonal fruit every week for a set price agreed by you. The boxes will be delivered to a central point in your neighbourhood (it could even be your office or local school) from where you can collect them at a time convenient for you.



We don't usually sell direct to customers but this scheme would reduce costs to the customers as they would be buying directly from us. Because we'd aim to deliver lots of boxes to each location, transport costs would not be too high — might be worth a go.

(20 marks)

END OF EXAMINATION

ENGLISH FOR BUSINESS COMMUNICATIONS – LEVEL 2
WORKED EXAMPLES AND MARK SCHEME

Task 1 – Letter

Sample letter:

Tutti Frutti
29 Great Peter Street
RUDDINGTON
Nottinghamshire
NG11 6LL
UK

31 October 2006

IC/ag

Farm Fresh to You Inc
23808 State Highway 16
Los Angeles
California 95607
USA

Dear Sirs

Organic Fruit

We have seen your leaflet advertising your organic fruit and are especially interested in apricots, cranberries, nectarines and peaches⁽¹⁾. Could you please let us know whether the natural production methods increase the cost⁽¹⁾ of the fruit? Your advertisement claims that organic produce is vitamin rich. We would be interested to know whether you can prove this⁽¹⁾. Could you also let us know whether you can deliver to Europe⁽¹⁾?

We hope to hear from you soon.

Yours faithfully

Ian Croft/Managing Director

Mark Allocation:

Layout	Name and address of sender: Tutti Frutti, 29 Great Peter Street, RUDDINGTON, Nottinghamshire, NG11 6LL, UK.	(1)
	Date (of exam)	(1)
	Appropriate reference – eg. IC/---	(1)
	Name and address of recipient: Farm Fresh to You Inc, 23808 State Highway 16, Los Angeles, California 95607, USA	(1)
	Salutation – Dear Sirs	(1)
	Heading – Organic Fruit (or similar)	(1)
	Complimentary close - Yours faithfully	(1)
	Name and/or designation of signatory – Ian Croft/Managing Director	(1)
		8 ÷ 2 = 4 marks

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	especially interested in apricots, cranberries, nectarines and peaches (all)	(1)
	do natural production methods increase cost?	(1)
	can they prove organic produce is vitamin rich?	(1)
	can they deliver to Europe?	(1)
		4 marks

Total 20 marks

Task 2 Memorandum

Sample memo:

Memorandum

To: Trevor Phillips, Sales Manager

From: Alyson Goldstein, PA to Ian Croft (MD)

Date: 31 October 2006

Reference: IC/ag

Stocks of apples

Ian has received an **email from Valerie Newton regarding our stocks of apples⁽¹⁾**. She advises that we have **lots of non organic apples and Ian wonders whether we are over-stocking on these⁽¹⁾**. Valerie also advises that we have **low stocks of organic apples. Ian would like to know whether the stocks reflect estimated sales⁽¹⁾**. He would like a **sales forecast from you within the next two days⁽¹⁾**.

Mark Allocation

Layout	Heading (“Memorandum”)	(1)
	To Name – Trevor Phillips	(1)
	Designation – Sales Manager	(1)
	From Name – Name of candidate	(1)
	Designation – PA to MD	(1)
	Date of exam	(1)
	Appropriate reference – eg. IC/---	(1)
	Suitable Subject Heading – Must mention apples	(1)
	8 ÷ 2 = 4 marks	

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
	(max 1 mark if from wrong sender)	12 marks

Content	mention Valerie Newton’s e-mail and stock of apples	(1)
	Lots of non organic – over-stocking?	(1)
	Low on organic – do stocks reflect estimated sales?	(1)
	Ian Croft or MD wants Sales forecast within next 2 days	(1)
	4 marks	

Total 20 marks

Task 3 - Fax

Sample Fax:

Tutti Frutti
29 Great Peter Street
RUDDINGTON
Nottinghamshire
NG11 6LL
UK
Tel: +44(0)155 945 6000
Fax: +44(0)155 940 5286.

FAX TRANSMISSION HEADER SHEET

To: Sara Lade - Sales Manager⁽¹⁾
Company: Mercantile Publishing Company
Fax No.: 45 35 43 34 24⁽¹⁾
From: PA to Ian Croft - Managing Director
Date: 31 October 2006

No of sheets including header sheet: 1

MESSAGE:

We would like further details of your **Transport Guides**⁽¹⁾. Please advise **how often they are published**⁽¹⁾, the **cost** and whether we could have a **discount if we bought two titles?**⁽¹⁾ We are interested in the guides for **Fruit and Vegetables and Controlled Atmosphere**⁽¹⁾ We would like to know whether they are **as relevant to UK importers as to those in Denmark**⁽¹⁾ and whether the **regulations on which they give advice and information are applicable worldwide or just in Europe.**⁽¹⁾

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks
Content	To: Ms Lade OR Sara Lade OR Sales Manager	(1)
	Fax no 45 35 43 34 24	(1)
	Transport Guides	(1)
	Cost? Discount for two titles?	(1)
	Interested in <i>Fruit and Veg.</i> AND <i>Controlled Atmosphere</i> (both)	(1)
	How often published?	(1)
	As relevant to UK as Denmark (all)	(1)
	Worldwide regulations or just Europe? (all)	(1)
		8 marks
		Total 20 marks

Task 4 - Article

Sample Article:

Tutti Frutti's⁽¹⁾ market for organic fruit expands daily and looks set to do so for years to come⁽¹⁾

Tutti Frutti, a company that imports and sells a wide selection of fruit, is **committed to increasing its range⁽¹⁾** of organic produce, which is indeed **increasing all the time⁽¹⁾**. Their policy of **importing from cheaper producing countries means they are able to cut prices⁽¹⁾** and so their market grows by the hour. They are always **exploring possible new markets⁽¹⁾** and look likely to achieve great success as their **customers constantly comment on the healthiness, taste and freshness⁽¹⁾** of their produce. For further information, do not hesitate to contact their head office at:

**29 Great Peter Street,
RUDDINGTON,
Nottinghamshire, NG11 6LL, UK
Tel: +44 (0)155 945 6000
Fax: +44 (0)155 940 5286⁽¹⁾**

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency (NB max 200 words – positive – not too much lifting)	(4)
		12 marks
Content	Company name – Tutti Frutti	(1)
	Info to make contact possible: Address – 29 Great Peter Street, RUDDINGTON, Nottinghamshire, NG11 6LL, UK OR Tel: +44 (0)155 945 6000	
	AND	
	Fax: +44 (0)155 940 5286	(1)
	Committed to increasing our range	(1)
	Always exploring new markets	(1)
	Importing from cheaper countries therefore cutting prices	(1)
	range increasing all the time	(1)
	customers comment on healthiness, taste and freshness	(1)
	our market expanding	(1)
		8 marks

Total 20 marks

Task 5 – Informational report

Sample report:

Types of organic fruit Tutti Frutti is considering selling in the future and our proposed marketing techniques⁽¹⁾

In the past we've only sold fresh produce but our Marketing Department have recently tasted samples of **organic dried fruit and nuts⁽¹⁾** and believe that selling these items might well be a **new venture that could make us a huge profit.⁽¹⁾**

We are also considering selling **bouquets of organic flowers⁽¹⁾** and **baskets of organic fruit by mail order⁽¹⁾**. As people would send these as presents, this would also provide us with free advertising.

Whilst we do not usually **sell directly to customers, we may well do so in future⁽¹⁾**. We believe the sale of **weekly boxes of seasonal fruit⁽¹⁾** at a set price agreed in advance by the customer, could be a profitable venture. We would **deliver a lot of boxes to one central point, from which customers could collect them, thus reducing transport costs⁽¹⁾**.

Mark Allocation

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(4)

(NB Max 200 words and should sound like report to the Board NOT adverts)

12 marks

Content	Title/Introductory sentence to include ref to types of organic fruit considering selling in future and proposed marketing techniques	(1)
	organic dried fruit and nuts	(1)
	New venture – might make huge profit (or similar but both points)	(1)
	mail order bouquets as presents	(1)
	organic flowers or fruit	(1)
	weekly fruit boxes	(1)
	transport costs not too high – central points (all)	(1)
	intend selling directly to customers in future	(1)

8 marks

Total 20 marks

This page is intentionally blank

4 Level 3

4.1 Aims and Objectives

Time allowed

Two and a half hours plus 15 minutes reading time. Note making during reading time is not allowed.

Aim

The aim of the examination is to test the candidate's understanding of business communications at an advanced level and the ability to carry out a series of related written tasks concisely, clearly and accurately.

Target population

The examination is designed for candidates who are preparing for, or who already work in, an occupation requiring the ability to write business communications in English. The candidate should have an understanding of general business procedures and possess the linguistic ability to handle the types of task required of a senior administrator, executive or Personal Assistant. Candidates whose first language is not English should have attained a level of ability equivalent to that reflected by City & Guilds International ESOL Mastery level.

Objectives

The candidate should demonstrate the ability to understand a wide range of business communications and related documentation, to complete and/or extract information from a wide range of textual, tabular and diagrammatic sources and to respond appropriately in concise and accurate English to a variety of situations. The candidate is expected to show a high level of appreciation of register, and to vary his or her written tone to suit the purposes of a wide variety of situations.

Candidates should be able to complete the following:

Reading comprehension

- Demonstrate an understanding of internal and external business communications, e.g. memos and letters, written telephone messages, faxes and emails.
- Complete or extract information from business documents: orders and/or requisitions, quotations and/or invoices, graphs and charts, timetables and travel itineraries, policy statements, company procedures.

Writing skills

- Write concise letters in response to a wide range of situations.
- Write memos in response to given situations.
- Draft faxes.
- Draft other documents for business purposes: notices and invitations, speeches, agendas and the minutes of meetings, advertisements and mailshots, press releases, articles and circular letters.
- Draft a short analytical report.

An analytical report provides a synthesis of information from diverse sources. It provides an analysis of the situation and a summary of recommendations. Headings are not a requirement, but a clear organisational structure is expected. The candidate should be prepared to deal with any language functions which the situation may require.

4 Level 3

4.2 Examination structure

The Level 3 examination consists of a two and a half hour paper containing six questions, all of which should be attempted. The candidate is given 15 minutes to read through the questions before the examination begins. No writing will be allowed during this time.

The six questions are presented as a series of 'in-tray' tasks. Some or all of these are interlinked and related to a theme or a particular problem which develops during the course of the examination. The candidate assumes the role of an employee in a particular company. The situation is described at the beginning of the examination. The candidate is required to respond concisely and appropriately to a wide range of tasks involving the reading and writing of business communications. Some of the source material may be hand written. Information is acquired cumulatively from task to task, and the candidate must select relevant information for each. Some tasks require the candidate to infer information and to use his or her own discretion when responding to situations.

Assessment

Four of the six tasks are worth 20 marks (20%) each. The remaining two tasks require the writing of a brief response or relatively straightforward notice, advertisement, formal invitation, fax, agenda or minutes of a meeting. These tasks are worth 10 marks (10%) each. The candidate is assessed on the degree of success with which he or she completes the tasks. Marks are awarded for language and content. Neatness and legibility are taken into account. Layout is assessed for two (only) of the written tasks, a memo and a letter. Tasks assessed for layout are specified on the examination paper. To be awarded a **Pass**, candidates must achieve a total of 60 marks (60%). A **First Class Pass** will be awarded to candidates achieving 75% or more in the whole examination, provided they attempt all the tasks.

This page is intentionally blank

4 Level 3

4.3 Sample Paper

This page is intentionally blank

**English for Business
Communications**
Level 3

This paper must be returned with
the candidate's work, otherwise
the entry will be void and no
result will be issued.



8959-13-013
(EL-NBC 13)
SAMPLE 1

Candidate's name (Block letters please)

Centre no

Date

Time allowed: 2 hours 30 minutes
(plus 15 minutes' reading time during which
no writing will be allowed).

Answer **all** questions.

All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper.
Make sure your name appears on each sheet of paper used.

Answers to **all** tasks will be assessed for language and content.
Two tasks only will also be assessed for layout. This will be
indicated on the task.

The following items **are** permitted:
- bilingual / monolingual dictionaries
- calendars
- calculators

For examiner's use only

Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Total
10	20	10	20	20	20	100

SITUATION

You are the Personal Assistant (PA) to Anne Hardingham, Chief Executive of Luxury Hotels Ltd, a chain that owns small, luxury hotels throughout Europe and has its Head Office in The Manor Hotel, which is currently undergoing refurbishment. Its address is The Esplanade, WORTHING, BN11 2EU, UK.

Tel: 01475 786666

Fax: 01475 786669

Ms Hardingham has meetings throughout today but will return to the office in the late afternoon and has left you some work to attend to.

Task 1

Carry out the following instructions.

PA

Could you please write up the minutes for last Wednesday's meeting? I have scribbled notes on the agenda as I was chairing the meeting but Tim Anderson, our Minutes Secretary, phoned to say he had missed his flight from Edinburgh and would therefore miss the meeting.

Thanks, Anne.

Time and Date: 9.30 am
Meeting: Board Meeting
Place: The Manor Hotel, WORTHING

- 1 Apologies for absence
- 2 Minutes of the last meeting — agreed and signed
- 3 Matters arising — None
- 4 Re-opening of The Manor Hotel after refurbishment – renovations and extension
 - a) decided this will be marked by celebratory reception — first Saturday of next month — in first floor ballroom — 7.30-9.00pm. We need to notify press to get maximum publicity and arrange the reception — invite local dignitaries, well-known regular guests etc.
 - b) most existing staff have been working in our other hotels during refurbishment — Human Resources need to advise them of when we're re-opening and check all available to take up duties here again — will also need to recruit new staff for new sports facilities and ensure fully qualified and trained — possibly need more staff for hotel, too, as now larger — Human Resources to conduct resourcing audit and report to AH.
- 5 Correspondence — e-mail received from our carpet suppliers, Magdalene, for Reception area and main staircase, advising various problems with our order — AH to write advising Magdalene they either supply order as per our original specifications or we will be obliged to cancel.
- 6 Any other business - none
- 7 Date, time and place of the next meeting — 1st Wednesday next month — same time and venue.

Meeting closed 10.35 am.

(10 marks)

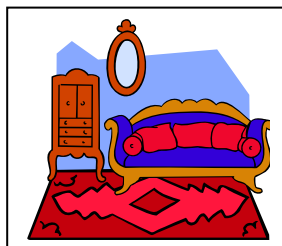
Task 2 (Your answer will be assessed for layout)

Action the note from Ms Hardingham.

PA,
As you've no doubt seen from the minutes, I need to write to Magdalene. Could you draft the letter for me to sign later today, please? I've made some notes on their advertisement in reply to e-mail from them. You could use these in your letter.
Many thanks — Anne.

MAGDALENE: One of the true specialists for custom-made carpets for hotels, corporate offices, private homes, palaces and public buildings.

Over the last 20 years, in fact since 1982, MAGDALENE has gained vast experience by supplying custom-made carpets for hundreds of hotel projects within Europe, The Middle East, Africa, The Far East and from small privately owned to large international hotel chains.



Contrary to popular belief, going for custom-made carpets is not in most cases much more expensive than choosing an

equivalent carpet from stock. For certain quantities, and especially when dealing with hotel projects, it is in fact not only cheaper but even more suitable to have custom-made carpets.

So, why are they now demanding we pay 20% more than their original quotation for custom-made carpeting? We took their advice to design our own as they said it would be cheaper.

For Further details contact:

Magdalene
21 Rue Helene Andree
VERSAILLES
France
Phone: +33 139 027 482
Fax: +33 139 027 496
Email: info@Magdalene.com

There are numerous options available when manufacturing custom-made woven carpets, and in most cases they will be made using 80/20 yarn (80% wool and 20% nylon) this blend combining the softness, comfort and warmth of wool, with the hard-wearing properties of nylon.

8 to 12 colours may be selected to be woven into one design without any price increase. There is practically no limit to the freedom you have for design and colour combination, using either your own design or selecting a pattern from the 15 000 designs existing in archives to which we have access.

They are now limiting our choice to 5 colours — totally unacceptable!

They agreed our own design was fine BEFORE quoting, so why are they now trying to persuade us to choose an existing pattern? We want what we ordered!

Task 3

Action the note from Ms Hardingham.

PA

Could you please draft an official invitation for the opening reception that we can then get printed? Dress: formal. RSVPs to me here, please.

Many thanks — Anne.

(10 marks)

Task 4 (Your answer will be assessed for layout)

Action the following message.



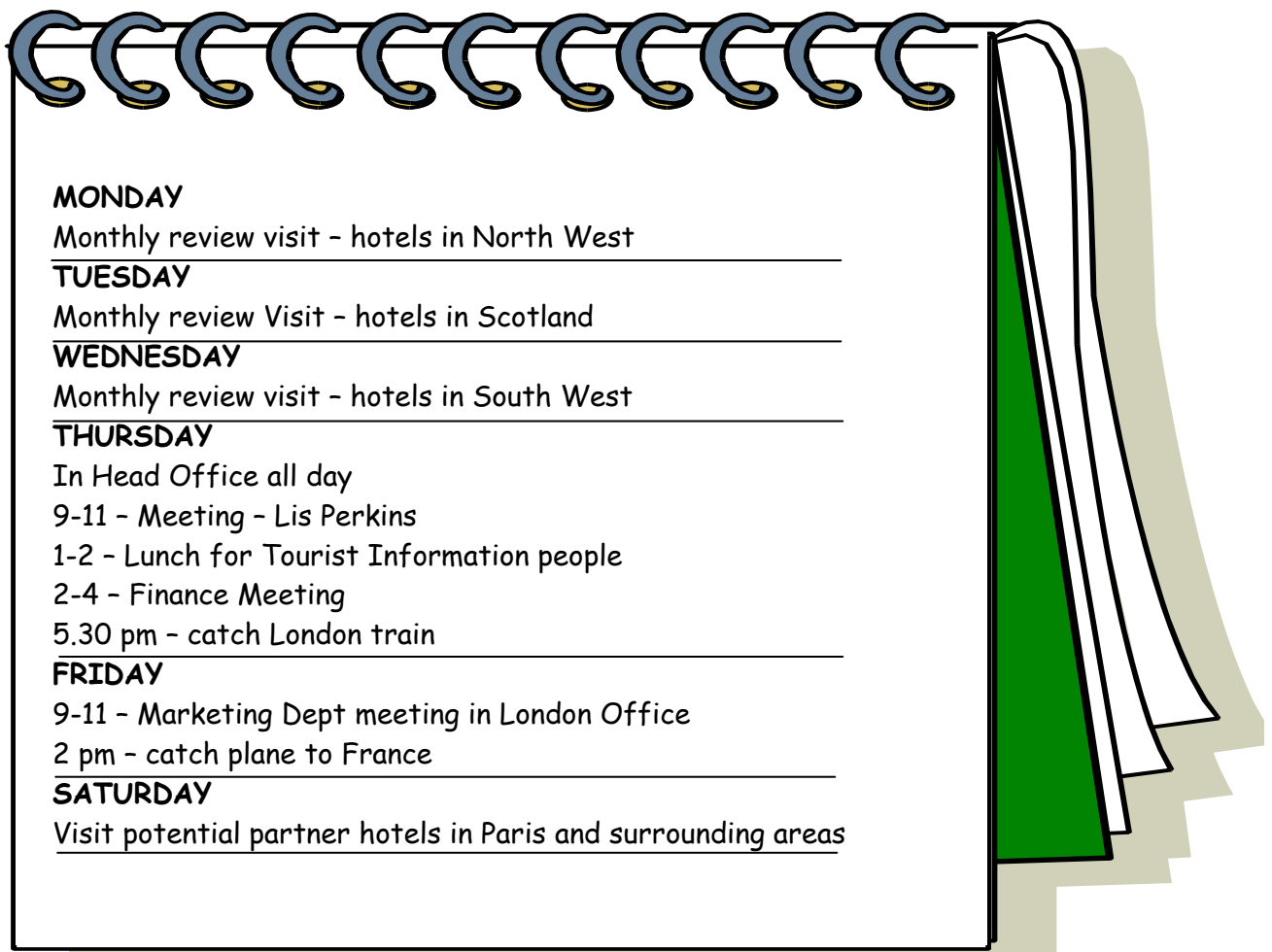
TELEPHONE MESSAGE

Message for: PA

While you were out: Anne telephoned

She's suddenly realised she'll need a meeting with Paul Sheldon, our Regional Head of Human Resources, to finalise staffing and training requirements for The Manor Hotel. She asked if you could choose a couple of suitable two-hour slots from her diary for next week and then send Paul a memo yourself asking which would suit him better. She said they could either meet in Worthing or in London and that you already know what they need to discuss from the Minutes of the last Board Meeting, but that you'd better bring Paul up to date on this, as he wasn't at that meeting — she said to stress the need for fully qualified and experienced staff for the sports' facilities. Anne wants the results of his resourcing audit before the meeting, if possible.

Taken by: Carolyn Dodd



(20 marks)

Task 5

Action this note.

PA

We need to publicise the re-opening as much as possible, so please prepare a Press Release for me to have a look at later. Suggest you mention new facilities and appropriate staffing, reception (especially who's coming — I've included info. on a few celebrity guests and special deals) and, obviously, how to contact us. Don't exceed 200 words or the press will just cut it.

Many thanks — Anne.

Three Night Break

£225.00 per person for three nights in a double or twin-bedded room, with bed and breakfast and receive a six course dinner in our sea view restaurant on the first night
FREE OF CHARGE



Mid week Special

£75.00 per person per night including a six course dinner, bed and breakfast. Sunday to Thursday only

BOOK WITHIN 48 HOURS OF YOUR STAY AND RECEIVE UP TO 30% DISCOUNT OFF THE NORMAL RATE

VALID FOR ONE MONTH FROM DATE OF RE-OPENING ONLY



She sings, dances, designs clothes, acts - she's the world's most famous diva, with a personal fortune of around £65 million, Penelope Quieros is the richest Latino woman in showbiz.

'I'm living the life I always dreamed of living. From the time I was a youngster I wanted to be a celebrity.

It's a great life. My favourite hotel has to be The Manor Hotel in Worthing. I stayed there the first time I visited UK and it's grown up, just like me. It's now one of the smartest hotels I know.'

"The Graham T Show"

"Everyone's talking about Graham T, the best interviewer working in television today" — Rolling Stone

"irresistibly and corrosively funny" — The New York Times

"hilarious" — Time magazine

"Graham T Hits the Funny Spot" — Newsweek

"hilarious" — The Washington Post

"is as funny as it gets" — The Chicago Tribune

"a sublime comedy" — The Atlanta Constitution

"hysterically funny" — The San Francisco Chronicle



He'll be back in UK for our re-opening reception — he's stayed here quite a few times in the past.

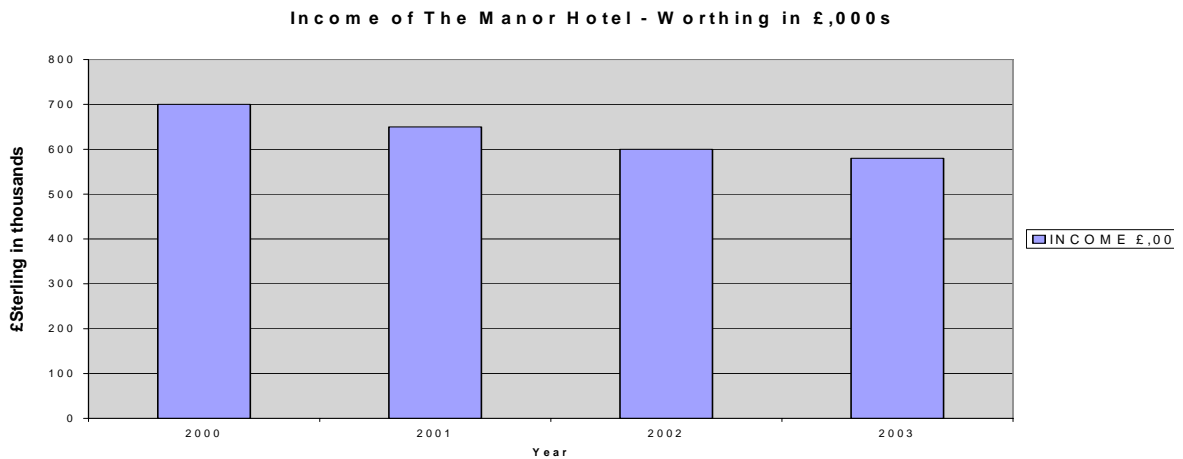
(20 marks)

Task 6

Action this note.

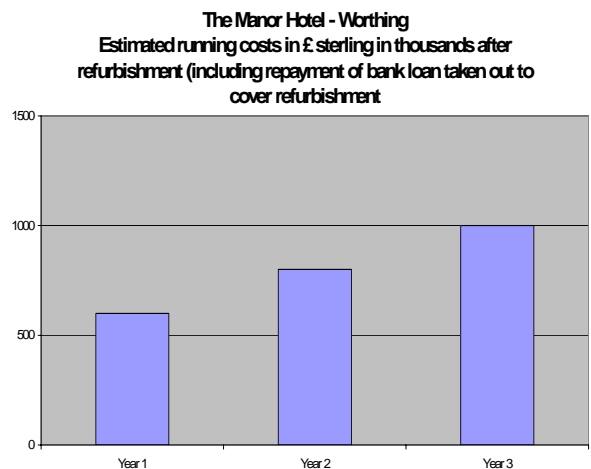
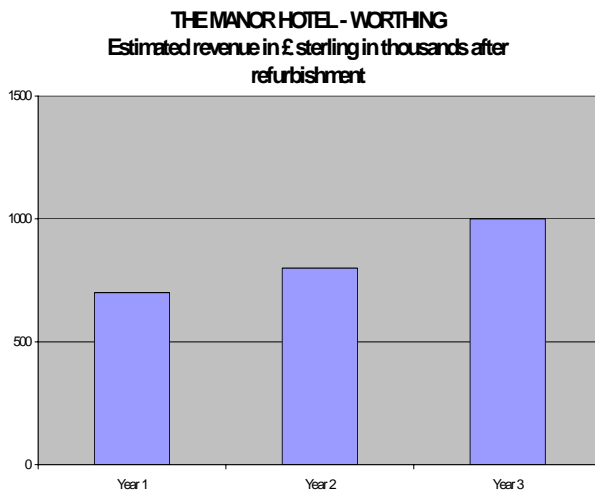
PA

I need a short (max. 200 words) report for the next Board meeting — they basically need to know why we decided to refurbish (should be obvious from graph) and when we are likely to reach a point when the increase in business will reach the point where it will pay for the renovations i.e break even point. I've attached various bits of information from which you should be able to glean all the information they want i.e. loss of revenue during hotel closure plus cost of renovations/refurbishment. Board will want to know total cost to the business.
Many thanks — Anne.



The Manor Hotel – Worthing

Total Costs of Renovation in £000s	
Costs of Renovation	£2,500
Loss of Revenue	£500



(20 marks)

END OF EXAMINATION

This page is intentionally blank

ENGLISH FOR BUSINESS COMMUNICATIONS – LEVEL 3
WORKED EXAMPLES AND MARK SCHEME

Task 1 – Minutes

Sample Minutes:

Minutes of the meeting of Luxury Hotels Ltd
held in
The Manor Hotel, WORTHING
on Wednesday 25 October 2006 at 9.30 am

Apologies: Tim Anderson, Minute Secretary⁽¹⁾

Minutes of the last meeting: these were agreed and signed as a correct record

Matters arising: none⁽¹⁾

The re-opening of the Manor Hotel.

- a) It was agreed that this will be marked by a **celebratory reception⁽¹⁾ on Saturday, 5 November 2006, in the first floor ballroom, from 7.30-9.00pm⁽¹⁾**. We need to make arrangements for the reception and notify the press in order to get maximum publicity. It was agreed that we would invite local dignitaries, well-known regular guests etc.
- b) Most of the existing staff have been working in our other hotels during the refurbishment. It was agreed that the **Human Resources Department will need to advise them of when we're re-opening and check they are all available to take up their duties here again⁽¹⁾**. We will also need to recruit new staff for the new sports facilities and ensure they are fully qualified and trained. It is also possible that we will need more staff for the hotel, too, as it is now larger. **The Human Resources department will need to conduct a Resourcing Audit⁽¹⁾ and report to Anne Hardingham.**

Correspondence

An email has been received from our carpet suppliers, Magdelene, regarding the new carpet for the Reception area and main staircase. They advised various problems with our order. It was agreed that **Anne Hardingham would write to Magdalene⁽¹⁾** advising that they either supply our order as per our original specifications or we will be obliged to cancel.

Any other business: there was no other business discussed.

Date, time and place of the next meeting:

It was agreed that the **next meeting will be held on Wednesday, 1 November 2006 at 9.30 am in The Manor Hotel, Worthing⁽¹⁾**

The meeting closed at 10.35 am.

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	Apologies Tim Anderson or Minutes Secretary	(1)
	Minutes last meeting agreed and No Matters arising (both)	(1)
	Reception to celebrate re-opening Manor Hotel	(1)
	First Saturday next month (date needed), time and place (all)	(1)
	HR to check availability of existing staff	(1)
	HR to conduct resourcing audit	(1)
	AH to write to carpet suppliers	(1)
	Next meeting 1 st Wed next month, Manor Hotel, 9.30 am (date required)	(1)
		8 marks

20 ÷ 2 = 10 marks

Task 2 - Letter

Sample Letter:

Luxury Hotels Ltd.
The Manor Hotel
The Esplanade
WORTHING
BN11 2EU
U.K.

31 October 2006

Ref: AH/ag

Magdalene
21, Rue Hélène Andrée
VERSAILLES
France

Dear Sirs

Carpet for reception and main stairs

We were dismayed to receive your recent email advising that you have problems fulfilling our order. Your advertisement stated that custom made carpet could be cheaper than choosing an existing design, and you originally confirmed this would be so in our case, yet now you are demanding 20% more than your original quotation⁽¹⁾. We would appreciate your explanation for this. Additionally, your advertisement advised that between eight and twelve colours could be selected to be woven into one design without any price increase, yet now you wish to limit our choice to five colours; we must advise you that we find this totally unacceptable⁽¹⁾. You agreed that our own design was fine before quoting us, so we fail to understand why you are now trying to persuade us to choose an existing pattern.⁽¹⁾

We would ask you to confirm immediately that you will supply our order as per our original specifications. If you are unable to do this, we will be forced to cancel the order⁽¹⁾. We therefore look forward to receiving this confirmation very shortly.

Yours faithfully

Anne Hardingham
Chief Executive

Mark Allocation

Layout	Name and Address of Sender:	
	Luxury Hotels Ltd,	
	The Manor Hotel,	
	The Esplanade,	
	WORTHING,	
	BN11 2EU, UK	(1)
	Date of exam	(1)
	Appropriate reference eg AH/-Chief Executive	(1)
	Name and Address of recipient: Magdalene, 21, Rue	
	Helene Andree, VERSAILLES, France	(1)
	Salutation: Dear Sirs	(1)
	Heading: Carpet for reception and main stairs (or similar)	(1)
Complimentary close: Yours faithfully	(1)	
Name and/or designation of signatory – Anne		
Hardingham/Chief Executive	(1)	
	8 ÷ 2 = 4 marks	
Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks
Content	supply order as per original specifications or will cancel	(1)
	Advertisement says not more expensive but now demanding	
	20% more. Why, as took their advice to design our own (or similar)	(1)
	Advertisement says 8 to 12 colours but now limiting our choice to	
	5 colours – totally unacceptable	(1)
agreed our own design was fine before quoting, so why now		
trying to persuade us to choose an existing pattern	(1)	
		4 marks
		Total 20 marks

Task 3 Invitation

Sample invitation:

Luxury Hotels Ltd invites⁽¹⁾

to a celebratory reception to mark re-opening of The Manor Hotel⁽¹⁾

on Saturday, 4 November 2006⁽¹⁾

From 7.30 - 9 pm⁽¹⁾

In the first floor ballroom of the Manor Hotel⁽¹⁾

Black tie ⁽¹⁾

RSVP
Anne Hardingham, Chief Executive⁽¹⁾
The Manor Hotel
The Esplanade
WORTHING
BN11 2EU
U.K⁽¹⁾

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks
Content	Luxury Hotels Ltd invites ...	(1)
	Celebratory reception to mark re-opening of The Manor Hotel	(1)
	first Saturday of next month (date needed)	(1)
	7.30-9.00pm	(1)
	first floor ballroom	(1)
	Formal dress	(1)
	RSVP to Anne Hardingham/Chief Executive	(1)
	The Manor Hotel, The Esplanade, WORTHING, BN11 2EU, UK	(1)
	8 marks	

20 ÷ 2 = 10 marks

Task 4 – Memorandum

Sample memorandum:

Memorandum

To: Paul Sheldon, Regional Head of HR

From Alyson Goldstein, PA to Anne Hardingham, Chief Executive

Date -31 October 2006

Ref. AH/ag

Staffing for The Manor Hotel

Ms Hardingham wishes to advise you that the HR department needs to advise all the original staff of The Manor Hotel when we are re-opening and check that they are all available.⁽¹⁾ You will also need to recruit new staff for the sports facilities and ensure they are fully qualified and trained.⁽¹⁾ Ms Hardingham wants a Resourcing audit before she meets you⁽¹⁾. She is free for a two hour meeting either from 11am to 1pm next Thursday in our head office in Worthing or from 11am to 1 pm next Friday in our London office.⁽¹⁾ Please let her know which is more convenient for you.

Mark Allocation

Layout	Heading (“Memorandum”)	(1)
	To: Name - Paul Sheldon	(1)
	Designation - Regional Head HR	(1)
	From: Name - of candidate	(1)
	Designation - PA to Anne Hardingham, Chief Executive	(1)
	Date of exam	(1)
	Appropriate reference eg AH/-	(1)
	Subject e.g. Staffing	(1)
	8 ÷ 2 = 4 marks	

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
	(max 1 mark if from wrong sender)	
	12 marks	

Content	HR needs to advise original staff when re-opening and check all available	(1)
	Need to recruit new staff for sports facilities and ensure fully qualified and trained	(1)
	AH wants Resourcing audit before meeting	(1)
	Meeting either 11am-1pm Thursday in Worthing or 11am-1pm Friday in London (all needed)	(1)
		4 marks
	20 marks	

Task 5- Press Release

Sample press release:

Grand Re-opening of The Manor Hotel, Worthing

After extensive renovation, The Manor Hotel will be celebrating its re-opening⁽¹⁾ with a reception on Saturday 4 November 2006. Many celebrity guests⁽¹⁾ are expected to attend, including Penelope Quieros, the famous diva, who recently vowed that The Manor Hotel is now one of the smartest she knows, and the hilarious interviewer, Graham T, who has often stayed at this hotel and will be returning for the reception.⁽¹⁾

They will no doubt be delighted by the new sports facilities, staffed with fully qualified personnel,⁽¹⁾ and available to all guests. The hotel is offering some tantalising special deals. During November, guests booking within 48 hours of their stay can receive up to 30% discount off the normal rate⁽¹⁾. In addition, the hotel is offering a 3 night break for only £225 per person, which includes free dinner on the first night⁽¹⁾ and a mid week special for only £75 per person per night, which includes dinner, bed and breakfast⁽¹⁾.

Guests are encouraged to contact the hotel as soon as possible to take advantage of these irresistible offers.

The Manor Hotel
The Esplanade
WORTHING
BN11 2EU
U.K
Tel: 01475 786666
Fax: 01475 786669⁽¹⁾

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks
Content	mention The Manor Hotel, re-opening after renovation	(1)
	new facilities all with fully qualified staff (all)	(1)
	opening reception – give date	(1)
	celeb guest P Quieros and G.T. and brief details	(1)
	3 night break £225 pp and free dinner 1 st night	(1)
	mid wk special £75 pppn, D, B&B	(1)
	book within 48 hrs = 30% discount – only valid within one month from re-opening (all)	(1)
	contact details – address (The Esplanade, WORTHING BN11 2EU, UK) or Tel: 01475 786666, Fax: 01475 786669	(1)
	8 marks	

Total 20 marks

Task 6 - Analytical report

Sample report:

Financial Statement on the Refurbishment of The Manor Hotel, Worthing⁽¹⁾

The refurbishment was deemed necessary as our running costs had overtaken our income⁽¹⁾ and we needed to attract more guests. The loss of revenue during closure was £500,000⁽¹⁾, whilst the cost of the renovation was £2,500,000⁽¹⁾, giving a total cost of £3,000,000.⁽¹⁾

The running costs including the repayment of the loan will be £1,000,000 in year 3⁽¹⁾, at which time the estimated revenue will also be £1,000,000⁽¹⁾ and we therefore estimate that we will reach our break even point in the third year after re-opening.⁽¹⁾

Mark Allocation

Language	Mechanics:	
	Grammar	(4)
	Spelling and punctuation	(4)
	Tone and fluency	(4)
		12 marks

Content	Title/Introductory sentence e.g. Financial Statement on Refurbishment of The Manor Hotel, Worthing	(1)
	Work carried out because income has fallen	(1)
	Loss of revenue during closure £500,000	(1)
	Cost of renovation £2,500,000	(1)
	Total cost £3,000,000	(1)
	Costs including loan will be £1,000,000 in year 3	(1)
	Estimated revenue will be £1,000,000 in year 3	(1)
	Therefore break even point in year 3	(1)
		8 marks

Total 20 marks

This page is intentionally blank

This page is intentionally blank

Published by City & Guilds
1 Giltspur Street
London
EC1A 9DD
T +44 (0)20 7294 2468
F +44 (0)20 7294 2400
www.cityandguilds.com

City & Guilds is a registered charity
established to promote education
and training