



**SERIES 4 EXAMINATION 2002**

**ENGLISH FOR BUSINESS**

**LEVEL 2**

(Code No: 2041)

WEDNESDAY 27 NOVEMBER

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***Instructions to Candidates***

- (a) *The time allowed for this examination is 2 hours 30 minutes.*
  - (b) *Answer **all 3** questions. Candidates should note that they are required to answer only **one** section in **Question 1**.*
  - (c) *All answers must be clearly and correctly numbered but need not be in numerical order.*
  - (d) *Credit will be given for correct spelling, punctuation and grammar.*
  - (e) *Adequate and appropriate communication is required rather than a particular number of words.*
  - (f) *When you finish, check your work carefully.*
  - (g) *The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.*
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## QUESTION 1

Write on one of the following subjects:

- (a) You work at Dorrett and Drake Office Supplies of 32 Station Road, Norton, Rotherham, South Yorkshire DN6 5QP. The telephone number is 01302 740747; the website address is [www.dorrettdrake.co.uk](http://www.dorrettdrake.co.uk) and the fax number 01302 747312.

The Sales Director, Mr Mario Bressani, asks you to **draft a leaflet** that will be sent to all existing clients. He says that the main purpose of the message must be to thank them for their custom.

Mr Bressani adds, "I think that we should also remind our clients that we supply, for sale and for hire, a complete range of office equipment and machinery."

Here are some notes that Mr Bressani gives you:

*They can buy/lease/hire – fax, photocopiers etc – computers (laptops etc) – everything – competitive prices*

*phone = 24 hours (7 days a week/52 weeks a year)*

*we offer to visit their firm and advise them*

*a customer can also order in person, by phone, by post, by visiting website, or by fax*

*service contracts at reasonable prices – we will make certain their machine/equipment works properly (remember to tell them that for the first 2 years – it is free!)*

**Write the leaflet.**

- (b) At today's meeting of the Board of Directors at General Metals Ltd of New York, USA, it was decided that, since business in 2002 had been far more profitable than anticipated, there would be a bonus for all members of staff.

"I know that we have 5,000 employees, but it is because of the hard work of all of them that we have done so well," said Herbert Jackson, the Company President.

The Company Secretary explained that he had worked out a scale of payments. It would mean that those who had worked longest for General Metals would receive the biggest bonus. "All of them will get at least \$100," he said. "If someone has been with us for even a week, he or she will receive the minimum, and those who have served for 10 years or more will have \$1000 paid into their accounts."

You offer to **write a memo** to all staff, briefly outlining the information about the bonus.

Just before you write it, the Company Secretary reminds you that the figures quoted at the Board Meeting are for full-time workers.

He says, "I think you will have to make it clear that if an employee has worked part-time, the bonus will be a percentage of the full rate, but everyone will still get at least \$100. You also should tell them how pleased we are to be able to award bonuses. Other firms need to make some staff redundant."

**Write the memo.**

## QUESTION 1 CONTINUED

- (c) Diamond Valley Enterprises, Lusaka, Zambia, is a large company that supplies jewellery and clothing accessories worldwide. Much of the business is conducted by telephone and Mrs Moira Mandigora, the General Manager at Head Office, is worried that some employees have a telephone manner that upsets clients. She wants you to **write a notice** to be placed on all desks in the Sales Office explaining the basic rules of talking to customers by telephone. She says, "I have put some ideas on paper for you; you can add to them if you wish."

Mrs Mandigora's ideas are:

*Some customers' first language may not be English: BE CONSIDERATE:  
speak clearly . (Staff must not talk too quickly!)*

*They have to be certain that the client understands what is said.  
(Ask them to be tactful – they have to be careful not to treat the customers like  
children.)*

*Remind staff that their voice may be the first contact that clients have  
with Diamond Valley Enterprises.*

*We may well feel bored, tired, etc, but the customer should still be treated pleasantly.*

*DO NOT SHOUT/ SEEM ANGRY.*

*If we need to telephone a customer in another country,  
CHECK THE TIME IN THAT COUNTRY BEFORE DOING SO!*

**Write the notice.**

**(40 marks)**

## QUESTION 2

You work at Glasnevin Bank, 72 – 76 Marlborough Street, Cork, Ireland (telephone 0121 217318). Mrs Kathleen Cronin, the Manager, hands you the following letter and asks you to **draft a letter** in reply ready for her signature. She says, “You probably remember Eileen. She was appointed at about the same time as you. I believe that for both of you working here was your first job.”

### Emmet Finance Company

Fitzwilliam Square, Dublin 2, Ireland  
(telephone 676 54389)

Mrs Kathleen Cronin  
Glasnevin Bank  
72 – 76 Marlborough Street  
Cork

*(25 November)*

Dear Mrs Cronin

**Miss Eileen Gilligan (date of birth 12 June 1969)**

Miss Gilligan has applied for the job of Loans Department Manager within our Company.

If successful, she will be in charge of a team of 6 people and have full responsibility for the organisation of the Loans Department. The Department deals with all loan applications made by our clients.

We see the job as needing someone of knowledgeable financial background, who has a friendly, professional attitude to colleagues and to customers. The person appointed must also be able to make sensible and sensitive decisions.

She has given your name as a referee and states that she worked for your bank for 10 years before leaving in order to gain experience working in a large company.

I shall be grateful for any comments that you may offer to help us in considering Miss Gilligan’s application. I thank you for your co-operation.

Yours sincerely

**Brendan Corkery**

Brendan Corkery  
Manager

## QUESTION 2 CONTINUED

You check in the personal files and find the following information:

<b>Surname</b>	GILLIGAN
<b>Forename</b>	Eileen
<b>Date of birth</b>	12 June 1969
<b>Date of appointment</b>	3 September 1988
<b>Date of leaving</b>	18 August 1998
<b>Reason for leaving</b>	appointed to Galvin-Heaney Finance House Deputy Manager of Loans Accounts
<b>Career At Glasnevin Bank</b>	September 1988 – December 1989 Trainee  January 1990 – August 1991 Clerical Assistant – Loans Department  September 1992 – March 1995 Customer Adviser – Loans Department  April 1995 – August 1998 Team Leader (responsible for 3 staff) Loans Department
<b>Training</b>	short courses (in-service training) Computers Customer Services Accounting  Diploma in Banking Services and Loan Management (private study 1997) – awarded at Distinction Level
<b>Comments</b>	pleasant personality    intelligent    reliable never late                efficient        respected  shows decision-making qualities and good judgement

Draft the letter.

(30 marks)

### QUESTION 3

Ms Mina Boulos, the Head of Student Services at Steelhouse College in Birmingham, gives you a copy of the following article. She says, "Some of our students may be interested in this information. I shall be talking to them next week about job interviews. Will you **write a list** of the important points, please? I can refer to a list more easily than to the article itself."

Here is the leaflet:

#### Prepare to Succeed

Make a good impression at your interview by doing a little preparation beforehand. Research the firm and the job. The more you know about the company and the job, the better you will appear in the interview. Your interest and motivation will impress an interviewer, and you will be able to explain more accurately why you should get the job. Find out as much useful information as you can about the company, its products and its customers. If possible, talk to people who work at the company. There may be sources of information on the Internet, in libraries, in magazines etc. Explore all the ways that you can think of to find out as much as possible.

The range of what you will find useful is very wide. It may include the size of the firm (you will have to discover if it is a relatively small enterprise, or possibly an international company, etc). What are its products and/or services? Does it aim to sell to or offer services to general customers, or is what is offered very specialised? Who are its major competitors? What makes the firm to which you are applying different from them?

Use the information that you gather to prepare yourself for the interview itself. Think of the questions that you may be asked, and work out your answers to them. Likewise, prepare a list of questions to ask the employer. Rehearse your interview with a friend; ask what weaknesses there are in your answers so that you can improve them.

At the interview, listen carefully to the questions that you are asked, and answer as confidently as you can. You will know that you have prepared yourself properly and that you should do well.

**Write the list.**

**(30 marks)**

QUESTION 1 (a)  
A possible answer is:

# **Dorrett and Drake Office Supplies**

32 Station Road Norton Rotherham South Yorkshire DN6 5QP  
phone 01302 740747 fax 01302 747312  
website [www.dorrettdrake.co.uk](http://www.dorrettdrake.co.uk)

## **WE THANK YOU**

for your past custom  
and look forward to  
**CONTINUING SHARED BENEFITS.**

**As an established, valued client,**  
**you will know that**  
**DORRETT AND DRAKE**  
supply

### **EVERY IMAGINABLE KIND OF:**

- office equipment
- office furniture
- office machine.

**IN FACT, EVERYTHING YOU COULD POSSIBLY WANT!**

### **Let us remind you that:**

- all our **GOODS ARE COMPETITIVELY PRICED**
- we offer a **VISITING ADVICE SERVICE**
- you can order
  - by personal visit
  - by phone
  - through the Internet
  - by fax
  - by post
- our telephone order-line is available at **ANY TIME of ANY DAY.**

Remember that our service contracts are unrivalled. They are free for two years after any purchase, hire, or leasing agreement. (After the two years, we look after your equipment at very reasonably priced terms.)

A Candidate (Assistant Manager)

date

**QUESTION 1(b)**

**A possible answer is:**

**MEMO**

**To** All staff of General Metals  
**From** A Candidate  
**Subject** Bonus payments to all staff  
**Date** (appropriate)

Other firms in our sector have had to recommend redundancies. General Metals has had such a successful year that we can make a bonus payment to every member of staff.

Exact details will follow later, but the Board of Directors wants you to know the good news immediately.

The bonus will be on a sliding scale based on the number of years' service:

- minimum payment \$100
- maximum payment \$1000.

The top bonus will be payable to all staff who have been with us for 10 years or longer. Payments to our part-time colleagues will be made at an appropriate percentage of the full-time rate. However, even part-time staff will receive at least the \$100 minimum payment.

The Directors ask me to stress how much they appreciate your hard work that has made the payments possible.

**AC**

QUESTION 1(c)

A possible answer is:

# Diamond Valley Enterprises

Make all your calls welcome ones.

When speaking on the phone, please

## REMEMBER

- 1 The customer's usual language may not be English.  
Therefore, it is our job to:
  - put the customer at ease
  - talk at a reasonable speed
  - be certain that our pronunciation is clear
  - check that the client has understood the conversation
  - USE TACT.
  
- 2 Your voice may be the customer's first experience of Diamond Valley. Therefore:
  - sound pleasant and friendly
  - never shout, speak too loudly or get angry.
  
- 3 It may be a very different time of day to someone in another country, and so
  - check what time it is in a country BEFORE you make a call there.

Issued by A Candidate (date)

## QUESTION 2

A possible answer is:

<h1>Glasnevin Bank</h1>	
Telephone    0121 217318	72 – 76 Marlborough Street Cork
Mr Brendan Corkery Emmet Finance Company Fitzwilliam Square Dublin 2	<i>(suitable date)</i>
Dear Mr Corkery	
<b>Re Eileen Gilligan (dob 12 June 1969)</b>	
Thank you for your letter of <i>(date)</i> . I am happy to support Miss Gilligan's application to be Manager of the Loans Department at Emmet Finance Company.	
In the 10 years that she worked with us, she progressed through formal training and working experience that included 8 years in our busy Loans Department where for 3½ years she was a team leader. The distinction grade in her Banking Services Diploma (specialising in Loan Management), gained through private study, exemplifies the dedication, intelligence, professional knowledge and financial expertise that she possesses.	
When she left Glasnevin Bank, Eileen already had considerable skills in organising a department, in leading staff, and in making important decisions. She will have added to them during her time as Deputy Manager in the Loans Department at Galvin-Heaney.	
Eileen has a naturally friendly disposition that is respected and welcomed by colleagues and clients. I regard her very highly and recommend her to you.	
Yours sincerely	
<b><i>Kathleen Cronin</i></b>	
Kathleen Cronin (Mrs) Manager	

### QUESTION 3

**A possible answer is:**

#### **Main points from the article**

#### **BEFORE AN INTERVIEW**

If an applicant wishes to

- 1 impress the interviewer(s)
- 2 know more precisely what the firm is likely to want,

**RESEARCH** is advisable to find out about the company itself:

- what it does
- how big it is
- what kind of service/product it offers
- who its customers are
- who the chief competitors are.

The **RESEARCH** may be done by:

- talking to current employees
- looking on the Internet
- checking in libraries, magazines etc.

**USE THE FINDINGS** to:

- 1 predict possible questions
- 2 prepare answers
- 3 conduct mock interviews (preferably with assistance)
- 4 strengthen weak answers.

#### **AT THE INTERVIEW**

- 1 listen carefully to the questions
- 2 answer confidently.