

**BUSINESS ENGLISH LEVEL 3 – PAPER C 2006**

**Key and mark scheme**

**Part 1** (20 marks)

**To:** 1 mark - Sandra Gray  
**From:** 1 mark - Candidate chooses a name / candidates own name  
**Date:** 1 mark - Candidate chooses a date  
**Subject:** 1 mark - Any relevant word or words e.g. 'Trip to Museum'

Memo to include:

- 1 mark - Opening hours are 9.30am to 4.30pm
- 1 mark - Website address [www.amberleymuseum.org](http://www.amberleymuseum.org)
- 2 marks - 10km from Worthing, easily accessible by road and rail
- 2 marks - Lots to see and do e.g. blacksmith, building and weaving.
- 2 marks - Rides on different forms of transport, buses, horse drawn vehicles.
- 2 marks - Exhibitions, phones/vacuum cleaners
- 2 marks - 15% discount for large groups
- 2 marks - Tickets can be purchased on line or via the ticket line 08700 361 781

+ 2 for accuracy

**Part 2** (20 marks)

email to include:

**TO:** 1 mark - Lyn Jones  
**FROM:** 1 mark - Robert Wright

- 3 marks - Export Clubs – for discussion between experienced and new exporters
- 3 marks - Credit insurance – an important part of international trade strategy
- 3 marks - International profile boost. Increase productivity, employment and sales.
- 3 marks - Risks – language barriers, cultural differences, fluctuation in exchange rates and unscrupulous business partners.

+ 3 for appropriate tone and style

+ 3 for grammatical accuracy, punctuation, spelling

**Part 3      20 marks**

email to include:

- TO:**                    **1 mark** - Lesley Munday  
**SUBJECT:**        **1 mark** - Any relevant word or words
- **5 marks** - Apologises for all the mistakes made
  - **5 marks** - Explanation of why each mistake happened
  - **5 marks** - Suggestions of action the company will take to resolve the problems
- + **3** for style and accuracy

**Part 4            20 marks**

*2 marks for each appropriate response  
Variation from these answers is possible*

- A.** Hello, BC English. How can I help you?
- B.** *Hello, my name's Chris Carter and I am interested in a Business English Course.*
- A.** Okay, have you studied business English before?
- B.** *Yes for (3 years) a length of time*
- A.** Oh, that's quite a long time. Do you know what level you are?
- B.** *Yes, I am about..... (level of English)*
- A.** Thank you, so a higher level course, then. And when would you like to come?
- B.** *In the summer. Is it busy?*
- A.** Yes, it is quite busy in the summer, but there are a lot of different nationalities, so there's a great atmosphere.
- B.** *What other nationalities will there be?*
- A.** Well, we have a lot of French, German and Chinese students.
- B.** *Okay, that's good. How much does it cost?*
- A.** It's £250 per week or two weeks for £400.
- B.** *What does that include?*
- A.** It includes – tuition, materials and half board host family accommodation.
- B.** *Could you send me some details?*

A. Yes, I'll put some information in the post. If you could fill in the application form and return it as soon as possible.

B. *Will there be a host family form in the pack?*

A. Yes, the host family form will be in the pack. Is there anything else I can help you with?

B. *No, that's fine. Thank you.*

A. Okay, we look forward to receiving your forms. Goodbye Mr Carter.

B. *Thank you, goodbye.*

**Part 5          20 marks**

Memo to include:

Savings report – maximum of **14** marks for seven of the following 8 possible points for inclusion at **2 points each**:

- Choose the right customers when the company is stable
- Obtain credit references, avoid doing business with companies with poor credit ratings.
- Make sure customers know the payment terms.
- Involve all staff in invoicing and collecting procedures.
- Rotate employees responsible for debt collection
- Use payment plans agreed and signed by both parties
- Let customers know you do not tolerate bad debtors.
- Use an agency to collect money for overdue payments of more than 90 days

**3 points for style and tone**

**3 points for accuracy, spelling and punctuation**