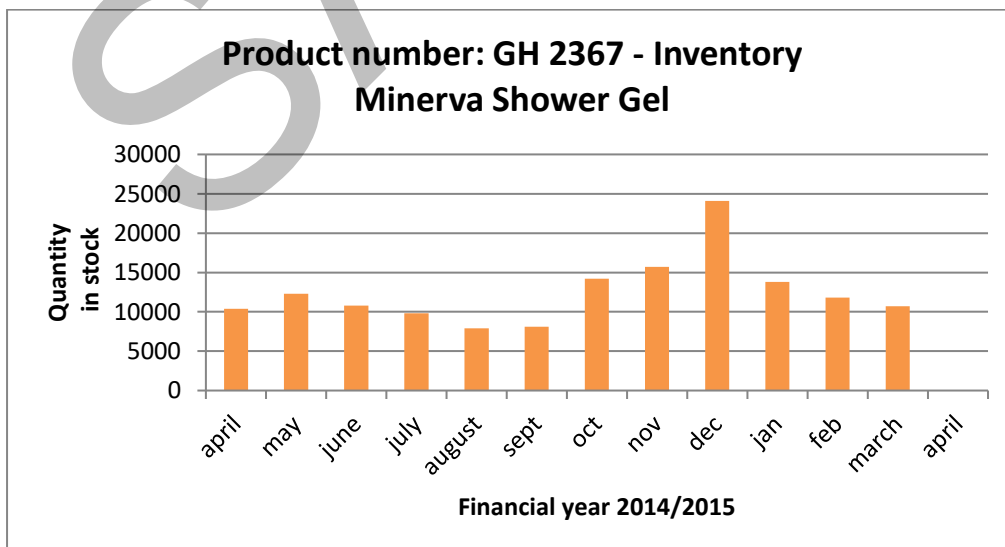
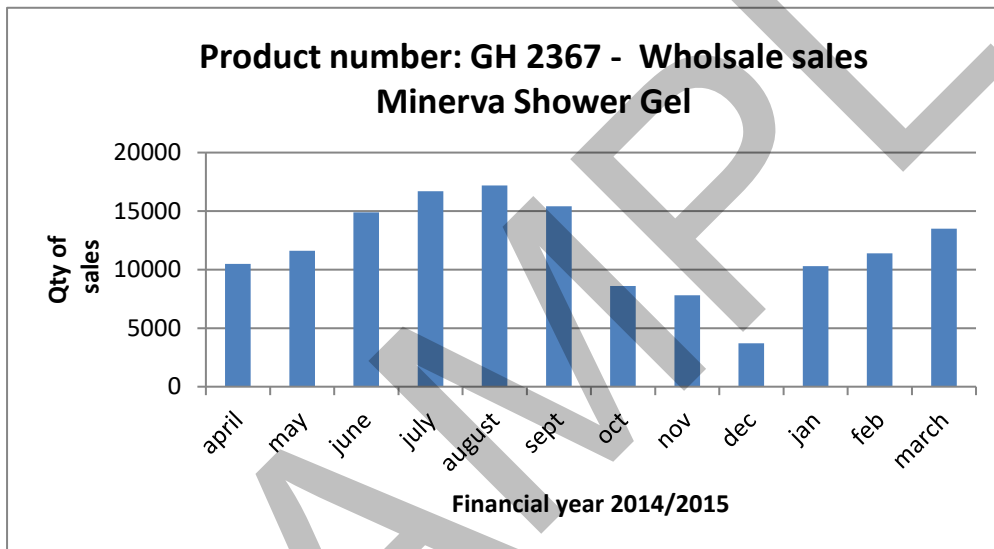


Part 1 (10 marks)

- | | |
|---------------------|----------------|
| 1. corporate | 6. evident |
| 2. economy improves | 7. flexible |
| 3. job-seekers | 8. signify |
| 4. challenges | 9. focused on |
| 5. make up | 10. experience |
-

Part 2A (10 marks) Graphs should be plotted at the following points:-



Part 2A continued

Information required:

Wholesale sales figures:

• January	10300	1
• February	11400	1
• March	13500	1

Inventory Numbers:

• February	14400	1
• March	15300	1

Reason for Low Sales and High Inventory in December

• Sales plummeted due to rival product launch OR <i>similar</i>	2
• Production didn't halt in time OR <i>similar</i>	

Changes made to Product (Minerva Shower Gel)

• Formula changed	1
• Bottle size increased (by 33%)	1
• Packaging changed	1

Part 2B (30 marks)

Email should include the following points mentioned in the article:

To: Ken Chato 1

Subject: Inventory and Wholesale Sales – GH2367 / Minerva Shower Gel 1
OR similar

Words attaching the graphs such as: Please find attached two graphs... / I attach 2
 two graphs ... / Here are two graphs... / Please see the two graphs attached...

Candidate should mention key data on the graph:

- Level of sales was reflected in inventory between April and December **OR similar**
- Sales dropped significantly after September, while inventory went up over 5
 the same period **OR similar**
- The drop in sales and increase in inventory were both due to launch of competitor's new product **OR similar**
- Sales increased dramatically in January and continued to rise to the present day.
- Over the same period / quarter, inventory levels returned to normal levels.

Candidate should mention the changes to the Minerva Shower Gel product – i.e. 3

- Product changes – new formula, bottle size increased (by 33%) and new packaging.

Candidate should mention that 4

- Production was stopped when the inventory figure reached a high point **OR a similar observation.**
- Price reduced on old-style product to reduce inventory of it.

Candidate should conclude that 4

- Inventory / stock control are closely linked to sales.
- Competition affects businesses
- Products need to be changed to compete **OR similar observations.**

Plus

Style and register 5

Use of English(grammar/sentence construction) 5

Part 3 (30 marks)

*The candidate should **present the information** in a different form from the way it is presented – i.e. not by product, but by features for comparison. Report should be structured clearly with a title, headings and subheadings.* **5**

*There must be evidence of **comparison** between the products indicated by appropriate conjunctions, used with correct grammar – in this example,* **5**

- Comparisons could be between motor size, use of bags or not, filtration, price, guarantee **OR similar**

*The candidate must draw some **conclusions** – in this example, conclusions could be:* **5**

- Two products do not meet our requirements – i.e. ZULU is a wet and dry vacuum and Pulsar is for a workshop.
- Two products seem better suited to our needs - i.e. Prematic PM620 and KLEANMATIC-KM1250 models

Reasons for the above example conclusions could be:

- Kleanmatic is a more powerful machine
 - Both state they are compact but only the Prematic is described as lightweight.
 - Kleanmatic doesn't need bags – more environmentally friendly
 - Prematic needs bags.
 - Both models are under £100
 - Both are A energy rated - environmentally friendly
 - The cheaper one – Kleanmatic – has 2 year guarantee vs 1 year for the other.
- OR similar**

*Candidate should make a **recommendation** with reasons or proviso.* **5**

For the above example:

- I recommend we buy the Kleanmatic because it has a powerful motor, is tough and reliable, and comes with tools. It doesn't need bags and is A rated so is environmentally friendly. The cost is £64.99 with 2 years' guarantee
- OR similar**

Plus

Style and register **5**

Use of English(grammar/sentence construction) **5**

Business Level 4 (Proficiency)

Paper B

2015

Key and Mark Scheme

Part 4 (10 marks)

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

Part 5 (10 marks)

- | | |
|------------------------|------------------|
| 1. to | 6. are / include |
| 2. ensure /show | 7. have |
| 3. place / force | 8. as |
| 4. between / with / by | 9. been |
| 5. or | 10. before |