

Please stick your candidate label here



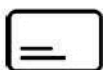
# Anglia Examinations

## ESOL International

# Advanced Business Level

Paper Number: Sample 5

### 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 [20]	Part Four [20]	Part Five [20]

Total [100]

Marker's ID

**Part One - Listening/Reading/Writing (20 marks)**

You work for the General Manager *Karl Jastremski*, at the Hamilton Hotel. He has asked you to attend a meeting between the Events Manager, Tim and his Events Coordinator, Alice.

Listen to the discussion, take notes, and then write an email to *the General Manager* with the key details about the problems and the proposed solutions.

You will hear the information twice.

*Write your notes here. These notes are for your own use and are not marked by the examiner.*

SAMPLE

Write your email here.

To:

Subject:

SAMPLE

## Part Two - Reading and Writing (20 marks)

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.

To:	peter.lawrence@gwelectrics.co.uk
Subject:	Business Transformation

Peter,

I'm so glad you agreed to attend the conference on Business Transformation, which was held at the Hilton Hotel in Roxburgh, on Monday.

Please could you email me with the key points from that seminar? As you know, the management team is keen to understand what we need to do to transform our company so that it is more efficient and fit for the future. Information coming from the experts would be helpful in getting the team to work together on this massive, forthcoming project.

Thanks.

Gordon Wells, CEO, GW Electrics Ltd

The corporate watchword today seems to be transformation. One reason for this can be attributed to the general economic climate which has not been strong on growth now for several years, following the recession in the US and the UK in 2008. Another reason for the transformation epidemic is the advance in using technology. Software and its applications are rapidly taking over the world. Executives at large companies and especially public-sector service providers have recognised the need to respond and see that transformation of their organisations is essential if they are going to survive. But, when an executive says *transformation* what does it actually mean? Transformation can mean one of three fundamentals. The first is *operational*, or doing what you are currently doing, better, faster or cheaper. Many companies that are 'going digital' fit in this category — they are using new technologies to solve old problems. A big operational change can have a real impact on a business by making performance more streamlined and motivating staff as they appreciate a modernising approach to the work they carry out. Digital transformation can lower costs, improve the customer experience, and raise satisfaction indicators. However, the essence of the company isn't changing in any material way. Also, in a quickly changing world, playing an old game better is simply insufficient. The next category of transformation is on the *operational model* which is also known as core transformation. This involves doing what you are currently doing in a fundamentally different way. Generally, any operational transformation should change the metrics the company uses to track performance. A company will have to re-engineer its processes and question levels of operational management. This level of transformation can even mean outsourcing services to a specialist firm. The final meaning of transformation is *strategic*. This is the most transforming of all transformation projects. It carries the greatest risk but also the best chance of future-proofing an enterprise in this rapidly changing world. It involves changing the very essence of a company; liquid to gas, Amazon.com from retail to cloud computing and so on. Executed successfully, strategic transformation reinvigorates a company's growth engine. Poor execution can be distracting and cause productivity to drop and costs to rise. The different efforts in transformation do not have the same impact. Any level of operational transformation concentrates on 'better today' but does not affect the long-term future of the company. Strategic transformation creates tomorrow's core business. Ideally, these efforts should be connected to ensure that disruptive change means owning the future.

Now write your email response here:

To:	<input type="text"/>
Subject:	<input type="text"/>

SAMPLE

**Part Three - Writing (20 marks)**

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

To:	enquiries@acerecruitment.com
Subject:	Waiting staff wanted

Hello,

I own and run a clothing boutique in Wallington. I'm planning an open evening for valued customers, their friends and families to come along after the normal opening hours, to try and hopefully buy, from my selection of fashion wear. I'm holding this event on 21<sup>st</sup> June.

I'd like to offer sparkling wine and light bites throughout the evening. For this, I need staff who are used to mingling in a crowd and serving food and drinks from a tray. It is essential that the staff are professional at all times, do not get distracted from their duties and look very smart.

Can you provide staff with the abilities I need please? Can you confirm that they would be wearing smart waiter-style uniforms? I am expecting about 200 customers to come through the doors of my shop between 6 pm and 10 pm. Can you suggest how many staff I would need and give me an estimate of the cost please?

I look forward to hearing from you.

Regards,  
Miranda Golding

Owner 'Miranda's Boutique'  
Fashion for Men and Women  
miranda@mirandas.com

Now write your response here:

To:

Subject:

SAMPLE

## Part Four (20 Marks)

You are required to complete the dialogue with appropriate responses.

Example:

0A: Hello IT Helpdesk, Sam speaking.

0B: Hello, my name's Sandra Newton and I can't seem to get into my system this morning. Can you help me with that, please?

1A: Yes, sure. I need some information first. What's your manager's name, Sandra?

1B: \_\_\_\_\_

2A: And which department is that?

2B: \_\_\_\_\_

3A: Do you have your employee number, please?

3B: \_\_\_\_\_

4A: Could you please put your password in and let me know when you've done it?

4B: \_\_\_\_\_

5A: Right. Now, I see you haven't actually logged on for over a month. Why was that?

5B: \_\_\_\_\_

6A: OK I see. So, let me just phone your boss. He is in the office today, I presume?

6B: \_\_\_\_\_

7A: Right, So I have confirmed it's OK to reinstate your login, Sandra.

7B: \_\_\_\_\_

8A: Now, I'll be sending over a temporary password for you to use.

8B: \_\_\_\_\_

9A: No. Once you're in, you should change it to one of your own. Follow the prompts on the screen.

9B: \_\_\_\_\_

10A: Anything else I can help you with today?

10B: \_\_\_\_\_

**Part Five - Reading and Writing (20 marks)**

**Your manager has asked you to research ways in which he could motivate his workers. Read the following article and then write a summary of the main points, in no more than 100 words. You may do this as a continuous text or in bullet points.**

Motivational posters scattered around the office no longer have any impact on your employees. In fact, studies have shown that staff are cynical about such propaganda put about by the management. Instead, as a manager of people, you should get to know the individuals in your teams and understand what makes them tick. Keep your eye on each individual's work/life balance, which will vary from person to person. You need to be an example to your staff in this regard. Encourage your staff to keep good working hours habits and question why it is that some regularly work overtime or never take a lunch break. Make sure everyone is taking their annual leave entitlement.

Studies have shown that workers who are empowered to take responsibility for what they do, are more efficient and effective. Include clear responsibilities in each staff member's objectives. Set up regular team meetings so that each team member can discuss problems and find solutions. Encourage them to suggest ideas for improvement to the processes they are responsible for. This will engender trust among workers and make it business as usual that failures, as well as successes, are captured and debated to secure a workforce that is aiming for best practice and excellence.

There must be opportunity for advancement for those employees who want to go further within your organisation. These opportunities will change as your organisation grows and adjusts to a constantly changing market-place. Make your staff aware of how far they could go. Encourage and permit them to acquire the skills and enhance the talents required to set out on that journey of personal development.

There is always a place for incentives. Incentive programmes can promote competition, but this must not get out of hand with staff members losing sight of the day-to-day running of the business. A well-designed incentive programme should motivate workers to analyse what they do, how long it takes and judge the effectiveness of the processes and systems they use. The financial reward for the scrutiny is the tangible evidence that the employee has been engaged in the wider implications of their job. The benefits to the company go much further than the reward paid; your employee will have become more involved in the business goals and will feel valued by management. Incentives aren't only monetary. It's your job as a manager to identify when an employee is consistently achieving good results or has made some innovation that has improved performance. The motivator for all is that you 'show and tell', i.e. show the employee you know about his or her efforts and tell the workforce about it. Public acknowledgement of hard work and success, no matter how small, is an incentive and motivator.

You have sight of the bigger picture. Make sure your staff are aware of it too. Align every person's objectives to the aims of the business and ensure you tell them how their efforts are contributing to those long-term goals. Change is scary for employees. If change is required, and let's face it, it should be part and parcel of your on-going business plan, it is essential that you keep your people up to date. Tell them what is happening and most importantly why it has to happen, together with the anticipated outcomes. Be excited about it! Creating a positive atmosphere and being transparent about change will dispel anxiety among the workforce and enable you to take them with you on the journey of the development and growth of your business.

**Write your summary here. Use about 100 words.**

[illegible]

**Blank page**

**Blank page**