
Anglia Examination Syndicate (England)

Marking Scheme - Business English Level 4 Summer 2002

Part 1

15 marks

Bar chart : 1 st quarter bar drawn at 70,000	2
2 nd quarter 76,000	2
3 rd quarter just under 100,000	2
4 th quarter 130,000	2
projected 140,000	2

Line graph: Line drawn to \$55 at and of 2 nd quarter	1
\$60 at third and fourth quarter	1+1
projected \$70	1

+1 for a nice, neat graph.

total for part = 15

Part 2

25 marks

A. Total for section = 13 points

1. decade
2. diagnostic
3. restricted
4. databases
5. growth
6. distractions
7. health and safety (1+1)
8. advisors
9. accountancy
10. Europe
11. Registration
12. venue

B. Total for section = 12 points

For full marks the memo must include at least:

- 3 main points the conference is addressing :
 1. how to deal with the new technology
 2. how to remain focused in the face of distractions such as regulation
 3. where to go to get good help and advice

style (appropriate for a memo) and accuracy 3

Total for sections A and B together = 25

SAMPLE ANSWER

MEMO

To: John Schmidt

From: Maisie Carr

I thought you'd like to know about the conference yesterday. It was very good – the main points were these:

First, we talked about how technological changes (things like computers and robots) are impacting on businesses and how they can stay on top of them. Second, we talked about how to cope with the increasing amount of regulation there is. Last but not least, we looked at where small and medium-sized businesses can go to get good help and advice. This was particularly useful. I took a lot of notes – I'll send them over for you to look at.

101 words

Part 3

20 marks

For full marks candidates must re-order the information given to structure it:

Suggested model answer – other convincing shapes to the report possible

Introduction

It might seem as if security systems are merely an expense but they save money by preventing break-ins and getting lower insurance premiums

Main Body

Four possible areas to look at

- locks etc
- procedures
- alarms
- patrols

Conclusion

Security systems are worth shopping around for and you shouldn't just get the cheapest one.

SAMPLE ANSWER

Report

The cost of installing security systems can seem high, as they are simply an outlay generating no income. However, this should be set against the cost of break-ins and the lower insurance premiums available to companies who take good preventative measures. There are four areas to look into.

Firstly, we should have strong, insurance-approved locks, and strong doors and door-frames. We should check windows and sky-lights for weak points.

Secondly, we should train staff to be security-conscious, for example making sure valuable equipment cannot be seen too easily from outside.

Thirdly, we can install an electronic alarm system. We need a police-approved one that works- too many false alarms are soon ignored. The alarm market is very competitive so we can shop around for the best one within our budget. CCTV is a lot cheaper than it used to be, and we could monitor outside areas such as the car park with this, too.

Finally, we could look into sharing night patrols with the neighbouring companies.

In conclusion, some common-sense security measures would cost the company very little to implement. In addition, electronic security systems are worth investigating. There are many good, cheap ones on the market at the moment.

Part 4
20 marks

Report to have structure and include interpretations of figures NOT just reiteration of each set in isolation.

Generally, the candidate who has understood the figures will show that the almond market is growing fast and expanding its markets fast, and generally in a very healthy state.

Report

Should the company invest in the Californian almond industry? This report will argue that it should.

In the twenty years between 1981 and 2001, the total shipments of almonds grew from 280m lbs to 670 m lbs. The price of almonds does not fluctuate wildly, but a good harvest pushes the price down at the farm gate. On the ground, this certainly looks like a growth industry: in 1998-90 the average yield per acre was 1,200 lbs, in 1999 –2000, the average was 1,730 lbs. Even allowing for the fact that almond trees tend to bear nuts heavily in alternate years, this is an impressive improvement in yield.

Most almonds are exported, although there is a very strong domestic market too. The main markets are Germany, Spain and Japan, but due to growth in other areas their share of the market is going down. India looks like being a strong market and the market in China grew an impressive 200% in 1999-2000. Other possible markets include countries in Eastern Europe such as Poland and the Czech Republic.

In conclusion, this industry looks very healthy. Production is good, old markets are growing, new markets are being identified. The California Almond Board is planning for five-year growth of 175 million lbs a year. This does not seem too ambitious.

Part 5
10 marks

Mark each question

1. Banks thwart fraudsters with numbers
2. Money-making business may go commercial
3. High Anxiety
4. Mail Strike Talks
5. Recruitment Scheme is Praised
6. Today's market diary
7. Sales Rise
8. Gloomy Outlook
9. Eye Security
10. Conference Planned

Part 6
10 marks

Mark each question

1. have
2. than
1. who
2. knowledge
3. for
4. long
5. finds/ gets
6. with
7. show/ give
8. granted/ given

Total for paper = 100 marks