

Please stick your candidate label here



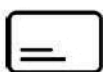
# Anglia Examinations

## ESOL International

### Intermediate Business Level

Paper Number: Sample 9

#### Candidate Instructions:



Make sure you have the correct candidate label in the box above.



Time allowed – TWO hours.  
(Including listening)



Answer ALL the questions.  
Check the back page.



You may use correcting fluid  
if necessary.



Use a black or blue PEN in  
the spaces provided.

You must ask any questions now as you cannot speak during the exam.

**INVIGILATOR: PLEASE ENSURE THAT CANDIDATES UNDERSTAND THESE INSTRUCTIONS.**

For Examiner's Use Only

Part One [20]	Part Two [20]	Part Three [30]	Part Four [30]

Total [100]

Marker's ID

**PART 1     Listening/Reading/Writing   (20 marks)**

For  
Examiner's  
Use Only

**Your Manager, Sandra Gray would like to take some business visitors and their families to a local attraction. You phone Amberley Working Museum for the details.**

**Listen to the information and send your manager a memo with the key details.**

MEMO

To:

From:

Date:

Subject:

**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.**

From: Lyn Jones                      Country Choice Plc  
Date: 27 01 06  
To: Robert Wright  
Subject: Information about Exporting

I am considering exporting some of our products. I am trying to find out as much as I can about the best way to go about it. As an experienced exporting company, I was wondering if you could answer the following questions:

1. Who can I speak to, to give me more information about exporting goods?
2. What are the benefits of exporting?
3. What are the dangers of trading overseas?
4. How can I protect myself against risk?

Thank you in advance for your help.  
Lyn Jones

There are clear dangers to look out for when setting up new relationships with businesses abroad just as there are at home. These include language barriers and cultural differences, in particular different payment plans. There are also difficulties when the exchange rates fluctuate or there are volatile business climates. Finally, you must never forget that there are unscrupulous business partners all over the world.

Of course, there are numerous rewards of overseas trading. Exporting products to international markets is an exciting and valuable way to increase your business. It can also bring benefits that are unexpected. Exporters have higher levels of productivity, employment and sales compared to non-exporters. The main reason is that successfully trading overseas and acquiring an international profile immediately enhances a business's prestige.

Whether you manage the risk yourself or choose to get specialist help, you should look at getting some kind of insurance cover. Credit insurance is a very useful risk management tool, and you should consider it as an important part of your international trade strategy. Credit insurance companies have years of experience and expertise in minimising the risks overseas.

Export clubs are an ideal way to exchange information about overseas trading with other businesses. Export clubs provide a forum for discussion between experienced and new exporters, and from governments to exporters. Their main emphasis is to encourage businesses to export and usually they offer a programme of events giving information on different aspects of exporting.

Now write your email response here:

To:

Subject:

SAMPLE

**PART 3**      **Writing**      **(20 marks)**

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

From: Lesley Munday      Smart Look  
Date: 20 08 05  
To: Le Fashion  
Subject: Pullover Delivery

Dear Sir

I am writing to you to complain about the shipment of rugby shirts we received yesterday from your company.

The boxes in which the rugby shirts were packed were damaged, and looked as if they had been broken open in transit. From your invoice showing 150 garments for delivery, there appear to be thirty missing with a value of £220. Due to the broken boxes quite a few of the items are dirty and stained and cannot be sold as new articles in our shop.

Please could you contact your delivery department and inform us of your intentions as soon as possible as we are now short of our anticipated stock and cannot fulfil several orders from our customers.

We look forward to hearing from you soon

Yours faithfully

Lesley Munday

**Now write your response here:**

To:

From:

**PART 4**      (20 Marks)

**You are required to complete the dialogue with appropriate responses.**

**Example:**

A. Hello, BC English. How can I help you?

**B. Hello, my name's Chris Carter and I am interested in a Business English Course.**

A. Okay, have you studied business English before?

B.

A. Oh, that's quite a long time. Do you know what level you are?

B.

A. Thank you, so a higher level course, then. And when would you like to come?

B.

A. Yes, it is quite busy in the summer, but there are a lot of different nationalities, so there's a great atmosphere.

B.

A. Well, we have a lot of French, German and Chinese students.

B.

A. It's £250 per week or two weeks for £400.

B.

A. It includes – tuition, materials and half board host family accommodation.

B.

A. Yes, I'll put some information in the post. If you could fill in the application form and return it as soon as possible.

B.

A. Yes, the host family form will be in the pack. Is there anything else I can help you with?

B.

A. Okay, we look forward to receiving your forms. Goodbye Mr Carter.

B.

**PART 5**      **Reading and Writing**      **(20 marks)**

**Your company is concerned by the amount of outstanding debt. Your Finance Manager has asked you to investigate ways to improve the situation. Read the following article, and then write a summary of it in the form of a memo of no more than 100 words.**

Many business owners find that continual late payments and the tendency of large customers to decide to pay as and when they want, can contribute to negative cash flow. There are several ways to improve debt collection and, hopefully, to ease cash flow difficulties.

It is important to choose the right customers. Be selective about the organisations with which you intend to do business. This can be difficult if you are dependent on a few large customers or if your customer base is dwindling, but once your business has reached a manageable level of stability it is a good idea to research all prospective clients. You should obtain a credit reference on potential customers, avoid doing business with companies with poor credit ratings and ensure that the prospective customer knows your payment terms from the outset.

Involve all of your staff in the invoicing and collections procedure. An aggressive Debt-Collections Manager, backed by a helpful support team is essential for a successful company. Ensure that your Sales Team Project Managers are aware of late paying customers to establish a widespread and knowledgeable defence against bad debtors.

If you have several employees responsible for collecting debts, it can be effective to rotate them for difficult customers. This disorients bad debtors and reminds them that they are dealing not just with one person but an entire company. It will also allow your staff to become more knowledgeable and flexible.

Make use of payment plans. Payment plans become necessary when the customer cannot pay the entire amount due in one instalment. To avoid future misunderstanding, commit an agreed plan to paper and ensure that both parties sign the document.

Let customers know that you can no longer tolerate late payments. Sometimes the interests of customer service and debt collection can clash, but it is important to convey, politely but firmly, that bad debts are unacceptable. Explain to clients that although you will willingly discuss matters, further delays in payment will not be tolerated.

Finally, if the worst comes to the worst, do not hesitate to use a debt collection agency to enforce payment. If a debt is more than 90 days late, hand it over to an agency. Not only will this let the customer know that you are serious about the late payment, but it will allow you to spend time more productively on those accounts which are less overdue.

SAMPLE