

ANGLIA EXAMINATION SYNDICATE

Advanced Business Level 3 – Paper A – Key and mark scheme

Part One (20 marks)

Half mark each field: 2

To: Kath Ryman

From: candidate chooses a name / candidates own name

Date: candidate chooses a date

Subject: any relevant word or words e.g. 'London/city -airport bus service'

Memo to include:

- office opening hours : 8.30am - 7.00pm every day except Sunday, when it closes at 4.00pm..... 2
 - book on the website: www.londonlinks.co.uk 1
 - drivers collect you from hotel lobby..... 1
 - regular scheduled service - see website or call office for details 1
 - journey times: usually 45-90 mins Heathrow, 1-2hrs Gatwick 2
 - prices: Heathrow- £15 Gatwick - £22 £2 discount if booked online 2
- + 6 for accuracy and fluency
+ 3 for style appropriate for purpose

Part Two (20 marks)

Email to include:

Half mark each field 1

To: Nick Benson

Subject: buying a franchise

- advantages of franchises: joining established company with proven products, systems, branding and with training and support..... 2
 - look for franchises in the Franchise Directory 2
 - can get a good franchise for between £10,000 and £20,000..... 1
 - Franchise Development Services will give you good advice about choosing a franchise 2
- + 6 for accuracy and fluency
+ 6 for style appropriate for purpose

Part Three

(20 marks)

Email to include:

Half mark each field..... 1

To: Fran Nuttall

From: (invented name) at JHG Exhibitions and Conventions

- apology/ reason for only sending 5 tickets instead of 6..... 2
 - apology/ reason for not enclosing badges 2
 - explanation of how the tickets and badges can be collected at the fair on arrival..... 3
 - apology and explanation for why the delay in response happened 3
 - defence of or apology for the maps - possible action 3
- + 3 for accuracy and fluency
+ 2 for style appropriate for purpose

Part Four

(20 marks)

2 marks for each appropriate response variation from these answers is possible

Example:

A. Hello. It's Jack Landers here.

B. Oh, hello Jack.

A. I'm sorry to phone so early in the morning.

B. *That's OK / It doesn't matter.*

A. It's about our meeting this afternoon.

B. *Oh? What's the problem? / What's the matter? / Is there a problem?*

A. I'm afraid I'm caught up with a production problem, and I'll have to cancel.

B. *Oh, never mind. / What a pity. / Oh, that's bad news.*

A. Shall we re-arrange it for another time later in the week?

B. *Yes, OK. / Let's do that / Yes, we could.*

A. What about Friday afternoon, at three O'clock?

B. *I'm afraid I can't. / Sorry, I can't. / Sorry, I've got a meeting etc.*

A. Oh, well could you do a breakfast meeting on Thursday, then?

B. *Yes, that would be fine. / Yes, that's fine. / Yes, OK.*

A. That's great. I hope it's not too inconvenient for you.

B. *Not at all. / No, it's fine./ It's no problem.*

A. Do you want to meet here, at my company, or at your office?

B. *Can we/ Let's meet at your company./ At your company / At yours.*

A. OK, that suits me. I can book a meeting room and order breakfast to eat there.

B. *That'd be great. / Great, thanks.*

A. Great. I'll see you on Thursday, then.

B. *OK. See you then. / OK, bye.*

Part Five
(20 marks)

Memo to include:

Ways of reducing a company's travel expenses, especially the costs of flying:

- don't always fly direct - going via other countries can be cheaper.....3
 - travel economy class.....2
 - use cheaper airlines.....2
 - join loyalty schemes for flying and hotels.....3
 - use a professional outside agency to help you organise and carry out your travel policy.....3
- structure of memo - clear progression of points2
- + 3 for accuracy and fluency
- + 2 for style appropriate for purpose