

Part One (15 marks)

Title: Turnover and profit for Sizer Vegetables Ltd 1

The graph should be plotted around these points:

Carrots	£210,000	1
Potatoes	£450,000	1
Onions	£375,000	1
Cabbages	£285,000	1

Presentation of graph 2

<u>Sizer Vegetables</u>	<u>Profit in £</u>	<u>Reason for profit margin</u>	
Carrots	£15,750	good crop so market was flooded.	2
Potatoes	£81,000	potatoes were late coming, so the price went up.	2
Onions	£46,875	not affected by weather.	2
Cabbages	£31,350	no diseases, so reasonable profit.	2

Part Two A (15 marks – one per word)

- | | | |
|-----|-----------------|---|
| 1. | actually | 1 |
| 2. | advantage | 1 |
| 3. | accommodation | 1 |
| 4. | in mind | 2 |
| 5. | long term lease | 3 |
| 6. | specialise in | 2 |
| 7. | at least | 2 |
| 8. | budgets | 1 |
| 9. | productively | 1 |
| 10. | employed | 1 |

Part Two B (10 marks)

For full marks, summary should include:

- | | |
|---|---|
| • Assess whether it's the right thing to do. | 1 |
| • Think about a virtual office first. | 1 |
| • Have a clear idea of your needs and speak to a specialist. | 2 |
| • Avoid signing a long term lease . | 1 |
| • Don't rush in . | 1 |
| • View at least 3 offices. | 1 |
| • Find something that is value for money not just cheap. | 1 |
| • Think about the future and make sure the space is flexible. | 2 |

Part Three (20 marks)

The report should be in structured layout with headings and subheadings. The following points should be included:

Introduction

- Reason for report.
- Need to develop procedure for dealing with complaints

Main part

- Respond immediately to the complaint. Ensure you know who to refer it to if necessary, and determine whether a third party is required.
- Listen carefully and establish details.
- Write everything down and keep any relevant paperwork/ evidence in a file for future reference.
- Always be sympathetic, but don't offer rectification that cannot be realised. However, if a refund or replacement is appropriate, offer it immediately.
- Make sure that the complaint is followed up with a letter of apology or phone call. Follow up care is important.
- If the policy of the company is to offer a no-question refund, make sure this is clear to all customers and staff.
- Complaints that are handled successfully can actually increase customer loyalty.

Conclusion

- Summary of the benefits of dealing with a complaint effectively?
eg customer loyalty, improved service in future, keeps you ahead of competitors
- Once set up, the procedure must be distributed among all employees

Part Four (20 marks)

Usual writing criteria apply plus:

For full marks there must be adequate evidence of planned structure to the report either around compare, then contrast, or around specific areas such as the notice required, experience of sales etc

Recitation of the qualities of each applicant one by one without any other ordering should get no more than 12 marks maximum.

Part Five (1 mark each)

A	B	C	D	E	F	G	H	I	J
6	8	9	1	4	7	2	10	5	3

Part Six (10 marks)

1. how
2. or/and
3. out
4. down
5. such
6. so
7. even
8. out
9. use
10. what/any