

Pearson LCCI

English for Business

Level 2

Monday 6 June 2016

Time: 2 hour 30 minutes

Paper Reference

ASE2041

You must have:

An answer book

Instructions

- Do **not** open this examination paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen
 - *pencil can only be used for graphs, charts, diagrams, etc.*
- Ensure your answers are written clearly.
- Begin your answer to each question on a new page.
- Write on both sides of the page.
- All answers must be correctly numbered but need not be in numerical order.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your answer book. State, on the front of your answer book, the number of additional sheets attached.
- Answer **all** questions. Candidates should note that they are required to answer only **one** option in **Question 1**.
- When you finish, cross through any rough notes and preparatory work.

Information

- The total mark for this paper is 100.
- There are three questions in this question paper.
- The marks for **each** question are shown in brackets
 - *use this as a guide as to how much time to spend on each question.*
- There is credit for correct spelling, punctuation and grammar.
- You may use an English or bilingual dictionary.

Advice

- Read each question carefully before you start to answer it.
- Check your answers carefully if you have time at the end.

Turn over ►

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Answer ALL questions.

In Question 1, answer only ONE of options (a), (b) or (c).

1 Option (a)

Situation

This month's issue of the magazine, 'Succeed in Business', advertises a competition that interests you.

CUSTOMER SERVICE and COMPLAINTS

Most businesses claim that their main aim in dealing with complaints is to look after customers as well as possible. But some businesses seem not to take the next step and work out exactly what they mean by that aim.

How should businesses care for their customers in order to retain their loyalty?

Write an article

4 or 5 paragraphs in length answering the following question.

When dealing with complaints, what should customer service really mean?

You can present any arguments, examples, etc. that you wish.

The best article will be published in 'Succeed in Business' and the writer will receive a free, lifetime subscription to the magazine.

You decide to enter the competition and make some preliminary notes to help you.

I may want to discuss:

- politeness, listening to what a customer says*
 - recognising when the firm you work for is at fault*
 - knowing when to pass a problem to a senior person*
 - saying 'sorry' when that is what the customer reasonably expects*
 - having knowledge of the products (or services) we supply*
 - treating the customer as a person, not as a profit-making opportunity ...*
- (I can omit any of these points, or add to them.)*

Task

Write the article.

(40)

Option (b)

Situation

You are the UK Regional Manager of Precision Electronics, London. Mr Ravi Chopra, the Managing Director, phones you about an important five-day conference that will be held in the nearby Orchard Hotel in September. He is worried that the meeting room you have booked will not be large enough for the full meetings of all people attending. The first such meeting is on Monday 19 September, and the last meeting on Friday 23 September.

Part of the conversation follows:

Ravi: The first meeting, as I have already said, is on Monday 19th, and will be for all attendees, 24 in total.

You: I'm sorry, Ravi, but it will be 26 in total not 24.

Ravi: Of course, I was forgetting you and I will be there as well, so that is 26 not 24.

You: Can you remind me how long we'll need the larger room for?

Ravi: 9.30 to 12.30 on Monday and 2 pm to 5pm on Friday. Refreshments at 11 and half past 3.

You: Perhaps it would be better to ask for the large meeting room to be available to us throughout the whole week ... Oh dear, we haven't ordered any refreshments. So, we need refreshments on Friday and Monday.

Ravi: That's not right; we need them every day at about the same times. Don't forget that we also need 4 smaller rooms for the whole of the time we are there for group meetings.

You: That's 4 rooms that will seat 6 people in each, and you and I will spend some time with each group.

Ravi: No. Two of the rooms will need to seat up to 9 people, and 2 rooms will need to seat only 4 people.

You: Can I just check the meals and the overnight accommodation with you?
Meals – lunch, evening meal for 24 people.

Ravi: Don't you think you and I will need meals too? That will make 26. And you have forgotten we'll need breakfast, and an evening snack for those who want it at about 10.30 pm.

You: That will be for all 5 days.

Ravi: No! We will not need breakfast on the first day, or an evening meal on Friday.

You: Neither will we, of course, need snacks on the Friday evening ... and bedrooms? 6 double rooms and 14 single?

Ravi: That's correct. Don't make the mistake of booking the bedrooms for Friday ... because we will not be there.

You: I'll contact the Reservations Department at Orchard Hotel by email and send a memo as an attachment.

Task

Write a memo to the Reservations Department stating clearly the arrangements you have discussed with Mr Chopra. (You do not need to write the email.)

(40)

Option (c)

Situation

You are Assistant Head of Human Resources at Bloxham Industries. Your Head of Department, Mrs Audrey Seydouce, has been granted 12 months' leave of absence to gain extra experience working in Bloxham Industries' branch in France. The Administrative Director, Mr David Morris, asks you to come to his office to talk about how the Human Resources Department will be led during Mrs Seydouce's absence.

Part of the conversation follows:

David: Since Audrey will be in France for the next year, I want you to take over her duties and be our Acting Head of Human Resources.

You: Thank you. That's marvellous! Will anyone be appointed to replace me during that time?

David: Yes, but since there isn't an obvious person to take on the role, will you write an internal advertisement for the job?

You: Internal?

David: Yes, I want to give one of our existing employees the experience of being in a senior position and this is an excellent chance for that to happen. Can you **write a notice** to put in the Bloxham Industries' magazine? Describe the vacancy and why it is available. Explain that the post is for 12 months only, but also what a wonderful chance it will be to gain experience. You should also add information about the job – something perhaps about making decisions, listening to colleagues, liaising with you and me, etc. You decide what to write. Make the notice informative and write it in full sentences, with paragraphs. I hate notices that have words, or phrases, scattered over the page. Write the notice in what I would call 'good' English.

You: I can certainly do that.

David: I think we should have a meeting of all staff in the Human Resources Department soon so that I can explain more clearly what the job will entail. Put that in the notice too.

You: When will the meeting be?

David: I have no idea – probably in the next 2 weeks. Oh, if anyone wants to discuss the job, before the meeting, tell them to make an appointment with Reception to see me.

Task

Write the notice.

(40)

(Total for Question 1 = 40 marks)

2 Situation

You are the Education Officer at Fleurfield Art Gallery. This morning you receive the following letter.

Art Department
Shawton University
Shawton
Somerset
ST3 8HS

Education Department
Fleurfield Art Gallery
Garvin Road
Fleurfield
Devon
EX12 5DA

Saturday 4 June 2016

Dear Sir or Madam

Visits by undergraduates to Fleurfield Art Gallery

I have just been appointed Lecturer in Art History at Shawton University. I am keen to continue the annual visits to Fleurfield Art Gallery by our students who are studying Art History. Brian Holden, Professor of Art, says that you have an excellent collection of paintings by British artists; previous students have said how much they learned from the collection and how well they were treated by you.

Is it possible for us to make visits similar to previous ones? Usually there has been a maximum of 14 of us, 12 students and 2 staff. It will be most convenient for us to have visits in 4 consecutive weeks in October, preferably on the same day of each week.

We shall be travelling by minibus. We should arrive at about 10 o'clock in the morning and plan to start our journey back to Shawton at about 4 o'clock. Can we have a parking space big enough for a minibus. I shall be driving and I am not brilliant at parking!

It would be helpful if you provided a room for us so that we could talk to the students without annoying your other visitors. The students are worried about the eating arrangements. I believe that you have an excellent café; can you give me an idea of the prices of the meals?

I look forward to your reply and, hopefully, to being able to make the planned visits.

Yours faithfully

Elizabeth Cliffe

Elizabeth Cliffe (Miss)
Lecturer in Art History

You decide to **write a letter** to Miss Cliffe, and make the following notes to include in your reply.

Large parking space reserved. Suggested times are accepted. 14 visitors – maximum possible.

Free refreshments and lunch.

Meeting Room 6 reserved for them on each visit.

Students of Fleurfield always welcome.

October 4, 11, 18, 25 (all Tuesdays) available.

Contact Anne-Marie Shaw, direct line 01392 286345, for further discussion.

Task

Write the letter.

(30)

- 3 (In 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

You have been asked to talk to final year students at a local school about fixed-term contracts for work and permanent contracts. You read the following article on the subject and decide to write a list of its main points to remind you of its contents when you prepare your talk.

Fixed-term contracts and permanent contracts

When you start a job, you receive a contract of employment, which states what kind of work you are expected to do, the pay you receive, and all other details of what the firm expects of you and what you can expect from the firm. One of the important features of the contract is a statement of how long you will be employed in the job. If there is no limit to the length of time, it is known as a 'permanent contract'; if a period of time is stated, it is known as a 'fixed-term contract'.

It can be reassuring to have a permanent job; you know how much money you are likely to be paid each week, or each month, and also know that there is less likelihood of your having to look for a new job as often as you would with a fixed-term contract. Such financial security is a major benefit of permanent contracts. If you enjoy your job, and the pay suits you, then a permanent contract is probably what you will prefer.

But what if you don't like your job? Well, you have three choices and none is very attractive: stay in the job since you are at least being paid for doing it; look for a different job while still working in your current employment; resign and then look for a different job.

Fixed-term contracts may not be as secure as permanent contracts but there are often more of them. If you are well qualified, you can find yourself earning more money than you would on a permanent contract. The temporary nature of fixed-term contracts means that you can take up contracts in different parts of the country and even overseas, if you wish. Rather than being stuck in one place for years, people on fixed-term contracts are free to look for new experiences and new challenges.

However, if work is difficult to find, it can be very worrying. Taxes are another problem associated with fixed-term contracts; filling out a tax return based on several short-term contracts can be complicated and time-consuming. Some employers are also not very honest or wise in their dealings with workers on fixed-term contracts, only offering very short periods of time in the contract, sometimes as short as a month. This means they will get no loyalty from those they employ, and the employees will have no feeling of working as a team.

Task

Write a list of the main points from the article.

(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 100 MARKS