

Please stick your candidate label here



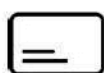
Anglia Examinations

ESOL International

Advanced Business Level

Paper Number: Sample 9

Candidate Instructions:



Make sure you have the correct candidate label in the box above.



Time allowed – TWO hours.
(Including listening)



Answer ALL the questions.
Check the back page.



You may use correcting fluid
if necessary.



Use a black or blue PEN in
the spaces provided.

You must ask any questions now as you cannot speak during the exam.

INVIGILATOR: PLEASE ENSURE THAT CANDIDATES UNDERSTAND THESE INSTRUCTIONS.

For Examiner's Use Only

Part One [20]	Part Two [20]	Part Three [20]	Part Four [20]	Part Five [20]

Total [100]

Marker's ID

PART 1. Listening/Reading/Writing (20 marks)

A group of visitors to your company has arrived in London from Germany. Between 23rd and 25th January, they are planning to travel by train from London to Newcastle and Liverpool in the north of England.

There has been a heavy fall of snow in parts of the UK, disrupting rail services. The marketing director, Mr Spence, who is organising the visit, has asked you to ring the rail enquiry service to find out whether the visitors can travel by train to these places.

Listen to the information and send him a memo with the key details.

MEMO	
To:	
From:	
Date:	
Subject:	

PART 2. **Reading and Writing** (20 marks)

You have been given an e-mail message to which you are required to respond. The message will require a detailed response and the information needed is provided in the text below.

From: The Editor, Business Student Weekly, International Business College
Date: 06 03 02
To: Human Resources, Electronics Boutique
Subject: Profile of the company.

I am planning to write an article on Electronics Boutique next week's issue of our magazine because many of our students are interested in working for the company. I would therefore be grateful if you could provide me with the following information.

1. How well is your company doing? Has it any plans for expansion?
2. Are all your customers boys and men – if so do you prefer to hire men in your stores?
3. Are you trying to recruit for any particular positions at the moment?
4. What is the average pay of your employees and who should people send job applications to?

Thank you in advance for your help.

Electronics Boutique is Europe's largest retailer of video games and computer software, operating from 311 stores. It announced a record sales rise of 47% in the five weeks to December 29 2001. Cumulatively, annual sales are up by 38% leaving the company on track to report a £25.2m pre-tax profit for the current year. The outlook is good. The typical age of a computer game player used to be between 8 and 18 years. Now it is 18 to 35, with women making up 25% of its register of loyal customers. The latest figures from the industry research group Chart Track show that total UK spending on computer and video game software has leapt from £364m in 1995 to £934m in 2000.

The company's objective is to be the top shopping destination for all games, PC software, hardware and related products. It has grown substantially since 1995. In May 1999, it bought its largest competitor, Game, and integrated its 82 stores into its own existing structure. It has also struck a marketing and distribution deal with America Online, the world's biggest internet service provider.

The highest ranking woman executive is Lisa Morgan. She was appointed to the board as commercial director in January 2000. At the moment the company needs ambitious, bright young people to staff its store expansion programme of 15-20 new stores a year. Group chief executive John Steinbrecher says: "Retailing offers great careers, our business is fast-moving with new products coming out every day. We are always looking for the right people to fill our management positions, from store managers to regional managers. Our idea is to hire nice people and to teach them to sell. We don't necessarily hire sales people in the first place." The average starting pay for store managers is around £15,000, more in a big city store. More highly qualified regional managers will get more. Sarah Pook, head of Human Resources, looks after job applications. She's at EB Stores Group Ltd, Link House, Ellesfield Avenue, Bracknell, Berkshire, RG12 8TB.

Now write your email response here:

To:	<input type="text"/>
Subject:	<input type="text"/>
<div></div>	

SAMPLE

PART 3. **Writing** **(20 marks)**

Example: Read the following e-mail which has been sent to your company. Create an appropriate response.

From: Michael Loizos, CYBRE Import- Export Ltd
Date: 21 03 02
To: Neil Kennedy, North-South Garden Centres
Subject: Import Order No. F/77/69/02

The above consignment of pottery water-carriers and garden urns arrived at Tilbury Docks today. We are unable, however, to dispatch it to you immediately as we have not yet received payment for the previous consignment.

Would you please inform us by return how you intend to pay for the previous consignment and whether you confirm your order for the above consignment. You will appreciate that we cannot supply goods without a clear indication of prompt payment.

I look forward to an immediate response from you.

Now write your response here:

To:

From:

PART 4. **(20 Marks)**

You are required to complete the dialogue with appropriate responses.

Example:

A. Hello, come in, Frank. I've got some fresh coffee here. Would you like some?

B. *Yes, please. That would be very nice. Thank you*

A. How did you get here?

B.

A. What time did you set out?

B.

A. Have you booked into your hotel yet?

B.

A. How are your family?

B.

A. I'm sorry it's so cold in here.

B.

A. Would you mind if I asked the new marketing director to join us?

B.

A. John, this is Frank. Frank, John.

B.

A. Thank you so much for bringing all the documents, Frank.

B.

A. Did you have any difficulty finding all the documents?

B.

A. Where would you like to go for lunch?

B.

Part 5 (20 marks)

Your company is concerned that a lot of its staff are often absent with ‘stress’. One of the directors has asked you to find some ideas on how to change this situation. Read the following notes and then write a summary of them in the form of a memo of no more than 50 words.

Over the past year, Dr Rob Briner has been investigating the causes of stress among people at work. He believes that the only way to understand why staff may be feeling stressed is to ask the staff themselves and get good, detailed data. A detailed questionnaire is a good way of doing this but it should not be anonymous, or there will be no context for the answers. He asked the staff from two major companies to describe their problems in detail. Then he took all their answers and analysed them. He thought about all the causes of stress that people identified and came up with some basic rules for fighting stress, which he calls ‘Management Standards.’

The first area he identifies is right at the beginning of a job - during recruitment and job design. He says that above all what is needed is for managers to make a realistic assessment of the expected workload of a person at this stage – not to have unrealistic ideas about how much one person can do.

Secondly, he says, staff should have training in workload management. They should not just be left from day one to organise themselves without help and advice from the company on how to get through their work in an efficient manner.

Thirdly, he says that line managers should be given the skills and power to change or reorganise the workloads of their staff where they see that this is necessary. If they cannot do this, they cannot effectively ‘manage’ at all.

Fourthly, he calls for good communication channels between management and staff. For example, there could be formal and regular meetings for feedback and discussion. One major cause of stress, he says, is the situation where a member of staff has something to say but has no-one to say it to, or a manager has something to tell a member of staff but doesn’t know the best way of going about it.

Finally, Dr Briner says that companies should look hard at how they reward people. Everyone obviously wants more money, but a big cause of stress within a company may be not that the money is low, but that it is unfair. He says that effort should always be rewarded appropriately, so that people can see that the company values them.

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