
Anglia Examination Syndicate (England)

Marking Scheme - Business English Level 3 Summer 2002

Part 1 20 marks

To: Mr Spence 1

From: candidate chooses a name 1

Date: 22 January 2002 2

Subject: any relevant word or words acceptable eg trains/ visit/snow/rail enquiries/delays 1

Memo to include:

Either words to the effect: Only two services from London to Newcastle on both days

Or the exact times: leaving London 7.35 and 14.35 and from Newcastle 9.00 and 17.00 4

- * an indication of extended journey time 2
- * even these might be cancelled if the weather's bad 2
- * no hope of regular service in near future 2
- * trains to Liverpool almost normal 2
- * national rail.co.uk website for most up-to date information 1

+2 for style and accuracy

SAMPLE ANSWER

MEMO

To: Mr Spence

From: John Smith

Date: 22 January 2002

Subject: trains

I have rung National Rail Enquiries. On 23rd and 25th January, there are only two services from London to Newcastle. They leave London at 7.35 and 14.35, and Newcastle 9.00 and 17.00. The journey will take longer because of the snow and even these trains could be cancelled at the last minute. There's no hope of a normal service in the near future.

Trains to Liverpool are almost normal.

We can look at the latest information on the website www.nationalrail.co.uk

Part 2

20 marks

email to include:

| | |
|---|---|
| TO: The Editor, Business Student Weekly | 1 |
| FROM: Human resources, Electronics Boutique | 1 |
| • statement that the company is doing well | 1 |
| • choice of figures from the text proving the company is doing well – only one of the following four necessary for a point: record sales rise of 47%; annual sales up by 38%; £25.2m pre-tax profit for the current year; total UK spending on this type of product up from £364-£934 in five years | 1 |
| • mention of the fact that there is a store expansion programme of 15-20 new stores a year | 2 |
| • not all customers men – 25% loyal customers are women | 2 |
| • no reason to assume staff are all men/ room for candidates' rational own answer here | 2 |
| • trying to recruit retail staff and managers for the new stores at the moment | 2 |
| • average pay £15,000, more in big city store, more for regional managers | 3 |
| • send applications to Sarah Pook, head of human resources, EB Stores Group Ltd' Link House, Ellesfield Avenue, Bracknell, Berkshire, RG12 8TB | 3 |

+ 2 for style and accuracy

SAMPLE ANSWER

| | |
|----------|---|
| To: | The Editor, Business Student Weekly |
| Subject: | Human Resources, Electronics Boutique |
| | <p>Thank you for your interest in our company for your article. We are pleased to report that the company is doing very well. We had a record sales rise of 47% over the Christmas period and annual sales are up by 38%. We also have a store expansion programme of 15 –20 new stores a year. By no means all our customers are men; 25% of our loyal customer base is women so there is no reason for us to recruit men only for our stores. At the moment we're trying to recruit retail staff and managers for the new stores – we provide training, so experience isn't necessary. The average starting pay for new managers is about £15,000. Anyone interested should apply to Sarah Pook, Head of HR, EB Stores Group Ltd., Link House, Ellesfield Ave, Bracknell Berkshire, RG12 8TB.</p> |

Part 3
20 marks

email to include:

TO: Michael Loizos 1
SUBJECT: Import Order No. F/77/69/02 1

- explanation of why the previous payment has not been made 5
- confirmation or otherwise of the new order 5
- apology [and reassurance if appropriate with candidate's response in general] 5

+ 3 for style and accuracy

SAMPLE ANSWER

| | |
|----------|--|
| To: | Michael Loizos |
| Subject: | Import Order No. F/77/69/02 |
| | <p>Thank you for your message. We have not paid for the previous consignment as half of the urns arrived broken and we are still waiting delivery of the replacements. We are happy to confirm the above order if you can guarantee that all the water carriers and urns will arrive in good condition.</p> <p>I appreciate that you require prompt payment, but I regret that we will not be able to pay you until we have taken delivery of the replacement goods. I hope we can resolve this matter quickly.</p> <p>Neil Kennedy North-South Garden Centres</p> |

Part 4
20 marks

2 marks for each appropriate response

Quite wide variation in these answers is possible –but the marker should remember that the criteria for obtaining mark is **appropriacy in a business/formal/polite context**– so irony, jokes, silliness, unusual angles on the dialogue are not acceptable, even if the English is good.

A. How did you get here?

B. By train/by plane/I drove etc

A. What time did you set out?

B. Very early this morning/7.30/I set out yesterday evening etc

A. Have you booked into your hotel yet?

B. Yes I have/no I haven't/no, not yet etc

A. How are your family?

B. Very well, thank you/fine thank you etc

A. I'm sorry it's so cold in here.

B. That's quite all right/don't worry, it's no trouble etc

A. Would you mind if I asked the new marketing director to join us?

B. Not at all/No, that would be nice/what a good idea etc

A. John, this is Frank. Frank, John.

B. How do you do/[Hello] nice to meet you (no other variations here)

A. Thank you so much for bringing all the documents, Frank.

B. It was nothing/don't mention it/that's all right etc

A. Did you have any difficulty finding all the documents?

B. No, it was no trouble/it was quite difficult etc

A. Where would you like to go for lunch?

B. What about the hotel restaurant/I'll leave that to you/You know the area better than me/I don't really mind/know etc

Part 5

20 marks

5 marks for style and linguistic accuracy, then 15 for content:

Memo must include:

- get good data from the staff,
- these management standards:
 - a. realistic assessment of workload
 - b. training in workload management for staff
 - c. management being able to change workloads when necessary
 - d. appropriate rewards for effort

The memo may include other information, but some mention of the above is compulsory for the 15-20 range.

SAMPLE ANSWER

MEMO

To: John Smith, Director

From: Jane Brown

Absence through Stress

As requested, here are some brief ideas on resolving this problem:

We should

- get detailed information from named staff in questionnaires
- ensure everyone's workload is realistic
- train staff in workload management
- be flexible over workloads when necessary
- give appropriate rewards for effort.