



SERIES 4 EXAMINATION 2003
ENGLISH FOR BUSINESS

LEVEL 2

(Code No: 2041)

WEDNESDAY 3 DECEMBER

Instructions to Candidates

- (a) *The time allowed for this examination is 2 hours 30 minutes.*
 - (b) *Answer all 3 questions. Candidates should note that they are required to answer only **one** section in **Question 1**.*
 - (c) *All answers must be clearly and correctly numbered but need not be in numerical order.*
 - (d) *Credit will be given for correct spelling, punctuation and grammar.*
 - (e) *Adequate and appropriate communication is required rather than a particular number of words.*
 - (f) *When you finish, check your work carefully.*
 - (g) *The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.*
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QUESTION 1

Write on **ONE** of the following subjects:

Option (a)

Situation

You are member of the Staff Committee at Sigurdsson Book Publishing Company of Reykjavik, Iceland. Here is part of a discussion at last week's meeting:

- Stefan: *You know that our Company was formed in 1954. That means that next year we celebrate our Silver Anniversary.*
- Gudrun: *Silver? Surely, that is after 25 years. 50 years is the Golden Anniversary isn't it?*
- You: *That's right.*
- Stefan: *Golden – I'll make a note of that. So, next year we are organising several events to celebrate Sigurdsson's 50th year of being in business. For the staff there will be a dinner and a dance – free of charge for all those who have worked here at any time in the 50 years, and for their guests – one guest each, partner, friend, anyone. I have been asked to organise it.*
- You: *... and you want us to help!*
- Stefan: *Yes, please. I shall write to all the past employees, but I need someone to write a notice that will be placed in the staff room telling present staff of the event and asking them to come. 100% attendance would be excellent.*

You offer to **write the notice**. Here are some additional notes given to you by Stefan Olafsson:

Dinner – Friday – 20 February 2004 (arrive 7 pm – dinner 7.30 pm)

Staff to tell me (write / phone / email etc) as soon as possible – if wish to come – if guest to accompany.

Guest of honour – Mr Jon Thorsson (Head of Despatch Department) – only colleague from 1954 still working here.

5 course dinner – choice including Asian and vegetarian options – (choose on night) – dance until 2 am

VENUE: *Halidor Hotel, Sudurlandsbrant 18,
102 Reykjavik.*

Thank you for your help.

Stefan

Task

Write the notice.

(40 marks)

Option (b)

Situation

"I wish more of our employees would learn how to use computers properly," says Mrs Sharma, the General Manager at Harpal Engineering. "We have offered in-house training after work, but very few of our colleagues attended. I need some suggestions about what I can do to encourage interest – it is very important for the firm's future to have all our workers happy to use computers."

She asks you to talk with the staff, and to **write a short report** for her as soon as possible.

You decide to talk informally with your colleagues. Here are some of the comments that are made:

Staff comments

"I only go on training courses, if there is a definite qualification at the end ..."

"Staff training? I knew nothing about it. When was it?"

"After work! When I have done a full day's work, I want to go home ... not go to some training programme ... unless I am paid extra, of course."

"Several of us are interested."

"Is it relevant to my job?"

"The firm should pay our fees to train properly at a college ..."

"Will I get more pay for being able to use a computer?"

Task

Write the report.

(40 marks)

Option (c)

Situation

Mrs Harris, the Managing Director of Reveley & Harris Plastics, speaks with you after a Senior Management Committee Meeting. She is worried that some of the Heads of Department seem unenthusiastic about their work. She asks you if you know if anything is worrying them. You tell her that you are unaware of any specific problem but that you have noticed the same lack of interest.

You suggest that you will ask the Heads of Department individually if there is anything that will help them to be happier in their jobs.

Mrs Harris thinks that a memo will be a better method of finding out real causes of any unhappiness. She asks you to **write the memo** and, later in the day, gives you the following notes:

*Ask them what they like about their work and what they don't like:
pay, hours, holidays, bonuses, expenses etc*

*It may be something significant – some colleagues seem
to be unhappy/to lack enthusiasm ...
(BE TACTFUL HOW YOU EXPRESS THAT)*

I want to help!

*Tell them to be honest about what is upsetting them (even if they criticise a policy/a person/a
committee etc!)*

(If they are worried, they need not sign the message.)

*I almost forgot – the ideas/suggestions MUST be typed/written etc.
They can put them in a box that I shall place by the door to my office.*



EVERYTHING,
ANYTHING,
ALL IDEAS
WANTED!

Task

Write the memo.

(40 marks)

QUESTION 2

Situation

You work as manager of Creative Clothes (telephone 0208 9682603). Paulo Pepe, the owner, has returned from holiday and received this letter:

<p style="text-align: center;">81 Church Street Barnstaple Devon EX31 2DB Telephone 01271 376790</p> <p>1 December 2003</p> <p>Creative Clothes 82 Borthwick Road London E15 7DT</p> <p>Dear Sirs</p> <p>I do not often have the opportunity to visit London. When I do, I like to buy at shops that I cannot find locally. Creative Clothes is one of my favourites, or it was until my visit last week.</p> <p>There are 3 main complaints:</p> <ol style="list-style-type: none">1 The only assistant in the shop, named Gordon according to his name-tag, was dressed very untidily. His clothing was unsuitable for working in an exclusive clothes shop!2 He did not seem to know his job. For example, he could not advise me on the qualities of the materials. Neither did he know how to measure a customer.3 I offered to pay with my debit card; I was told that I would have to wait until someone else came who knew how to process the payment. <p>Naturally, I refused to wait and I left the shop without buying anything.</p> <p>I look forward to an explanation and an apology for the appalling service that I received.</p> <p>Yours faithfully</p> <p><i>Richard Simmonds</i></p> <p>Richard Simmonds</p>
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Mr Pepe asks if you can tell him what happened. "Gordon King is our van driver," he says. "Why was he in charge of the shop?"

You explain that on Thursday last week your car broke down on the way to work. You phoned the shop to tell the Assistant Manager that you would be late. The phone was answered by Gordon King, who said that he was the only employee at work since the Assistant Manager had been taken to hospital that morning.

You offer to talk with Gordon about the incidents and to write a letter to Mr Simmonds explaining the situation. You say, "I'm sure that Gordon did his best, but the customer does deserve an apology from us."

QUESTION 2 CONTINUED

When asked, Gordon says, "I remember the customer. He wouldn't let me explain. He complained about everything. I did try to tell him about the problem, but he walked out of the shop without listening to me. You came about 2 minutes after he had left."

Task

Write the letter.

(30 marks)

QUESTION 3

Situation

You are the Head of the Administration Department in a large firm. You have been asked to speak to students at a local college about the advantages and disadvantages of different forms of communication used in business. The following extract from an article in a magazine interests you. You decide to **write a list of the main points** to help you in planning your talk.

Do I telephone or do I send an email?

If someone calls you on the telephone, you pick it up (unless you have an answering machine, or some similar device, or you are impolite) and the conversation begins. It is an interactive conversation: you and the person you are speaking with adjust what you say according to the message being received. It happens immediately with no delay.

With an email, you send a message and then wait for a response. The response may come in 5 minutes or the response may come in 5 days. Either way, it's not like an oral conversation: you can take as much time as you wish to decide on a reply.

If a hundred people send you an email in one day, so what? You don't have to talk with all one hundred. Just think of all the hellos, goodbyes and other unnecessary conversational procedures you avoid. With email, you only deal with the messages (which often omit hellos, goodbyes etc) and you deal with them when you want to.

That is an important advantage. Is there a disadvantage?

Too many users think that as soon as someone receives an email, the recipient will read it. This is not a reasonable expectation.

If you schedule a meeting for an hour from now and send an email to each attendee, the chance that all the attendees will read that message within the hour will be rather small. However, if you schedule the meeting for the next day, the chance that they will read the message will be high. Email is not designed for immediacy. You use a telephone for that. Email is best used for convenience rather than speed.

Some email systems have features that try to combat this problem. These features (usually called "notification") will inform you when a person has received your email and may also notify you when the person has looked at it. In both the examples in the last paragraph, if you had a notification system, you could find out who had checked the email before the meeting and then telephone those who had not read it.

Task

Write the list.

(30 marks)

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