

English for Business Level 2



Model Answers

Series 2 2006 (Code 2041)

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How to use this booklet

Model Answers have been developed by Education Development International plc (EDI) 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.

EDI 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. EDI accepts that candidates may offer other answers that could be equally valid.

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QUESTION 1

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

Option (a)

Setting

You work at the Head Office of Peerless Commodities, Claremorris, County Mayo, Ireland. Here is a transcript of a telephone conversation that you had today with Mrs Bridget Molloy, the Administrative Manager:

- Mrs Molloy Hello. Will you **write a memo** to all the staff at Head Office, please?
I should have written it earlier, but I have been delayed at our branch in Drogheda.
- You Of course I shall, Mrs Molloy. What is the message?
- Mrs Molloy Well, as you know, we have recently appointed a new Public Relations Officer, Miss Maureen Flavell ... No, I'm sorry ... It's not Flavell ...It's Flaherty. I'll spell her name:
F...L...A...H...E...R...T...Y.
- You Yes, I met her after the interview.
- Mrs Molloy She is coming next week to visit Peerless Commodities to look around our factory and offices. She wants to get some ideas of what may interest the newspapers, TV companies, magazines ... things that will be good publicity for us.
- She will visit on Tuesday. She'll arrive in the morning, at about 10 o'clock. Can you make certain that there is a car parking space reserved for her?
- You When does she begin her job?
- Mrs Molloy Oh, it's not for another 6 weeks, but she wants to make plans before she officially starts. Will you show her around on Tuesday? Be her guide and introduce her to staff. She wants to talk with as many people as possible and to get ideas from them for possible publicity.
- Write the memo and warn staff to expect the visit. It will be completely informal.

Task

Write the memo.

(40 Marks)

MODEL ANSWER TO QUESTION 1 CONTINUED

A possible answer is:

MEMO

To All staff at Head Office

From A. Candidate

Date *Appropriate*

Subject Visit by new Public Relations Officer, Miss Maureen Flaherty

Although she does not officially start work here at Peerless Commodities for a further six weeks, Miss Maureen Flaherty, our newly appointed Public Relations Officer, intends to visit us on Tuesday, next week starting at 10 a.m.

The purposes of her informal visit are

- to meet as many colleagues as possible
- to learn more exactly what Peerless Commodities does
- to form ideas for future publicity.

I shall be her guide for the day and introduce her to you. The main idea is for her to meet as many of us as possible, to chat and for you to tell her any ideas that you have that may be useful to her.

QUESTION 1 CONTINUED

Option (b)

Setting

Mr Damianos Petropoulos, Forward Planning Officer at Office Supplies Direct, Nicosia, Cyprus says, "I have found two possible sites for our proposed new branch in Limassol. Will you go and see them? **Write a report** on the two sites. This will only be a preliminary investigation, but your opinion will be helpful. Remember that our shops should be close to businesses and have plenty of parking space."

Here are the notes that you make after visiting the sites:

<p><u>17 – 21 Gala Road</u></p> <p><i><u>Building</u> – good condition, previously general store, enough space for office and shop.</i></p> <p><i><u>Situation</u> – residential area. (Some businesses/factories/shops – but not many!)</i></p> <p><i><u>parking</u> – none on site – parking possible in street – restricted to 15 minutes.</i></p> <p><i><u>Other notes</u> – buses from Limassol Centre – stop 20 metres from site. (Buses every hour to/from Limassol.)</i></p>	<p><u>110 – 114 Raller Way</u></p> <p><i><u>Building</u> – good structure, poor decoration, some broken windows, not used for more than a year, enough space for shop and office. (Previously car sales.)</i></p> <p><i><u>parking</u> – 40 car spaces on site - forbidden on streets.</i></p> <p><i><u>Situation</u> commercial/industrial area – many factories, offices – different types.</i></p> <p><i><u>Other notes</u> – good bus service, every 30 minutes to and from Limassol Centre. (Stop at end of road – 100 metres.)</i></p>
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Task

Write the report.

(40 Marks)

MODEL ANSWER TO QUESTION 1 (b)

A possible answer is:

Preliminary report on 2 potential sites for new branch in Limassol:

Terms of Reference

Mr Petropoulos asked me to visit both sites and to make an initial report on their advantages and disadvantages. There was not a specific date for the report to be presented.

Proceedings

1. I visited the two sites
 - 17-21 Gala Road, Limassol
 - 110-114 Raller Way, Limassol
2. The suitability of the buildings was determined by considering the:
 - condition and structure
 - previous use
 - location
 - availability of parking
 - proximity to public transport.

Findings

The following notes indicate the most important points to consider:

	<u>Gala Road</u>	<u>Raller Way</u>
CONDITION OF BUILDINGS	structurally good acceptable size formerly a general store recently in use acceptable overall condition	structurally good acceptable size formerly a car sales showroom empty for over a year poor decorative condition some windows damaged
PARKING	no parking on site restricted parking in streets (15 minutes)	40 car spaces parking in streets not allowed
SITUATION	residential area very few commercial premises	commercial and industrial area
PUBLIC TRANSPORT	buses to and from Limassol buses every hour nearest stop 20 metres	buses to and from Limassol buses every half hour nearest stop 100 metres

Conclusions

Both sites have suitable buildings. The sizes meet our requirements and the basic structure of both is good. Raller Way appears to need some repair work to make the building useable.

The parking at Gala Road is inadequate. At Raller Way, on site parking is available but, with the unavailability of street parking, it is possible that the on site parking may not be enough.

The location of Raller Way meets our needs. It is well served by public transport and it is situated in an area that has other businesses and workplaces. Gala Road too has a good bus service but it is in a residential area.

QUESTION 1 CONTINUED

Option (c)

Setting

You are employed in a large store. The manager suggests that you should **write an article** describing how important customer service is to a business. He says, "Our staff magazine, *Business Sense*, has been asking staff to contribute articles that describe what they think are the most important things to remember when dealing with customers and clients ... The editor of the magazine prefers articles to be 4 or 5 paragraphs long ... I think you will be able to write an interesting and informative article ... I have noticed how well you deal with our customers. Don't forget to think of a title for the article."

You write down some ideas of what you may want to include in the article:

<p>happy customer/client = business success service good – customer may tell others</p> <p>service bad – customer WILL tell others</p> <p>Customer expects: respect, our being helpful, etc</p> <p> being able to trust advice, product, service etc</p> <p> pleasant atmosphere – smile</p> <p> courtesy</p> <p>If you don't look after customers/clients, COMPETITORS WILL.</p> <p>Every contact is possible customer – be pleasant, offer help (if possible)</p> <p>NOTE – I may want to leave out some of these ideas AND/OR add to them</p>

Task

Write the article.

(40 Marks)

MODEL ANSWER TO QUESTION 1 (c)

A possible answer is:

GOOD CUSTOMER SERVICE IS GOOD BUSINESS

Customer service is easily the most important thing to concentrate on in a business. The treatment of customers by a firm can be good; too often it is dreadful. When you come across what you think is unacceptable treatment from a business, you simply do not want to give that business any more custom. It is often surprising to me to see how bad customer service can be in some firms and how their management does not seem to be worried about it. Fortunately, our own management knows that we must aim to have customers who are delighted with our service.

For people to be 'delighted' with customer service, and not simply satisfied, means the customer service has to be so good that customers tell others about how wonderful our business is. There is a saying that an unhappy customer will tell 20 people about the experience. However, we want people, who experience our customer service, and are so delighted that they will want to tell 20 people of their great pleasure with our service.

How do we focus on customer service to produce delighted customers? The answer is in concentrating on their needs and wants. Many of these needs and wants are obvious. To be happy, customers expect:

1. to be treated with respect and importance
2. to be greeted with a smile
3. to find understanding of their problems
4. to meet standards of service that can be relied on
5. to be treated fairly in terms of price and service.

To achieve all these expectations, we need to make sure that at every staff meeting the first thing on the agenda is a discussion on how to improve customer service. It is important to communicate to all employees that if we do not serve our customers, a competitor will.

We should do a customer survey at least once a year. This will provide useful feedback and remind customers that we are committed to their satisfaction. We must not assume that the absence of complaints means that we are doing a good job. Many customers do not complain; they just go to our competition. By surveying the customers on a regular basis we can detect a problem before it becomes impossible to deal with. Through emphasising customer service we will meet and exceed our customers' expectations. That is good business sense by anyone's definition!

QUESTION 2

You work at the Holiday Information Centre, Swindon. Mr Peter Williams, Manager, gives you the following letter and asks you to **write a letter** in reply.

112 Slough Road Swindon Wiltshire SN2 2AG
Tel 01793 872765

4 April 2006

Holiday Information Centre
37 Hill Top Grove
Swindon
Wiltshire
SN1 6FT

Dear Sirs

Visa Requirement – New Zealand

I am an Italian studying English at Swindon College.

My pen friend, who lives in New Zealand, has invited me to stay with her for a month in August.

Can you advise me about visas? I have heard that New Zealand requires visitors to have a visa as well as a passport. How do I get one?

Are there any other things that I should know before I accept the offer of the holiday?

Please, can you reply fairly quickly? Since I am a student, I shall need to start saving immediately, so that I shall be able to afford to go on holiday.

If I do decide to go to New Zealand, I shall come to the Holiday Information Centre to book the flights. Is that a service that you offer?

Yours faithfully

Catrina Dettori

Catrina Dettori (Miss)

QUESTION 2 CONTINUED

Here is a brief summary of the regulations about visiting New Zealand:

Passports

All visitors must carry a passport that is valid for at least three months beyond the date you intend to leave New Zealand.

Visas

You do not need a visa to visit New Zealand if you are:

- a New Zealand citizen or an Australian citizen travelling on an Australian passport
- a citizen of a country that has an agreement with New Zealand to allow visits without a visa.

Visa Waivers

Travellers from 50 countries do not need a visitor's visa for visits of less than three months. You do require:

- enough money to support yourself during your stay - approximately NZ\$1000 per month per person.

Mr Williams says, "I have checked the list of countries. Italy is one of the 50, and so Catrina will not need a visa ... unless she wants to stay longer than 3 months, of course. Make sure that you tell her about the other things that she will need: money etc ... and offer any further help ... including booking her flights ... It may be useful to tell her that August in New Zealand is the winter season. Since Catrina will be staying with a friend, she will not have hotel bills. She will not need NZ\$1000 ... but she may find it useful to have a letter from her pen friend stating that she will be staying in the pen friend's home."

Task

Write the letter.

(30 Marks)

MODEL ANSWER TO QUESTION 2

A possible answer is:

**Holiday Information Centre
37 Hill Top Grove Swindon SN1 6FT**

Appropriate date

Miss Catrina Dettori
112 Slough Road
Swindon
Wiltshire
SN2 2AG

Dear Miss Dettori

Proposed holiday in New Zealand

Thank you for your letter.

You are right. New Zealand does require some visitors to apply for a visa. Happily, Italy is one of the countries with which there is an agreement to allow its citizens to stay in New Zealand without a visa.

You will have to have with you a passport that will be valid for 3 months beyond your intended date of leaving New Zealand. Additionally, any visit should last no longer than 3 months.

A further requirement is that a visitor must be able to prove that he or she has enough money to support the visit. An amount of NZ\$1000 per person per month is quoted as being suitable. However, since you will not be paying hotel bills, a letter from your pen friend's family stating that you will be staying with them will reduce the amount that you will need.

We know that you will enjoy your holiday. August is, of course, winter in New Zealand and much of the scenery will be particularly beautiful in that season.

Please ask us for any further information and help that you want. We shall be happy to book flights for you and to advise you on any favourable deals that are available.

Yours sincerely

A. B. Candidate

Alan Candidate
Assistant Manager

QUESTION 3

Remember that in Question 3 you should use your own words whenever possible and appropriate.

Setting

You work for Intervention Projects, Sandy Lane Estate, Barbados, West Indies.

Mrs Marcia Lyttle, Managing Director, says to you that she is interested in an article she has read in *The Holders Hill Business Digest*, a local magazine. She asks you to **write a list** of the main points of the article. "In my next meeting with the Customer Service staff, we shall be talking about simple ways to impress existing and potential clients. This article is exactly the kind of thing that I am looking for."

Here is the article:

TELEPHONE ETIQUETTE

Making a caller wait too long for someone to answer gives the impression that your business is not efficient. I always instruct my staff to try to answer the phone on the second ring. The third ring is acceptable, but any longer and, at best the caller may feel neglected. At worst, he or she may end the call and you will have annoyed a client.

When people telephone your place of work, you certainly ought to thank them for calling, give them the name of your company so they know that they have reached the correct number, identify yourself and ask how you can assist them. For example an effective yet uncomplicated greeting is, "Thank you for calling the XYZ Institute. This is Barbara Taylor speaking. How may I help you?"

The receptionist's role is vital to a firm's success. The receptionist presents the first impression most customers get of your business. Why not call your own number and see how you feel after listening to your receptionist or your automated message? Ask yourself the question, "Do I feel welcome? Does the first impression make me feel that the business is efficient?"

A receptionist should speak slowly. Too often, I call a business and don't clearly hear the name of the business. I wonder if I have called the right place because the receptionist talked too quickly. I frequently get the impression that he or she is just dealing with the call as quickly as possible, rather than trying to help me, the caller.

The telephone is a way of attracting and keeping customers, and if you follow some of this simple advice, your customers will get a more positive opinion of your business.

Task

Write the list.

(30 Marks)

MODEL ANSWER TO QUESTION 3

A possible answer is:

List of main points from the article “Telephone Etiquette”

The way in which a telephone call is answered creates a lasting impression. It is important for a firm to plan guidelines on how to answer calls:

1. Answer quickly
 - Aim to answer within 2 rings
 - Immediacy of response indicates efficiency
 - Any longer may create negative opinions of the firm

2. Speak slowly
 - Clarity depends on the caller hearing what is said
 - Speaking too quickly gives an impression of lack of interest

3. Welcome callers
 - State the name of the firm
 - Give your name
 - Ask how you can help
 - Help them
 - Thank them for calling