

**Part 1 (20 marks)**

*Email should include the following key points mentioned in the listening script and should be in the style and register of an internal business email:*

To: Karl Jastremski 1/2

Subject: Overbooking of rooms in April OR *similar* 1/2

*Candidate must outline the problems clearly.*

**Problem:**

April 3<sup>rd</sup> –daytime. The Blue Room booked for wedding. Brecon Bank booked it all day. 2

Evening. Both parties booked into Ballroom. 2

**Solution** daytime-To contact Brecon Bank; ask if they would mind using the library for their meeting. 2

Evening. 3<sup>rd</sup> April – Close the central door of the ballroom to make two rooms for the wedding dinner and the bank's dinner. 2

**Problem:**

10<sup>th</sup> April evening– Birthday party and TV company double booked the West Wing. Ballroom already booked / too small for either of the parties. 2

Solution ; TV company not confirmed. Phone and offer 17<sup>th</sup> instead 2

Regarding 17<sup>th</sup> April – Email staff supervisor/ make sure staff can transform West Wing in one hour 1

**Plus**

Style and register (including an appropriate sign off) 3

Use of English(grammar/sentence construction) 3

**Part 2 (20 marks)**

*Email should include the following points mentioned in the article and should be in the style and register of an internal business email:*

To: Gordon Wells 1/2

Subject: Business Transformation *OR similar* 1/2

*The email should contain all the following information for 2 marks:*

Business transformation is happening because: 2  
 slow growth of businesses in USA and UK due to the economic climate  
 (following recession of 2008)  
 increased use of technology

Candidate must state there are 3 types of business transformation. 1

*Further points can also be awarded as follows:*

(i) **Operational** – doing the same as what you are doing but better, faster and cheaper. Using IT to carry out the work 2

(ii) **Operational Model / Core Transformation** – requires process reengineering and restructuring management. Can include outsourcing services to a specialist firm. 2

(iii) **Strategic transformation** – changes the very essence of the company which may mean producing / delivering new and different products and services in order to stay ahead of the game and ensure the company is fit for the future. 2

*The email should contain the following information for the full 4 marks:* 4

Any operational transformation will only affect today's business model by improving what you are doing now and reducing costs.

Strategic transformation will dramatically affect the future outcomes of a company because it will change the very basics of the business.

**Plus**

Style and register (including an appropriate sign off) 3

Use of English (grammar and sentence construction) 3

**Part 3 (20 marks)**

*Email should contain the following information and should be in the style and register of an email to a potential customer:*

To: Miranda Golding **OR** miranda@mirandas.com ½

Subject: Waiting staff / Waiters **OR** similar ½

First, a thank you for the enquiry 1

Confirmation that waiting staff can be supplied for the date and time mentioned. 2

**OR**

Candidate can opt to say that this type of worker cannot be supplied. Regret must be expressed. Good wishes for the event given.

**NB:** if candidate says the staff cannot be supplied, they cannot gain the 6 marks on offer for the information required and an estimate of cost...even if they go on to give that information.

Candidate should mention the following:

what the staff would be wearing 1

that the staff who can be supplied will act professionally. 1

that the staff, who can be supplied, do have experience of serving drinks and food at this kind of event 2

Candidate must suggest how many staff they would recommend for this event. 2  
(e.g. 6 people)

A reasonable estimate of the cost of providing the waiting staff for four hours. 4  
(e.g. 6 x £10 per hr x 4 hrs = £240 + agency fee 20% £48 = £300 rounded **OR** similar. For guidance, £20 or £2000 would not be reasonable and would **not** gain the full 4 marks)

**Plus**

Style and register (should include appropriate sign off) 3

Use of English (grammar/sentence construction) 3

**Part 4 (20 marks - 2 marks each)**

*Award 2, 1 or 0 zero points for content plus fluency plus grammar for each response*

- 1B** Candidate gives a first name and surname of someone else other than her/himself.
- 2B** Candidate chooses a department name e.g. sales; marketing; finance; admin; pensions; PR; accounts; etc. NB: a company name will not suffice here.
- 3B** Candidate should state a reasonable number to represent an employee identification number e.g. 076508
- 4B** Candidate must quote a typical password consisting of at least eight digits.
- 5B** Candidate should give a reason why they haven't logged on for a month e.g. I've been away sick / on holiday / on a training course.
- 6B** Candidate must confirm that his /her manager is in the office today.
- 7B** Candidate should express relief / satisfaction at this e.g. That's good.
- 8B** Brownbear6
- 9B** Candidate must express understanding of what s/he has to do. e.g. OK / I will / I understand.
- 10B** Candidate will state there's nothing else and close the call with thanks / salutation.

**Part 5 (20 marks)**

*The summary should contain most of the following points. This sample summary is made up of 89 words. NB: the heading / title of the summary is not part of the word count.*

Motivating Staff

As a manager you need to:

1. Discuss work / life balance with your staff. Make sure holidays and lunch breaks are taken. Question workers who regularly work overtime.
2. Empower your staff. Define their responsibilities. Organise team meetings so problems can be debated and solutions found. Welcome innovation.
3. Make staff aware of opportunities for their personal development. Allow employees to gain skills which enable them to advance.
4. Offer incentives for transformative efforts. Acknowledge and praise good work.
5. Be transparent about change. Create a positive attitude.