

English for Business

ASE2041

Level 2

Monday 3 June 2013

Time allowed: 2 hours 30 minutes

Information

- There are 3 questions in this examination.
 - Total marks available: 100
 - There is credit for correct spelling, punctuation and grammar.
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Instructions

- Do **not** open this paper until you are told to do so by the supervisor.
 - Answer **all questions**. Candidates should note that they are required to answer only **one** option in **Question 1**.
 - Write your answers in blue or black ink/ballpoint.
 - Please ensure your answers are written clearly.
 - All answers must be correctly numbered but need not be in numerical order.
 - You need to communicate appropriately and well.
 - When you finish, check your work carefully and cross out any rough work.
 - You may use an English or bilingual dictionary.
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Question 1

Answer **ONE** of options (a), (b) or (c):

Option (a)

Situation

One of your favourite magazines, "Your Career", recently published an article on the importance of qualifications in improving the chances of being promoted. This month the magazine published an extract from a letter it had received from a reader:

Dear Editor

I agree with your article on the relevance of qualifications to career prospects. However, I have the highest qualifications possible in my type of work, and I cannot gain promotion. Sometimes I am not called to interview, and I learn later that someone with fewer qualifications has been appointed.

Where am I going wrong? What else can I do to improve my chances of promotion?

The magazine asks its readers to **write an article**, 4 or 5 paragraphs long, to advise the writer of the letter on what to do. The best articles will be published in the magazine and a year's free subscription is offered to the writers whose articles are published.

The instructions to entrants are:

Your article should give advice that is appropriate to the questions asked in the letter, but the magazine has no fixed ideas on what that advice should be. The articles will be judged on how well they are structured and expressed, as well as on the relevance of the advice.

You think, "I have advice that may be useful. I'll write an article and send it to the magazine."

Task

Write the article.

(40 marks)

Question 1 continued

Option (b)

Situation

Eglinton Diamonds Direct (313, Eglinton Avenue West, Toronto, Ontario, M4P 1L3, Canada) is a large, recently established company that supplies jewellery worldwide. Online sales are increasing rapidly, but much of the business is still conducted over the telephone. Mrs Margot Laure, the Sales Manager, says to you, "I think you are doing a marvellous job as Head of Telephone Sales, but I am a little worried about some of the things I have noticed about our telephone sales staff. Sometimes they don't seem to be very professional in the way in which they treat our customers and how they speak to them. I'm sure it will soon damage our sales, if it has not already done so."

You and Mrs Laure discuss the problems and it is decided that you will **write a notice**, a copy of which will be placed by each phone. The notice will advise staff on what to do and what not to do when speaking to customers on the phone. It will also include a short introduction indicating why the role of telephone sales staff is very important. You say, "I'm glad you brought this to my attention, Mrs Laure. We sell quality, expensive items and our attitude to customers should be of high quality too."

You make the following notes to remind you of what needs to be stated in the notice. Mrs Laure advises you to write the notice in connected English.

NOTES

Staff – speak clearly. (Not talk too quickly!) They need to show interest and be pleasant.

*Check that the customer understands what is being sold to them – the complete cost!
Check the order.*

(Ask staff to be tactful – customers spend large amounts of money with us – don't rush them.)

Remind staff – they may be first contact clients have with Eglinton Diamonds Direct.

*NEVER SEEM ANNOYED. NEVER SEEM UNINTERESTED.
Learn about what we sell: be up-to-date. Listen to the customer!
Eating and chewing – NO!*

I may ADD OTHER IDEAS, if I think I need to.

Task

Write the notice.

(Total 40 marks)

Question 1 continued

Option (c)

Situation

You receive an internal telephone call from Mrs Kirsten Schmidt, the Head of Overseas Marketing of Baudot Metalcrafts, the firm for which you work as the General Manager UK. The UK branch is based in Birmingham.

Mrs Schmidt: I don't know if you have heard about the visits that some of our major overseas customers will be making to the UK in October of this year.

You: Well ... I heard a rumour about it several weeks ago, but I've not heard anything officially.

Mrs Schmidt: Oh dear; I'm sorry that you have not been brought into the discussions – especially since you are likely to be heavily involved.

You: When is it going to happen?

Mrs Schmidt: In October of this year, for about a week... let me see ... arrival at Birmingham, ... in the morning and afternoon of Friday the 4th ... leaving Saturday the 12th ... mostly in the morning.

You: Morning and afternoon? They are not all arriving and leaving on the same flight?

Mrs Schmidt: No. They are coming from several countries. I would like you to organise picking them up. There will be 12 in total. **Write a memo** to all staff here in Birmingham asking for volunteers to wait in taxis at the airport and to take the guests to Queensway Hotel and, of course, to organise the departures on the 12th.

You: Do we have details of the various arrivals?

Mrs Schmidt: Yes, but the arrangements are not yet fixed. I shall be available both days to help you.

You: What are they going to do while they are here?

Mrs Schmidt: There will be a whole programme for them including three days in our Birmingham branch. I want to hold a meeting of all staff on Monday next week to arrange the details. Tell them to come to Meeting Room 1 at 9.30 am. We shall also need members of staff to look after our guests in the evenings. We shall have theatre visits, trips to cricket grounds ... have we got anyone on our staff who can teach them a little about the game? I don't understand it myself.

You: I'll ask the staff when I write the memo. Shall I ask for suggestions for other places to visit?

Mrs Schmidt: That's a good idea. I've just realised that October is too late for cricket. We shall definitely need extra ideas for entertainment.

Task

Write the memo.

(40 marks)

Question 2

Situation

You are Head of Customer Services at the Pheasey Bank Head Office, Southampton. This morning you receive the following letter:

17 Edward Street
Chester
CH3 6DB

3 June 2013

Head Office
Pheasey Bank
West Quay Road
Southampton
SO2 3LH

Dear Sir or Madam

Re Sort Code 20-10-40 Accounts 117119 and 138384

More than 8 weeks ago, I posted a letter to Pheasey Bank, The Bridge, Chester CH1 7LM asking for a new cheque book for each of my accounts. I realised that Pheasey Bank, Chester, was in the process of moving to new premises and when there was no response to my letter, I emailed the address given on the Pheasey Bank website and asked for details of when and to where the move would take place. The reply I received was, to my mind, abrupt and unacceptable, saying that 'they' did not deal with such matters.

'Their' advice was to visit my own branch. How sensible was that reply? I was asking for the address of the new Chester branch! My only practical option seemed to be to write to Pheasey Bank's Head Office.

Can you give me the information I ask for? Being disabled, I find it very difficult to visit a bank in person. Can you send me the new cheque books?

I also have cheques that I wish to pay into my accounts. Previously, I have posted such cheques to Pheasey Bank, Chester. When will it be safe for me to do so again?

Yours faithfully

Sharon Tranter

Sharon Tranter (Miss)

Question 2 continued on the next page

Question 2 continued

You decide to find the details of the Chester branch's move and to **write a letter** to Miss Tranter. The April edition of Pheasey Bank's in-house magazine has an article about the change of address. Here is an extract from the article:

Customers who live in Chester will soon have a new address for their branch of Pheasey Bank. The old building at The Bridge faced extensive renovations to make it suitable for banking in the 21st century. It was, therefore, decided to build a completely new, magnificent bank at 12–18 Grosvenor Place, Chester CH1 3CS. The new building is twice the size of the previous one and will have every possible facility to make banking with Pheasey not simply a way for customers to conduct their financial business, but also a pleasurable, social occasion with a coffee shop, comfortable seats,.....

All customers will by now have received a letter from Pheasey telling them the dates of the move; the old building closes at 5 pm on Friday, May 10, 2013 and the new one opens on Wednesday, May 15 at 8.30 am. In the short period of closure, Head Office or any of our branches will help customers from the Chester branch.

Here are some additional notes that you write to help you deal with other matters raised by Miss Tranter:

Advice received by email – not acceptable – apologise.

Cheque books will arrive in 2 to 3 days. (Original request not received by the Chester branch.)

Post cheques to new address.

Mention – disabled parking being available.

Task

Write the letter.

(30 marks)

Question 3

(When answering Question 3, remember that it is very important to use your own words whenever possible, and to organise the list of main points in a logical way.)

Situation

As a careers adviser, you have been asked to talk to mature students at a local college about the good points and bad points of commuting (travelling quite a long way to and from home and work each day). The following article discusses some of the issues you think are essential for your talk. **Write a list** of the main points from the article.

COMMUTING – IS IT WORTHWHILE?

Commuting has disadvantages. However, there are some great advantages as well. You need to think carefully to decide on the best option for you and your family. Long journeys to work can mean a lot of time away from your home. It might be said that the time spent travelling could be better spent with your family and that a job nearer to your home may be a better choice, even if it offers less money.

However, a long commute to work means that you will have plenty of time to think. You will also get the chance to relax a little so that you are able to 'switch off' from work on your way home, and vice versa. If you have a long commute to and from work, you will have time to prepare your mind for the day. It gives you a chance to wake up fully and to feel more prepared for the day ahead. You may be able to enjoy the scenery around you and be happy about the fact that you have a job at all. Having to commute to work can be irritating at times, but at least you have a job. That isn't something that everyone can say nowadays.

Most people who commute choose to do it because they earn more money by doing so. This is possibly the main advantage of having a long commute to work, especially for those who want to live in the countryside away from businesses, industry and crowds of people. Living in the country is pleasant but there aren't many jobs there; that's what makes it the countryside! In order for you to live a country life, it may mean a longer journey to and from work every day, but it can be worthwhile.

If you can find someone who works close to where you work, and who also lives close to where you live, you may find it possible to share cars and travel together, or to accompany each other on train journeys. That would mean you had company when you go to work. Sharing cars can save you a lot of money and give you a break from driving. You will probably make a good friend from it as well.

These are only some of the advantages of commuting to and from work. Each person has their own reasons for making the decision to have a job that is quite a distance from home. Don't forget that your choice will affect your family and so discuss the benefits and problems with them.

Task

Write a list of the main points from the article.

(30 marks)