

ANGLIA EXAMINATION SYNDICATE

Business English Level 3 Summer 2002

Marker's Key

Part 1 20 marks

To: Mr Spence 1
From: candidate chooses a name 1
Date: 22 January 2002 2
Subject: any relevant word or words acceptable eg trains/ visit/snow/rail enquiries/delays 1

Memo to include:

- **Either words to the effect:** Only two services from London to Newcastle on both days
Or the exact times: leaving London 7.35 and 14.35 and from Newcastle 9.00 and 17.00 4
- * an indication of extended journey time 2
- * even these might be cancelled if the weather's bad 2
- * no hope of regular service in near future 2
- * trains to Liverpool almost normal 2
- * national rail.co.uk website for most up-to date information 1

+2 for style and accuracy

Part 2 20 marks

email to include:

TO: The Editor, Business Student Weekly 1
FROM: Human resources, Electronics Boutique 1

- statement that the company is doing well 1
- choice of figures from the text proving the company is doing well – only one of the following four necessary for a point: record sales rise of 47%; annual sales up by 38%; £25.2m pre-tax profit for the current year; total UK spending on this type of product up from £364-£934 in five years 1
- mention of the fact that there is a store expansion programme of 15-20 new stores a year 2
- not all customers men – 25% loyal customers are women 2

- no reason to assume staff are all men/ room for candidates' rational own answer here 2
- trying to recruit retail staff and managers for the new stores at the moment 2
- average pay £15,000, more in big city store, more for regional managers 3
- send applications to Sarah Pook, head of human resources, EB Stores Group Ltd' Link House, Ellesfield Avenue, Bracknell, Berkshire, RG12 8TB 3

+ 2 for style and accuracy

Part 3 20 marks

email to include:

TO: Michael Loizos 1
FROM: Neil Kennedy 1

- explanation of why the previous payment has not been made 5
- confirmation or otherwise of the new order 5
- apology [and reassurance if appropriate with candidate's response in general] 5

+ 3 for style and accuracy

Part 4 20 marks

2 marks for each appropriate response

Quite wide variation in these answers is possible –but the marker should remember that the criteria for obtaining mark is **appropriacy in a business/formal/polite context**– so irony, jokes, silliness, unusual angles on the dialogue are not acceptable, even if the English is good.

- A. How did you get here?
B. **By train/by plane/ I drove etc**

- A. What time did you set out?
B. **Very early this morning/ 7.30/ I set out yesterday evening etc**

- A. Have you booked into your hotel yet?
B. **Yes I have/No I haven't/ no, not yet etc**

- A. How are your family?
B. **Very well, thank you/ fine thank you etc**

- A. I'm sorry it's so cold in here.
 B. **That's quite all right/ Don't worry, I'm fine etc**
- A. Would you mind if I asked the new marketing director to join us?
 B. **Not at all/ No, that would be nice/ What a good idea etc**
- A. John, this is Frank. Frank, John.
 B. **How do you do/ [Hello] nice to meet you/please to meet you etc**
- A. Thank you so much for bringing all the documents, Frank.
 B. **It was nothing/ don't mention it/ That's all right etc**
- A. Did you have any difficulty finding all the documents?
 B. **No, it was no trouble/ it was quite difficult etc**
- A. Where would you like to go for lunch?
 B. **What about the hotel restaurant/ I'll leave that to you/ You know the area better than me/ I don't really mind/know etc**

Part 5 20 marks

5 marks for style and linguistic accuracy, then 15 for content:

Memo must include:

Dr Briner's idea is:

- get good detailed data from the staff, not anonymous questionnaires
- these management standards:
 - a. realistic assessment of workload
 - b. training in workload management for staff
 - c. management being able to change workloads when necessary
 - d. appropriate rewards for effort

The memo may include other information, but the above is compulsory for the 15-20 range.

SAMPLE