

Series 3 Examination 2007

ENGLISH FOR BUSINESS

Level 2

Friday 8 June

Subject Code: 2041

Time allowed: **2 hours 30 minutes**

INSTRUCTIONS FOR CANDIDATES

- Answer **all 3** questions. You should only answer **one** option in **question 1**.
- All answers should be correctly numbered, but do not need to be in numerical order.
- There is credit for correct spelling, punctuation and grammar.
- You need to communicate appropriately.
- Check your work carefully.
- You may use an English or bilingual dictionary.

QUESTION 1

Write on **ONE** of the following options:

Option (a)

Setting

You work at Perkins' Knitwear, Nottingham, England.

The General Manager says to you, "You know that Ernest Henin, Head of Design, will retire at the end of next month. Well, some of our colleagues have asked me if there will be an article about him in the staff magazine. I hadn't realised how well liked he is! I have always known that he is friendly and pleasant, but younger staff have said how much he helped them with his advice on many things – professional and personal... They are quite sad that he is leaving ... You have worked with him for several years. Will you **write the article**, please? The magazine wants something 4 or 5 paragraphs long."

You chat with Ernest about what to write and make the following notes. You can add or leave out information, if you wish.

Born Ghent, Belgium, 1942.

Always loved football (and all sports), reading and acting

Came to work in England in 1969 - met wife, Kathy, in Nottingham. (She is English.) Ernest was textile designer in Ghent (degree from Bruges).

Met Kathy at local amateur drama group – 'The Chameleons' – (He is also an excellent singer – tenor.) Two children – both work at Perkins. Ruth (Sales Department). Charles (Design).

Ernest still acts – with Perkins' own drama group, 'PK Players' – says, "I will continue to do so, if the Players want me."

Task

Write the article.

(40 marks)

Option (b)

Setting

Mrs Jessica Campbell is the Sales Manager at Charela Supermarket, West End Road, Negril, Jamaica. She says, "We need a leaflet to give to all customers as they leave our store telling them about the improvements we are making to the supermarket ... There has been a notice by the entrance for several weeks now, explaining about the new facilities we shall be offering ... but most of the customers I have spoken to have not seen the notice. Most importantly, they have no idea that we shall have to shut the store for the first 10 days of August. Will you **write the leaflet**, please?"

Mrs Campbell gives you some notes of points to include:

Better store Café (did not have one before)

Own bakery (did not have one before) Larger area for clothes + electrical goods

DON'T FORGET TO TELL THEM ABOUT TEMPORARY CLOSURE!

Ask for understanding about building work etc

When finished = a new store (almost) I almost forgot – extra parking

Task

Write the leaflet.

(40 marks)

Option (c)

Setting

You are a staff representative on the Forward Planning Committee at Hout Bay Products, Cape Town, South Africa. At a recent meeting of the Committee, part of the discussion was about a suggestion that all members of staff should work 6 days a week instead of 5, but have an extra week's holiday every 6th week. Here is an extract from the discussion:

- You *Let me check that I have understood the idea. No-one will work more days than before ... is that right?*
- General Manager *Well ... the staff will have the right to the 6th week as holiday, but if they want to work that week, they will be paid more than for a normal week.*
- You *How much more?*
- Accountant *We suggest 50% more.*
- You *What about the usual holiday entitlement ... is that changed?*
- Accountant *No ... staff will not lose holidays. What we are doing is simply changing from a 5-day working week to a 6-day working week ... After 5 weeks staff will have worked 5 more days than before ... They then have those 5 days as a week off work. It really is very simple and I think it is beneficial for everyone.*
- General Manager *Remember that the idea is suggested for all staff – including me! I think the idea is very good. Staff wanting to earn more money can do so or have the additional days worked in the weeks they are at work collected together as a week's holiday. I think it's a marvellous idea.*

You decide to **write a memo** to all staff briefly outlining the suggestion and asking for comments on the idea. You also state that you will organise a meeting to discuss the staff's response.

Task

Write the memo.

(40 marks)

QUESTION 2

Setting

As Sales Manager of Avillion Computer Stores in Sydney, Australia, you receive the following letter:

126 Parramatta Road
Ashfield
NSW 2131

Telephone (02) 9969 7834

6th June 2007

Avillion Computer Stores
1 – 5 Liverpool Street
Sydney
NSW 2000

Dear Sir or Madam

On Monday last week, I bought a software package titled *Garden Design*.

I followed the instructions on the CD case carefully and everything seemed perfect. The message on my computer screen said, "Download successfully completed." However, when I tried to use the program, the message changed to "Malfunction. Please contact your supplier."

You are my supplier. I am contacting you. What are you going to do to help me?

Yours faithfully

Alvina Shapiro

Alvina Shapiro (Mrs)

You decide to **write a letter** in reply and make the following notes:

<i>Apologise</i>	<i>Cause of problem – faulty CD? (rare but happens)</i>
<i>Value custom – include A\$10 voucher</i>	<i>Return CD – we shall exchange it</i>
<i>No charge (obvious but needs to be stated)</i>	<i>REFUND IF PREFERRED</i>
<i>Visit store or post CD (envelope – postage paid – enclosed)</i>	

Task

Write the letter.

(30 marks)

QUESTION 3

(Remember that in Question 3 you should use your own words whenever possible.)

Setting

Your job is a training officer with a large company. You are organising a course for employees on the subject of "Communication in the Business World". The following article appears in a magazine and you think it can form the basis of one of the lessons in your course. **Write a list** of the main points from the article so that you can refer to it later.

Write With Necessary Caution...

Written communications will normally be longer lasting than anything that is spoken. This presents written communicators with many challenges, including spelling, grammar, punctuation and writing style. Why? Well, the errors and mistakes in a piece of written communication last just as long as the message and perhaps they are remembered for even longer.

Thankfully, today's technology makes memo, letter writing etc much easier through providing reliable tools that check and even correct misspelled words and incorrect grammar. You must remember, however, that these tools are not faultless and will require your support, making your own knowledge of grammar, spelling etc very important. The computer can HELP you; it cannot do it for you!

Whatever kind of written communication you are using, there are some guidelines that will help you to make your communication memorable for good reasons and that means the message will be clear and the errors will be rare.

Try to keep the message simple. Obviously this will require you to organise it sensibly, but also you should not use abbreviations unless they are very well known. I recently had a letter that referred three times to my "PMO". I phoned the company that had written the letter and I was informed that it meant my "Preferred Method of Ordering": whether I wanted to order by Internet, phone, fax or land-mail!

Perhaps the worst error that can be made is the misspelling of clients' names and the names of their companies. If your name is, for example, Gudersen, how impressed are you going to be if someone writes to you as "Gooderson", "Guddersen" or Gundersen"?

One final piece of advice is to keep the language of any business communication simple without it being childish. Say what you want to say as clearly and as concisely as possible. If you add to that setting the right tone, you will have begun to write in a business-like way.

Task

Write the list.

(30 marks)