

**Part 1 (10 marks)**

- |                      |                   |
|----------------------|-------------------|
| 1. setting           | 6. uncertainty    |
| 2. covered           | 7. differentiated |
| 3. unique            | 8. launch         |
| 4. product awareness | 9. competitor     |
| 5. spread over       | 10. proposition   |

**Part 2A (10 marks)**

**Graphs should be plotted at the following points: - points may not be totally accurate, but should resemble closely the graph**

Sales in Gardening Dept.

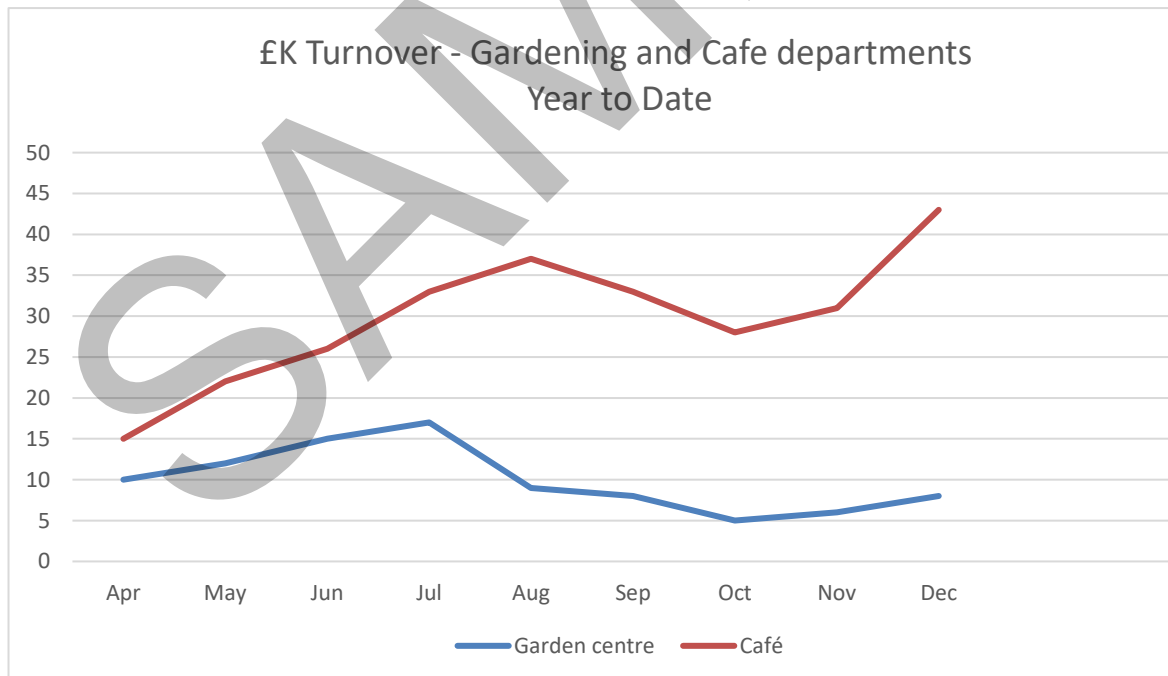
- |        |       |
|--------|-------|
| 1. Nov | £6000 |
| 2. Dec | £8000 |

1  
1

Sales from Cafe

- |        |         |
|--------|---------|
| 3. Nov | £31,000 |
| 4. Dec | £43,000 |

1  
1



- |   |   |
|---|---|
| 5. A new garden centre [Lilac Tree] opened in June.                           | 2 |
| 6. Maria will ask the supplier to take back the stock and credit the invoices | 2 |
| 7. £300,000 (three hundred thousand pounds)                                   | 1 |
| 8. 70%  | 1 |

**Part 2B (30 marks)**

*Email should include the following points mentioned in the article:*

To: Robert Dwyer 1

Subject: Sales from Gardening Dept. and Café – Year to Date **OR similar** 1

*Words attaching the graphs such as:* Please find attached / enclosed the / a graph... / I attach / enclose a graph ... / Here is the graph... / Please see the attached / enclosed graph... (NB: *enclose* is included here as a graph could have been copied and pasted into an email) 2

**Candidate can receive 2 marks for each of the following points which would be relevant when sending this graph to their manager:** 14

Sales from the gardening dept. were steady at around £15k per month from April to July. **OR similar**

A new garden centre opened in June and sales of garden products in our store have dropped dramatically since then. **OR similar**

Invoices to the value of £11K are still outstanding for unsold stock **OR similar**.

Maria will try and get the supplier to take back the unsold stock and ask them to credit the invoices. **OR similar**

Sales from the café were at £15k per month in April rising sharply to over £30k in August and September **OR similar**.

Sales from the café dropped slightly in October but picked up and reached a peak of £43k in December **OR similar**

An investment of £300,000 was made in expanding and refurbishing the café. This has dramatically increased trade in the café **OR similar**.

**Candidate could conclude that:**

the investment in the café was a very good decision. 1

it would be a good idea to close the gardening department or make it smaller with reduced stock and concentrate on the business generated from the café. 1

**OR similar conclusions provided they are related to the graph and what was heard and are sensible, business matters.**

**Plus**

Style and register (including appropriate sign off to manager of same company) 5

Use of English(grammar/sentence construction) 5

**Part 3 (10 marks)**

A	B	C	D	E	F	G	H	I	J
5	10	4	3	7	8	2	1	9	6

**Part 4 (10 marks)**

- |          |                                       |
|----------|---------------------------------------|
| 1. to    | 6. take / have / play                 |
| 2. shows | 7. biggest / greatest                 |
| 3. One   | 8. next / succeeding/ subsequent etc. |
| 4. by    | 9. them                               |
| 5. order | 10. result                            |

**Part 5 (30 marks)**

**The 30 marks are made up of Presentation, Comparison, Conclusion and Recommendation.**

**Presentation** *The candidate should present the information in a different form from the way it is presented – e.g. in this case: -* **5**

- **not** by agencies but by sales generated, services offered and cost.  
Report should be structured clearly with a title and headings.

**Comparison** *There must be evidence of comparison between the agencies indicated by appropriate conjunctions, used with correct grammar.* **5**

**Conclusion** *The candidate must draw some conclusions – in this example, conclusions could be:* **5**

- Artemis Advertising Agency can be dismissed as they don't offer TV advertising.
- There is a wide variety of agencies offering different levels of service.
- We need to contact some agencies to discuss our requirements and see what they can offer and for what price..

**Recommendation** *Candidate should make a recommendation with reasons or proviso. An example would be as follows:* **5**

- I recommend Dizzy Heights because, even though it is the most expensive, the ad says that this agency has won an award three years' running for a TV advert. Also, they have worked with other well known retailers.

**Plus**

Style and register (including appropriate sign off to manager of same company) **5**  
Use of English(grammar/sentence construction) **5**