

Please stick your Candidate label here

For Office Use:

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## Anglia Examination Syndicate (England)

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### Certificate in English for Overseas Candidates

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#### Anglia International Business English – Level 3 – Paper A Anglia Advanced Business English

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**2005**

**Time allowed – Two hours.  
Candidates should answer ALL questions.**

**Please write your answers in PEN in the spaces provided.  
You may use correcting fluid if necessary.**

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CHICHESTER COLLEGE, WESTGATE FIELDS, CHICHESTER, WEST SUSSEX, PO19 1SB, ENGLAND

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For Examiner's Use Only			
Part One	Part Two	Part Three	Part Four

**Write your notes here.**

These notes are for your own use and are not marked by the examiner.

A large rectangular box with a solid black border, containing 20 horizontal dotted lines for writing notes.



**Part Two**  
**(20 marks)**  
**Reading and Writing**

You have been given an e-mail message to which you are required to respond. The message will require a detailed response and the information needed is provided in the text below.

<b>From:</b>	Nick Benson
<b>Date:</b>	27 01 04
<b>To:</b>	John Castle, Kwikklik Franchise Company
<b>Subject:</b>	Buying a franchise

Dear Mr Castle

I am considering leaving my job to buy and run a franchise company. I am trying to find out as much as I can about franchising, and I hoped your experience as a franchisee could help me understand the advantages and disadvantages of the sector better. I would be grateful if you could answer the following questions:

1. Why is it better to buy a franchise than to set up your own company?
2. Where is the best place to look for a franchise to buy?
3. How much money do I need to raise to buy a franchise?
4. Who can give me more advice about being a franchisee?

Thank you in advance for your help.  
Nick Benson

The possibilities of being your own boss with a franchise are limitless, for just about every business sector is represented, with new ones coming on stream all the time. Plus you stand a much better chance of succeeding than if you start your own independent business. This is because being a franchisee means that you will be joining an established business group with proven products and systems, identifiable branding, secured intellectual property rights, training and support for your ongoing business development.

When starting out, you should take time researching what franchises are on offer, and how suited you are to different sectors. The simplest way to do so is to purchase *The Franchise Directory*.

This is a user-friendly book listing just about all franchise opportunities in an easy-to-compare format. Not only that, it's also full of advisory editorial and checklists to guide you through the maze of making your choice.



**Part Three**  
**(20 marks)**  
**Writing**

Read the following e-mail which has been sent to your company.  
Create an appropriate response.

<b>From:</b>	Fran Nuttall, Cole Industries
<b>Date:</b>	16 06 03
<b>To:</b>	JHG Exhibitions and Conventions
<b>Subject:</b>	Incomplete trade fair pack

Dear Sir

I am writing to tell you about the pack I received yesterday for the International Food Fair that you are organising for the 19th-20th June.

Unfortunately, you only sent five tickets for admission to the fair, when I requested six. Was there a reason for this, or was it a simple mistake? Also, you failed to enclose the entry badges that we will need to wear during the event. As there is so little time now before we leave to attend the fair, could you tell me whether we could pick up the tickets and badges from the information office when we arrive?

In fact, I can't see why the pack was sent out so late. I booked our tickets two months ago, and find it hard to understand why it took so long to respond. I would be grateful if you could explain this delay.

My last complaint is about the map of the trade fair exhibits. I know there are a lot of stands this year, but the writing on the map is so small that I can't read the names of the companies on it.

I look forward to your early reply,

Fran Nuttall



**Part Four (20 marks)**

You are required to complete the dialogue with appropriate responses.

**Example:**

0	A	Hello. It's Jack Landers here.
	B	Oh, hello Jack. ....
1	A	I'm sorry to phone so early in the morning.
	B	.....
2	A	It's about our meeting this afternoon.
	B	.....
3	A	I'm afraid I'm caught up with a production problem, and I'll have to cancel.
	B	.....
4	A	Shall we re-arrange it for another time later in the week?
	B	.....
5	A	What about Friday afternoon, at three o'clock?
	B	.....
6	A	Oh, well could you do a breakfast meeting on Thursday, then?
	B	.....
7	A	That's great. I hope it's not too inconvenient for you.
	B	.....
8	A	Do you want to meet here, at my company, or at your office?
	B	.....
9	A	OK, that suits me. I can book a meeting room and order breakfast to eat there.
	B	.....
10	A	Great. I'll see you on Thursday, then.
	B	.....

**Part Five**  
**(20 marks)**  
**Reading and Writing**

Your company is concerned about the high annual cost of travel expenses. One of the managers has asked you to research ways of bringing the costs down. Read the following guide and then write a summary of the main details in the form of a memo of no more than 100 words.

Few people actually know how much they spend on travel and expenses each year and most would have to spend much valuable time researching to get the answer. But they should. Travel and entertainment -or T&E as industry calls it- amounts to the third largest controllable corporate expense, just behind salaries and data processing. Research has shown that travel and related expenses account for 7% of total operating costs for corporations, and, of that, 44% of the money is spent on airfares. There are a number of easy steps you can take to help control your company's travel costs, particularly in relation to airfares.

Firstly, don't just take the most obvious, direct route. For example, UK businesses can expect to pay 46% more for a direct flight to New York than their counterparts in Paris, and 55% more than those in Frankfurt. A business can save almost a third by sending an executive via Paris to Los Angeles instead of flying direct from London. If the company member operates outside London and would be paying for a connecting flight from Manchester or Aberdeen for example, it may well benefit them to skip London and go straight to Paris, then on to LA.

There is also no reason why business people always have to travel business or first class, especially if their business is small. Travelling economy is the obvious answer for businesses who need to cut back. Equally, using smaller airports or 'no-frills' airlines can cut costs significantly. For example, a return flight to Geneva from London Gatwick is six times cheaper with a low-cost carrier.

If you travel to see the same business partners several times a year, there may be other ways to negotiate a better ticket price. Loyalty schemes are worth using. Airlines may give free points each time you travel to be exchanged for vouchers giving discounted travel, and using the same hotel chain on a regular basis can bring similar benefits.

If you are reluctant to spend precious company time and resources on reviewing and re-formulating company travel policy, you could use an outside professional to organise it for you. American Express, for example, will help you implement and follow a travel strategy. They can arrange travel for you to any budget and negotiate better rates on your behalf.

