

English for Business Level 3



Model Answers

Series 2 2006 (Code 3041)

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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

Situation

You are employed by Maric Products, a small manufacturing company. You work as an assistant to the Operations Director, Mr David Hodik.

Mr Hodik is aware that the company does not make as much of Information and Communication Technology (ICT) as it could, and is hoping to extend the use of computerised systems in the future, when staff have received further training. This morning, Mr Hodik shows you a letter he has received from a company called *ICT Services (ICTS)*. Part of the letter is shown below.

For many companies setting up and maintaining ICT systems is a costly and time consuming matter. Technology is changing fast and the system you set up today could be outdated tomorrow. Our company offers the quickest and best way for you to improve your flexibility, improve your service or quality of goods and lower operational and support costs. You do this by letting us take care of your ICT services; you **outsource** these to us.

Mr Hodik says this to you:

“I must admit this sounds appealing, but, quite frankly, I don’t understand a lot of what the company goes on to say.

“For example, we are told we can outsource as many of our services as we require, and they talk about ‘key technical migrations, operating systems maintenance, and infrastructure operations’. I just don’t understand this.

“I see that the company offers a free service where they will visit organisations like ours to offer advice and guidance on how they could help. Could you please write to the Regional Manager to arrange for him to visit us? I suspect that most companies they visit will be much more advanced in these matters. You had better not admit just how little we know or they could sell us anything, but please try to make it clear that we certainly won’t have specific proposals for them. Also, it could be a little embarrassing for them to visit our offices as they might wish to examine our existing systems – and we don’t have any! Please arrange for them to visit us over the next couple of weeks, if possible, and we’ll book a conference room at the *Hotel Splendide*. I’m sure you can think of a good excuse for this!

“When you draft the letter to ICTS stress that I’m particularly interested in using ICT for stock control and ordering as I’m sure we could economise here and our Finance Director is certainly hoping to make use of ICT in her area. Please try to make the letter sound as if we are really interested, but for goodness sake don’t promise them anything. We need to give the matter a lot of consideration before we commit ourselves.”

The company’s details are:

ICT Services, Darlington Boulevard, Hopetown and the Regional Manager is Mr Laurens Fontaine.

Task

Write the letter as requested. You can assume that your company’s headed notepaper is used and you have a leaflet for the Hotel Splendide giving its location and facilities.

(25 marks)

MODEL ANSWERS TO QUESTION 1

A suitable answer would be as follows:

Mr Laurens Fontaine
Regional manager
ICT Services
Darlington Boulevard
Hopetown

10th April, 2006

Dear Mr Fontaine

Outsourcing of ICT Services

We have read your letter concerning the services your company can offer with regards to the outsourcing of ICT systems and we would be very interested in learning of more details on what should be possible for Maric Products.

I should stress that ours is a small company and is at an early stage in its development of ICT systems. However, we are interested in knowing more about how these systems can be improved and the advantages that can be gained by outsourcing. At the moment, our particular interests are in the areas of stock control and financial services but we will certainly be developing ICT systems in further areas in the near future.

We would like to accept your offer of a free visit to give us further advice and guidance. To enable you to make your presentation in more comfortable surroundings where we would not be interrupted, I will book the Conference Room at the local Hotel Splendide. I would be grateful if you could suggest an appropriate date over the next two weeks so that I can make the necessary arrangements.

I am sure this will be a fruitful discussion but I hope you accept that any proposals you make will then have to be discussed further within the company, so it is unlikely that we will be in a position to complete any specific contracts with yourselves on the day we meet.

I shall look forward to meeting you and learning more about ICT Services.

Yours sincerely

A Candidate

A Candidate
(Assistant to Operations Director)
Enc. Hotel Splendide leaflet

QUESTION 2

Situation

You work for a company, KEA Services, with a large office employing many administrative and clerical staff. The Office manager, Ms Ludmila Kurpa is concerned that many of these staff are not making best use of their time at work. Often tasks are not completed on time and staff regularly request that they should work overtime.

Ms Kurpa, whom you assist with various tasks, knows that you have an interest in the subject of time management and has asked you to carry out some investigations before producing a report on the topic. She says this to you:

"I know we can call in specialists to sort out our time management problems, and this might happen eventually, but I'd like you to look into it first. It would be helpful if you could investigate the problems we have. What has worked in the past is that if you ask staff what the problems are and what works well for them we can get some good ideas.

"When you've done your research, let me have a report, please. But I don't just want a summary of what people say – let me have a clear account of what the problems are and what the staff think could help matters."

The main results of your interviews are as follows.

Mr G: "In fact, I think I manage my time quite well. I always start the day by making a 'to do' list. That is, I write down what I must accomplish in order of priority so I know exactly what to do"

Miss K: "One problem lies with some of our equipment and our systems. I use the Internet a lot and it takes me ages to go on-line sometimes. Some of our printers don't seem to be very efficient and we waste a lot of time (and paper) when items don't print out properly. A bit of investment here would save a great deal of time."

Mrs P: "I know I spend too much time on the phone. It's difficult to be curt when you speak to customers as they often want to chat. I must say, I use emails when I can and this saves a lot of time."

Mr J: "We seem to spend a lot of time in meetings. I know these are important, and we can't do without many of them, but I'm not sure that people who chair these fully recognise how to focus the meeting and cut down on unnecessary discussion. With respect, I would say that training in how to chair meetings would be valuable."

Miss L: "Well, this certainly works for me. I always start the day with the most difficult and urgent tasks, when I'm fresh. If I do these when I'm tired, they seem to take longer."

Mr R: "I think a problem with many of the staff is that their desks or workshops are a mess. You can waste a great deal of time looking for documents or equipment if you don't keep everything in order. The time you invest in keeping your work area tidy (in particular, keeping up with filing) pays huge dividends."

There were other responses but they dealt with similar points.

Task

Write the report as requested. You can use any style with which you are familiar, which suits the purpose of the report.

(25 marks)

MODEL ANSWERS TO QUESTION 2

A suitable answer would be as follows.

To: Ms Ludmila Kurpa
From: A Candidate
Subject: Time Management at KEA Services

Introduction

I have been asked to investigate the issue of time management in the company. I interviewed members of the office staff and gave them the opportunity to highlight the issues they have identified as well as ideas for improvement. The areas of concern were as follows.

1. Time organisation

Issues: staff do not prioritise their tasks and often do not have a system for planning the working day.
Possible solution: producing a daily "to do" list, or a list of tasks to be accomplished in order of priority, gives a focus to the work and allows staff to check against this as the day progresses.

2. Equipment / systems

Issues: time can be wasted by staff using inefficient systems or equipment (eg the printers are highly inefficient and accessing on-line systems is time-consuming).
Possible solution: investing in more modern equipment and upgrading systems can save staff time and energy.

3. Telephone Techniques

Issues: staff, particularly those contacting customers, can waste time on inconsequential "chat".
Possible solution: using emails instead of phone calls prevents the possibility of staff being seen as curt or impolite, but saves a considerable amount of time.

4. Meetings

Issues: whilst meetings are seen as important, much time is wasted when staff do not concentrate on the main issues.
Possible solution: Training for chairs of meetings can assist them to control the discussion and prevent irrelevant discussion.

5. Ordering of tasks

Issues: staff can spend a great deal of time on difficult tasks when they are tired or losing concentration.
Possible solution: starting the day with the most difficult and urgent tasks can ensure that these tasks do not take longer than required.

6. Workstation Tidiness

Issues: An untidy and badly ordered desk or workstation can lead to much wasted time as staff search for documents or equipment.
Possible solution: A tidy workstation, with filing fully up to date, can prevent time being wasted in searching for items.

QUESTION 3

Situation

You are employed by a company that is investigating its marketing and sales policies. In recent years, the company has attempted to use the most up to date marketing methods, particularly the Internet, but staff in the marketing department (where you are employed) are now considering if it is worth re-considering introducing a method abandoned some time ago – direct marketing.

You have visited various web-sites concerned with this form of marketing and the notes you have made appear below. You will lead a discussion on this topic at a forthcoming meeting of the Marketing and Sales Department

Notes on direct marketing

This is sometimes referred to as “door to door marketing” and it involves delivering leaflets to private houses and businesses. The advent of the Internet was seen as a death knell of many forms of advertising including direct marketing, but, in fact, there has been year on year growth of this form of marketing. Last year, the volume of materials used in direct marketing grew by 17% in this country, a level of growth that is mirrored across the world.

There is also a common perception that materials used are viewed as junk mail, that is, unsolicited and unrequired rubbish that is binned without any consideration. However, again the evidence does not support this. A recent census, which ranked the 14 major marketing methods, listed direct marketing in fifth place in terms of revenue generated – just ahead of radio.

The main advantage of delivering leaflets door to door is that the advertiser’s message goes direct to potential purchasers in their own homes. Of course, the quality of the materials is of crucial importance. A well designed leaflet grabs the attention of the reader who then becomes a potential customer. The leaflet can be passed around the various members of the household but in all cases the message can be put right under the nose of the potential customer.

Another misconception is that door to door leaflet distribution is indiscriminate; it is seen as being used in an area where only a small number of households have a potential interest in a product. There is some truth in this; its strength is that it is simple to apply in that leaflets are pushed through every letterbox in an area. However, it can be focused on the right kind of customer by the careful planning of postcode or zip code area. With sophisticated mapping and planning, areas that contain a high proportion of potential customers can be targeted and other areas ignored. Already a large amount of information on the profile of an area exists, whether an area has, for example, a high proportion of students or retired people.

Direct marketing provides increasingly good value. With the latest printing technology, leaflets can be produced for a very modest cost, and it is not expensive to combine direct marketing with other forms of distribution, eg postal services or newspaper delivery.

Such is direct marketing’s versatility that it can be combined with other forms of sales and marketing. Catalogues delivered through the door can enable customers to choose between making purchases by mail, the Internet or by visiting the stores.

This form of marketing is not only useful to businesses, but it can be used by any organisation with a “message” to deliver, such as government departments, educational institutions and community organisations in order to get their messages across.

Task

Using this information, answer the following questions, **in your own words**, as far as possible, to show your understanding of direct marketing.

- a. What is meant by the sentence “the advent of the Internet was seen as the death knell of many forms of advertising including direct marketing”? (first paragraph)
(4 marks)
- b. What evidence is there that direct marketing materials are not seen as “junk mail” and binned without being read?
(3 marks)
- c. Why is the quality of the material used in direct marketing so important?
(2 marks)
- d. What is meant by the word “indiscriminate” and how can leaflet distribution not be considered as indiscriminate?
(3 marks)
- e. Why is direct marketing considered good value for money?
(3 marks)
- f. Why is direct marketing described as “versatile”?
(3 marks)
- g. Is direct marketing only appropriate for use by businesses or commercial organisations?
(3 marks)
- h. From what you have read in the passage and any experience you might have, estimate the main strengths and weaknesses of direct marketing in your own country.
(4 marks)

(Total 25 marks)

MODEL ANSWERS TO QUESTION 3

A suitable answer would be as follows:

- (a) When the Internet was introduced, it created such a major source of advertising that it was thought it might eliminate other less sophisticated forms of advertising.
- (b) A recent survey of the 14 major marketing methods ranked direct marketing in 5th position in terms of revenue generated.
- (c) A leaflet that is well designed will attract the attention of the reader, who is then more likely to purchase the items advertised.
- (d) "Indiscriminate" means making no distinctions. Particular types of market can be targeted, for example, by use of zip or post-code, so direct marketing need not be indiscriminate.
- (e) Leaflets are not expensive to produce because of new technology, and distribution costs need not be high when they are distributed alongside other delivery systems (eg mail or newspaper delivery).
- (f) "Versatile" means it can be used in different ways. Direct marketing can be combined with other forms of marketing; for example, catalogues delivered door to door can be used to order goods or services through various other media such as mail or Internet.
- (g) No, it can be used by any organisation or body with information to impart to the public, eg government or voluntary organisations.
- (h) (NB: this answer applies to UK. Answers referring to other countries will vary depending on the local circumstances).
In the United Kingdom, the strength of direct marketing is in its cost-effectiveness. Print technology is very well developed so leaflets can be produced very cheaply and delivery can easily be combined with, for example, free local newspaper distribution. However, a weakness must be through the sheer volume of material delivered, which means that much of this is ignored or discarded immediately.

QUESTION 4

You are employed by a scientific company in your area. The company has been asked to carry out some research and develop some products for the government of your country. Representatives from the Department of Health will visit the company on Wednesday of next week.

The Manager of the company, Mr Patrick Chireya, says this to you:

“I’d like you to make the final arrangements for this visit, but it is still a very sensitive issue and it is vital that no-one outside the company knows anything about this until the contracts are signed. Even then the government will make an announcement rather than our company.

“One problem we face is that we’ll have to ask Mrs Pena (the Facilities Manager) to make the arrangements. You might remember that there was a strong suspicion that she was the person who notified the newspapers about that problem we had with building regulations last year. We couldn’t prove anything, of course, and so we must take great care not to make any accusations.

“Mrs Pena always expects any requests to be in writing, so could you please send her a memo to confirm the details? I know you’ve made some notes about what we need. The only thing I should add is that you can assure Mrs Pena that she doesn’t have to stick to the normal entertainment budget.

“But don’t forget – this is a “need to know” situation so make sure Mrs Pena is told only what she needs to know. There’s no need for her to know the names of the government representatives, for example”.

Your notes about the government representatives are as follows:

Notes from Correspondence

Two representatives: Mr Martin Buschman
Miss Laura Kier

Will arrive at local airport at 9.30am – company car needed to collect from airport (driver must identify himself at airport)

Will meet all 7 members of Board of Directors at 10.30am – Conference Room to be set up – notepads, stand with flipchart needed.

Lunch 1.00pm – buffet needed for all attending (Directors, Mr Chireya, two representatives)

Depart for airport 5.00pm.

Message on telephone answerphone this morning:

“Hello, this is Mr Buschman’s personal assistant. I’m afraid there’s a couple of changes to our arrangement for next week. Miss Kier, who was to accompany Mr Buschman is ill. Her replacement is Mr Tobias Asch. This shouldn’t make much difference to you, except Mr Asch will require a special diabetic lunch. Most catering managers should be able to supply this, but if you can’t, please let me know. The other change is that they will now fly to your airport on Tuesday evening. They’ll be staying at the Airport Hotel, so could they be collected from there, please? I think that’s all – everything else remains the same. I’m sure I don’t have to remind you that nothing should be made public about this at the moment. If all goes well, we’ll do the press release and announcement when the contracts are signed.

Many thanks

Task

Write a memo to Mrs Pena to confirm the arrangements for the meeting.

(Total 25 marks)

MODEL ANSWERS TO QUESTION 4

A suitable answer would be as follows:

To: Mrs Pena (Facilities Manager)

From: A Candidate

Date: April 10th, 2006

Visit of Government Representatives

I believe Mr Chireya has mentioned that we will be visited by two government representatives on Wednesday of next week.

I would like to confirm what is expected of us and I hope you are able to make the necessary arrangements. I must stress that the discussion that will be held with these representatives must remain strictly confidential but if all goes well the result will be of great advantage to the company.

There have been some last minute changes to the arrangements but this is the present position.

The two representatives will be staying at the Airport Hotel on Tuesday evening, so please arrange for a driver to collect the two gentlemen from the hotel at 9.00am. The full Board of Directors, together with Mr Chireya, will meet the representatives, so please set up the Boardroom for a meeting for 10 people. Please provide notepads, pens and a stand with a flipchart.

Please provide refreshments in the room and a buffet lunch at 1.00pm. It is important that you make a good impression so I know I can rely on you to provide an outstanding buffet; Mr Chireya assures you that the normal budgetary constraints need not apply. It would be useful to provide a good range of food to allow for individual taste and please ensure that this includes some items appropriate for a diabetic diet. If you need any more information about this, please let me know.

Please arrange for our guests to be returned to the airport at 5.00pm.

I am confident that you will assist in making the visit a very successful one and we will all benefit from it.