

**Level 3**

***Advanced Business  
English***

## Exam Content of Level Three: Anglia Advanced Business English

### Part One

In this section, the candidates hear a complete, authentic, recorded message given as information by standard providers - *embassies, train information, weather details, business out of hours, hospital out of hours, and so on*. On their question paper they are given a space to write a memo to a person indicated in the rubric, using the information they hear and including all the key details.

In this section, as in previous levels, candidates have been asked to pick out specific information to fill in gaps on a form. At this level, candidates are required a) to take the initiative in deciding what the relevant information is, and b) to reproduce this information in a clear memo. The marks given for this section are therefore based on the accuracy and appropriacy of the information given, and the suitability of the style used for the memo.

### Part Two

In this part of the examination, candidates are given an email which they must read and respond to with an email of their own. They are also given a text of another type, for example a newspaper article, containing all the information they need to complete the task successfully. This task therefore tests both reading and writing skills in a business context.

### Part Three

This section, which complements the previous one, is designed to allow the candidates to show that they can manipulate the business language sufficiently well to create their own emails without recourse to given information. The candidates read an email containing, for example, a complaint about a product, and answer it in the space provided on the question paper. Candidates use their own initiative and knowledge of the subject to formulate an appropriate reply.

### Part Four

In this section, candidates are given one half of a dialogue and must complete the other half. There are ten two-part exchanges in the dialogue and the candidate's task is to complete the second part of each of the two parts. At previous levels there has been a similar task with multiple choice options. At this level, candidates must show that they have more than a passive recognition of the best response to an input prompt; they must actively produce an appropriate response themselves.

A typical example of this may be:

- A. Good morning, Windsor Hotel, how may I help you?
- B. (candidate's response) *I'd like to make a reservation, please.*
- A. Certainly, sir. When you like to stay?
- B. *From 30<sup>th</sup> October, for two nights, if that's possible.*

### Part Five

In this section the candidates read a text of about 400 words (or one side of A4 paper). The text would typically be an article about a product, or an article about a particular company or businessman. The candidates must then provide a 50-word summary of it, using bullet points and choosing the form of summary themselves: memo; note; fax - whichever seems most appropriate. The target reader is indicated in the rubric.

This task tests the ability of the candidate to cope with a longer business-related text: a candidate who can provide a clear summary of the key points shows that he or she is fully in control of the content of the text.



# Advanced Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper B – 2007 (Level 3)

#### Instructions

- Time allowed – 2 hours including listening.
- Candidates should answer ALL questions.
- Write your answers in PEN in the spaces provided.
- You may use correcting fluid if necessary.
- Ask for extra paper if you need it.

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Part 1	Part 2	Part 3	Part 4	Part 5

Write your notes here: *These notes are for your own use and are not marked by the examiner.*



**Part 1 Listening/Reading/Writing (20 marks)**

*Your manager, David Roff, is thinking of visiting India as part of a marketing trip. He has asked you to find out whether he needs a visa or not and what he has to do to get one.*

*Listen to the following information and then 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 information needed is provided below.*

**From: Fiona Green**  
**Date: 20 06 07**  
**To: Sally Gardener**  
**Subject: Obtaining a Fair Trade Licence**

Hi Sally

I'm considering applying for a Fair Trade licence so that we can use the Fair Trade Mark on our products. I might introduce the idea in AOB at the meeting this afternoon. Could you do a bit of research for me and find out the brief answers to these questions?

Is there a licence fee and if so, how much is it? (just a ball-park figure, please)

If we sign an agreement with them, can we use the mark for marketing as well as putting it on the products?

If one of our products is 90% Fair Trade but 10% sourced from non-Fair Trade suppliers, can we still use the Mark?

Do they inspect, once the agreement has been signed?

Cheers

Fiona

To be eligible for the FAIRTRADE Mark, products must meet the following conditions:  
 The supplier (brand-owner or main national distributor) must sign the Foundation's Licence Agreement which provides a licence to use the Mark. As a licensee, companies must display the Mark on products specified in the Agreement in accordance with the Foundation's guidelines. They may also use the Mark on promotional materials related to specified products. All components of the product covered by Fairtrade criteria must be purchased either directly from FLO registered producers or via a FLO registered importer. The supplier's invoice for these purchases should designate the products as 'Fairtrade' and confirm payment of the purchase price and social premium. In the case of single commodity products (e.g. tea, coffee, cocoa powder), it is a requirement that only ingredients sourced from registered Fairtrade producers may be used – i.e. Fairtrade coffee must be 100% Fairtrade. The licensee must also allow an annual audit by the Foundation's inspector to ensure adherence to Fairtrade standards and agree to implement any changes requested as a result of the inspector's report. Licensees pay a fee for use of the FAIRTRADE Mark. The Foundation aims to levy the fee at the last point of wholesale supply so that the licence fee is payable on the average price paid by retail stockists or commercial end users (e.g. cafes or workplaces). The licence fee is currently 1.8% of net sales value for all products with a minimum of £100 per quarter. To provide a launch period for new products, the minimum fee will apply either from the first anniversary of the signing of the Licence Agreement or from the first quarter in which sales exceed £5500, whichever is sooner. The licence fee is subject to VAT at the standard rate. No licence fees are payable on products given as samples, or lost/damaged and therefore unsaleable, on sales to other licensees of the Foundation or its partners in FLO, although these must be accounted for in the quarterly monitoring reports.

Now write your email response here:

To:

Subject:

**Part 3 Writing (20 marks)**

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

From: Brian Northam  
Date: 12 05 07  
To: Michael Dexter  
Subject: Invoice BN1408

Dear Mr Dexter

We have received your July invoice for £11,175 but I must raise a couple of points before we can settle it:

Our agreed estimate for the work was £10,000 including VAT. I have a copy of this estimate. I do not think, therefore that you can charge the 17½% VAT on top of this. In addition to this, you have not credited us as agreed, with the £500 we overpaid last time.

The date on the invoice is incorrect: it says 2006 not 2007. Please amend for our records.

I look forward to hearing from you.

Brian Northam  
Finance manager  
ULO Plc  
Tel: 0989 334545 ext 456

Now write your response here:

To:

Subject:



**Part 4 (20 marks)**

You are required to complete the dialogue with appropriate responses.

**Example:**

- A. Hello. This is Karen James from the graphics studio.  
B. **Hello. How can I help you?**

- A. Well, I'm afraid I can't make the staff photo session on Friday. Could we postpone it?  
B.
- A. I'm free all next week. When's best for you?  
B.
- A. That would be great for me. What time do you suggest?  
B.
- A. Can we make it bit later?  
B.
- A. Sure, that's fine. Will there be anywhere for me to park?  
B.
- A. And can I just confirm how many of your staff will be involved?  
B.
- A. Right. That's what I thought. And one more thing – will we be using the same room as before?  
B.
- A. That's fine. I hope I haven't caused too much inconvenience by changing the arrangements.  
B.
- A. OK. Thanks very much for all your help.  
B.

## Part 5 Reading and Writing (20 marks)

*Your company is considering new ways of marketing its products. One of the managers has asked you to research direct marketing. Read the following text and then write a summary of the advantages and disadvantages of direct marketing in the form of a memo of no more than 100 words.*

Direct marketing is a form of marketing that attempts to send its messages directly to consumers, using "addressable" media such as mail and email. Therefore, direct marketing differs from regular advertising in that it does not place its messages on a third party medium, or in the public market, such as a billboard or a radio commercial would. Instead, the marketing of the service or commodity is addressed directly to the target customer.

Any medium that can be used to deliver a communication to a customer can be employed in direct marketing. Probably the most commonly used medium for direct marketing is direct mail, in which marketing communications are sent to customers using the postal service.

Direct marketing is attractive to many marketers, because in many cases its effectiveness can be measured directly. For example, if a marketer sends out one million solicitations by mail, and ten thousand customers can be tracked as having responded to the promotion, the marketer can say with some confidence that the campaign led directly to the responses. Other advantages of direct marketing include the following: targeting - historically, the most important aspect of direct mail was its ability to precisely target previous customers. If a suitable list was available, it also did a good job of targeting prospects. Personalization - direct mail can address the customer personally and be tailored to their needs based on previous transactions and gathered data. Optimisation - because of its direct accountability, direct mail can be tested to find the best list; the best offer; the best timing (and many other factors). Then the winning tests can be rolled out to a wider audience for optimal results. Accumulation - responses (and non-responses) can be added to the database, allowing future mailings to be better targeted. However, it's not all advantages. Some of the disadvantages are: cost - the cost per thousand will be higher than almost any other form of mass promotion (although the wastage rate may be much lower). Waste - large quantities of paper are thrown away. Alienation - some recipients resent direct marketing being "forced" upon them, and boycott companies that do so. Moreover, they may obtain prohibition orders against companies whose direct marketing mail they find offensive.

**MEMO**

To:

From:

Date:

Subject:





# Advanced Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper A – 2008 (Level 3)

#### Instructions


- Time allowed – 2 hours including listening.
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**Part 1 Listening/Reading/Writing (20 marks)**

*Your manager, Claire Kirby, is going to make a series of bank transfers. She wants to know what details she will need, who to contact and how much it will cost and she wants to keep these details on file so that she won't have to keep finding out the same information each time she needs it. You phone the bank to find out the details.*

*Listen to the information and then send your manager 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: Elliot Weeks  
Date: 27 09 07  
To: Andy White  
Subject: Self storage units

Dear Andy,

I understand that you recently started using Big Yellow Self Storage units for some of your seasonal goods. I am interested in storing some of our products and furniture throughout the year and I would be grateful if you could answer the following questions for me:

1. Is the security good, in your opinion?
2. Do they have any security checks on visitors wanting to enter the units?
3. What are the smallest and largest storage they offer?
4. Do you need to pay a deposit and how do you pay for the storage?
5. How long do you think it would take to get a unit and can you store anything in them?
6. Would you recommend them or do you know another, better storage place?

Thank you, in advance, for your help,

Elliot Weeks

At Big Yellow there is no need to pay for more expensive commercial property when your company can store everything from stock to stationery, files and furniture, at our self storage units. Instant occupancy and no start up costs mean business storage couldn't be easier.

All the space is in modern, clean, secure rooms, tall enough to store a large range of business items. Each room is accessed from wide, well lit corridors designed for easy manoeuvrability even if you are storing pallets. Storage rooms typically range from three square metres to one hundred and fifty square metres or more. If our self storage rooms are too small for your requirements we also offer warehouse sized rooms which range in size from one hundred and fifty square metres to one thousand five hundred square metres and are available at a number of Big Yellow stores.

Big Yellow's first priority is to safeguard the security of your belongings and that's why our extensive range of security and safety measures are second to none. Comprehensive security measures include twenty four hour CCTV, sophisticated building alarm systems, computerised gated access and individually alarmed storage rooms. In order to maintain high standards of store security we require all new storage customers to have their photographs taken by us and to provide proof of identity and an address.

They offer flexible contracts and easy payments. At Big Yellow you benefit from straightforward four weekly billing and a no fuss single page storage licence is a welcome change if you are used to leasing traditional storage space. It allows you to hire space immediately and for as little as seven days or for as long as you require. The price you are quoted for your room is the price you pay. The storage charge includes utility bills, service charge, rates, security and repair. We offer flexible payment options including Visa, MasterCard and direct debit. You can receive a discount standard storage charge by making prepayments as follows: twenty four weeks' prepayment at five percent discount and fifty two weeks' prepayment at ten percent discount.



Now write your email response here:

To:

Subject:

**Part 3 Writing (20 marks)**

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

From: Superbuys Ltd  
 Date: 30 10 07  
 To: Mr Lane  
 Subject: July Refit

Superbuys' Wembley High Street

Dear Mr Lane,

I am writing to you with reference to the above premises which you refitted last July.

In the past few weeks a number of faults have appeared in the electrical circuits and the flooring which have been particularly dangerous to our customers.

With regards to the electrical faults we have found that spotlights on the far wall have either failed to work, or flicker while they are on, and replacing the bulbs has not corrected the fault. The Durafloor which you laid has been showing signs of deterioration with some areas being worn through to the concrete creating a hazard to our customers. Can you offer a reason for these faults?

Will you please come and inspect the damage and arrange for repairs within the next week? The matter is urgent because we can be sued if any of our customers are injured by falling over the cracks in the flooring. Will you accept responsibility, if anything should happen to a customer? I would also take the opportunity to remind you that you have guaranteed all your fixtures and fittings for one year. I look forward to hearing from you soon.

Yours sincerely,

Kathy Bellon

**Now write your response here:**

To:

Subject:

**Part 4 (20 marks)**

You are required to complete the dialogue with appropriate responses.

**Example:**

A. Hello, 'In House'. How can I help you?

B. ***Hello, I'd like to book a training session.***

A. What type of training session are you interested in?

B.

A. Ok, how many sales people will be attending?

B.

A. Fine, do they all have sales experience?

B.

A. Would you prefer to split them into two groups then?

B.

A. Would you mind organising that then?

B.

A. Ok, how about a junior and senior group, one in the morning and one in the afternoon?

B.

A. No problem, what time do we need to start and finish in the morning?

B.

A. Well, the most popular are international etiquette, direct sales, negotiating and closing a sale.

B.

A. Ok, I'll speak to our trainers and they will be in touch to arrange a suitable date.  
Thanks for your call. Goodbye.

B.

**Part 5 Reading and Writing (20 marks)**

*Your company is concerned about the induction process for new staff in your company. One of the managers wants to take steps to improve induction of new employees, and has asked you to research ways of introducing in new policies. Read the following article and then write a summary of the main details in the form of a memo of about 100 words.*

When you take on a new employee, it is important that you give them an induction that will benefit themselves and your business. This induction period can be considered as the foundations for getting the most out of the employee and to determine their long term success in your business. An induction should be given at the beginning of employment and may stretch for several weeks, or even months. During this time, the quality of the induction will have an effect on how the employee visualizes your business and how well they will integrate into it.

Some companies often make the mistake of ignoring induction periods. Instead, they leave the new employee to pick things up themselves, and from existing employees, which costs time and money. This defeats the idea of induction which is to integrate the employee so that they reach their full potential as soon as possible. If your new employee is to be recruited through an interview, then it is a good idea to start the induction at that specific time. Even if the applicant is not definitely going to be your new employee, it still gives them a chance to maintain interest in your business.

You may want to start off with the overall look of the company moving through to the finer details. When informing the employee, you may decide it is worth while giving them a tour as you go over the relevant points. The following are guides for what you can include; introduce your company by specifying the size (No. of employees, branches, etc), the history and how your company operates. The employee may have already researched your business, but any additional information is always good to know.

Let them know about any procedures you have in your business. This may include the terms and conditions of employment, disciplinary action, and dress code. Also, show them what to do and where to assemble in case of fire. Inform them of anything concerning their job; give them a job description listing what tasks are involved, their responsibilities and accountabilities. Tell them what training is needed to match their job requirements.

If tools, equipment, computers, etc are involved, make sure they know where and how they can obtain them. If your business has many forms, letters etc it is a good idea to build an induction manual for them to keep. The manual should show and explain the basics of completing, say, a form from start to end. Where necessary, an induction manual can also cover systems and procedures relevant to the employee's task. With an induction manual the main concern should be with the quality of its contents: take time, effort and care if you start this task.

Coming down to the personal needs of the employee, point them in the right direction of the toilets, cafeteria, snack / drink machines and anything else that they may require. An employee's involvement with other employees is important. Tell them about any activities / social outings that occur both in and out of work time. This could be a game of football after work on Tuesday or a pint of beer at the pub during Friday lunchtimes. Involving them early with the social side of working will give them a feeling of being 'accepted' and welcome.

**MEMO**

To:

From:

Date:

Subject:





# Advanced Business English

Please stick your Candidate label here

For Office Use:

## Anglia International Business English

### Certificate in English for Overseas Candidates

### Paper B – 2008 (Level 3)

#### Instructions

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**Part 1 Listening/Reading/Writing (20 marks)**

*The manager of your catering business, Sheila Greene, is interested in subscribing to and advertising in the magazine Good Food. She wants as much information as possible to decide whether it will be worthwhile. You phone Good Food magazine to find out what you can.*

*Listen to the information and then send your manager 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: Xavier Lavenchy  
Date: 27 09 08  
To: Gill Meningen  
Subject: Credit Insurance

Dear Gill

I understand that you have taken out credit insurance recently for your company. Because my own company is growing fast, I am interested in taking out some insurance for myself. I would be grateful if you could answer the following questions for me:

1. What are the benefits of credit insurance?
2. How much will a credit insurance policy cost?
3. When will I be paid by the insurers?
4. How does credit insurance work?

Thank you in advance for your help,  
Xavier Lavenchy

Many businesses consider credit insurance as a luxury and therefore disregard how such insurance can offer invaluable protection – particularly in today's business environment. Credit insurance policies help out when your customer pays late (sometimes referred to as protracted default) or goes insolvent. The policy acts like a safety net protecting you from suffering financial loss because of your customer's failure to pay.

Generally, if you offer credit terms to your customers you will increase your sales, but the problem is you will also increase your bad debt. Therefore, credit insurance could be a feasible option. If you maintain an average annual company bad debt of 0.7%, and with the average annual insurance charge of 0.7% of turnover, then it is a sensible investment. In addition to which you will have the added benefit of extended cover across your debtors as a whole.

Credit insurance is designed to cover, usually for twelve months, a supplier of goods or a service from bad debt arising out of an act of insolvency. The company will have a turnover in excess of £250,000. All of your customers can be covered, or just your top customers but definitely not just your worst customers.

You can expect to be paid by the insurer about thirty days after insolvency has been confirmed by the insolvency practitioner, however, this in practice could add up to 4 - 9 months after invoicing.

Credit insurance premiums will cost between 0.3 - 0.7% of annual turnover or turnover of your top customers if you only insure that part of your customer base. The policy works by individual credit limits attributed to your customers. The limits are pre-set, and you can trade within the credit limit throughout the year without further reference to the insurer. You can request an increase in the credit limit. You are expected to have an effective working credit policy.

Now write your email response here:

To:

Subject:

**Part 3 Writing (20 marks)**

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

From: Superbuys Ltd  
Date: 30 10 07  
To: Mr Lane  
Subject: July Refit

Dear Herr Gerlach,

I would like to place a substantial order with you and would like to know if you offer an account credit facility.

If so, could you inform me of the terms you offer? Would we be allowed a 30 day credit scheme or 45 days? Our annual turnover is £586,000 and we expect to spend at least £12,500 on your products per month. What would be the credit limit that we could expect to receive from your company? Would you require us to supply references?

Could you also inform us of any other benefits of having an account with you, as opposed to taking out one with a competitor?

We look forward to hearing from you.

Regards,

Robert Hughes

Now write your response here:

To:

Subject:

**Part 4 (20 marks)**

You are required to complete the dialogue with appropriate responses.

**Example:**

A. Hello, Mini Travel.

B. ***Hello, it's Joe from Headlines.***

A. Hi Joe, would you like to book a mini bus?

B.

A. Which airport and what day?

B.

A. Okay, and what time do you need picking up?

B.

A. Um, it takes two and a half hours to get there, I think you need to leave earlier.

B.

A. Yes, that's better. How many people will be travelling?

B.

A. And how much luggage will there be?

B.

A. Fine, so a 12-seater should be enough.

B.

A. Yes, tea and coffee can be available for an extra charge.

B.

A. That's fine, I'll organise that. Is there anything else?

B.

A. Ok, thanks for your call. Goodbye.

B.

## Part 5 Reading and Writing (20 marks)

*Your company is interested in advertising on the radio. Your manager has asked you to research the most effective way of producing a radio advertisement. Read the following article and then write a summary of the main details in the form of a memo of no more than 100 words.*

Make sure you have one simple message per script. It's very tempting to cram in a variety of items, prices and product details, but that can be confusing to listen to. The same goes for contact details. Having a website, address, phone number and email address is too much for the listener to take in, so keep the call to action simple as well.

Radio is a very personal medium; people listen to it when they get up first thing in the morning. The last thing they want is someone yelling at them about the price of office equipment. You need to engage with the listener. Research shows that listeners pay more attention to commercials that talk to them as a friend, rather than shout at them like a street vendor.

The rise of reality TV has made us used to hearing real people speaking on the airwaves. So a radio commercial with unrealistic, clunky, dialogue will stand out like a sore thumb. Don't worry if the words aren't grammatically correct on the page, it's how they sound when said out loud that's important.

Clients often ask "Without pictures, how will people know what's going on?" But no one listens to a radio story and says, "I don't understand what's happening". Radio is very effective at presenting images. If you set your commercial somewhere like a pub, with realistic sound effects and great acting it will sound visual and stand out on air.

'Peep Show' and 'The Office' can be watched again and again because they're funny situations. Whereas a bad joke is just a bad joke. And if you hear that same bad joke in a commercial 10 times in one weekend, you'll want to throw the radio out of the window. So go for amusing situations not punch lines or puns, they'll leave the listener amused, rather than groaning at an awful gag.

If a celebrity is highly relevant to your product or script, consider using them to voice your commercial. However, research shows that celebrities voices aren't always as recognisable as we think. They can also be very expensive. You may also find that using the 'star of the moment' means they are not only in your ad, but also the three that follow it. In the end it's more important to cast the right voice for the script, who may or may not be a celebrity. Of course, being a small business advertising locally, using a celebrity might be a huge cost for little effect!

Repetition is the most annoying thing about radio commercials, but the fact that people hear radio ads again and again is one of the things that makes them so effective. It's a fine line. Refresh your message as often as possible to keep the listener entertained and engaged. Make as many commercials as you can afford and rotate them often.

Let's be honest, no one listens to the radio for the ads. They listen for things that interest and entertain them and sometimes that can be a radio commercial. Listen to your commercial as a listener, not as a business owner or brand manager. You need to connect with the listener using humour, information or in some emotional way that isn't just marketing speak.

**MEMO**

To:

From:

Date:

Subject:

# ANGLIA INTERNATIONAL BUSINESS ENGLISH

## LEVEL 3

### ANGLIA ADVANCED BUSINESS ENGLISH

## PAPER B 07

### *LISTENING SCRIPT*

#### **Part One**

Your manager, David Roff is thinking of visiting India as part of a marketing trip. He has asked you to find out whether he needs a visa or not and what he has to do to get one. Listen to the following information and then send him a memo with the key details.

All foreign nationals, including children, require a visa to enter India. Please do not finalise your travel arrangements to India before ascertaining the [visa requirements](#).

Indian visas can be obtained in the UK from the High Commission of India, London. Persons wishing to apply at the Consulate should obtain the visa application form and other relevant details directly from them. They are situated at:

High Commission of India  
India House  
Aldwych  
London WC2B 4NA

Queue numbers are issued to visa applicants between 8.30 a.m. and 12.00 noon Mondays to Fridays, except holidays.

Business Visas are normally granted for three or six months. However, multiple-entry Business Visas for up to two years validity may be granted to technicians/experts going to India in pursuance of bilateral agreements or joint venture projects having government approval.

Requirements for a visa are:

Original passport valid for at least six months;  
Correct visa fee  
Two recent passport-size photographs  
Supporting documents, where necessary  
Duly completed application form

That is the end of the listening test.



## Business Level 3 (Advanced) – 2007 Paper B

### Key and mark scheme

#### Part One (20 marks)

#### 2 – Half mark each field

**To:** name  
**From:** name  
**Date:** candidate chooses a date  
**Subject:** any relevant word or words e.g. visas for India

Memo to include 5 out of these six points:

- needs a business visa
- get it from the High Commission / address
- open Mondays to Fridays – queue numbers are given between 8.30 – 12.00 noon
- valid 3 or 6 months
- need: - valid passport with 6 months on it
  - visa fee
  - 2 photos
  - documents
  - application form completed (get the application form from them)
- **2 marks per point maximum 10**

6 marks - Accuracy and fluency

2 marks - Appropriate style for purpose

#### EXAMPLE ANSWER

MEMO	
<b>To:</b>	<i>David Roff</i>
<b>From:</b>	<i>Heiko Smit</i>
<b>Date:</b>	<i>21-06-2007</i>
<b>Subject:</b>	<i>Marketing Trip</i>
 <i>Hi David</i>	
<i>Enclosed please find some information about your marketing trip. You will need a visa to enter India. To get a visa there are several requirements:</i>	
<ul style="list-style-type: none"> <li>• <i>You will need a passport valid for at least six months</i></li> <li>• <i>A previous photograph</i></li> <li>• <i>A completed application form</i></li> </ul>	
<i>You can get a visa at London and several other places like the United Kingdom House.</i>	
<i>If you need any more information please do not hesitate to contact me.</i>	
<i>Best regards</i>	
<i>Heiko Smit</i>	
<b>THIS ANSWER ACHIEVED A SCORE OF 8 OUT OF 20</b>	

**Part Two (20 marks)**

email to include:

To: Fiona Green

Subject: obtaining a Fair Trade Licence

Answers to questions:

- 4 marks - Yes. There is a licence fee – it's 1.8% of net sales value + VAT
- 4 marks - Yes. You can use the Fair Trade mark on promotional materials
- 4 marks - No. You can't use the Fair Trade mark unless all components of a product have been sourced from Fair Trade suppliers.
- 4 marks - Yes. There's an annual inspection to make sure you stick to the principles etc

**4 marks for language (style and accuracy) appropriate for purpose** - NB this is not such a formal email as it's between two colleagues familiar with each other.

**EXAMPLE ANSWER**

To:	<i>Brian Northam</i>
Subject:	<i>Invoice BN1408</i>

*Dear Mr Northam*

*Enclosed please find the answers of your questions:*

- 1. You are right about the £10,000 including VAT. I will contact my accountant about it.*
- 2. The £500, you did not overpay but that were wait costs. We waited half a day at the shipyards for your goods.*
- 3. We will send you a new invoice with the right date.*

*If you have any further questions please contact me.*

*Best regards*

*Michael Dexter*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part Three (20 marks)**

Letter to include:

**Style and accuracy 5 marks**

This should be a more formal email closer to the style of a business letter as it is responding to a formal complaint

**5 marks** - Response to each point –

**e.g.** I'm afraid you are mistaken about the VAT. The original estimate quite clearly states that the

sum of £10,000 is not inclusive of VAT

The £500 you overpaid us last time was repaid to you via a company cheque on 10 4 07

We apologise for the incorrect dating on the invoice and have issued another one for your records.

**EXAMPLE ANSWER**

To: *Brian Northam*

Subject: *Invoice BN1408*

*Dear Mr Northam*

*Enclosed please find the answers of your questions:*

- 4. You are right about the £10,000 including VAT. I will contact my accountant about it.*
- 5. The £500, you did not overpay but that were wait costs. We waited half a day at the shipyards for your goods.*
- 6. We will send you a new invoice with the right date.*

*If you have any further questions please contact me.*

*Best regards*

*Michael Dexter*

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

**Part 4 (20 marks)**

2 marks for each appropriate response

Variation from these answers is possible

**Example:**

A: Hello. This is Karen James from the graphics studio.

B: **Hello. How can I help you?**

A: Well, I'm afraid I can't make the staff photo session on Friday. Could we postpone it?

B: **Sure. When were you thinking of?**

A: I'm free all next week. When's best for you?

B: **How about Wednesday?**

A: That would be great for me. What time do you suggest?

B: **9 o'clock?**

A: Can we make it a bit later?

B: **OK – 11.00?**

A: Sure. That's fine. Will there be anywhere for me to park?

B: **Yes. I'll reserve a place for you in car park B.**

A: And can I just confirm how many of your staff will be involved?

B: **About 29.**

A: Right. That's what I thought. And one more thing – will we be using the same room as before?

B: **No – I'll have to find you another one.**

A: That's fine. I hope I haven't caused too much inconvenience by changing the arrangements.

B: **No. Not at all.**

A: OK. Thanks very much for all your help.

B: **Don't mention it. Goodbye. See you Wednesday.**

**Part Five (20 marks)****See marking criteria**

Key points of the summary come under the headings:

**Advantages:**

- measurement
- targeting
- personalisation
- optimisation
- accumulation

**Disadvantages:**

- cost
- waste
- alienation

The final mark for the summary should take into account both content and accuracy of language and organisation of the information.

**EXAMPLE ANSWER****MEMO**

To: *Kees Smiters*  
 From: *Heiko Smit*  
 Date: *21<sup>st</sup> June 2007*  
 Subject: *Direct Marketing*

*Dear Kees*

*I did some research for direct marketing. Direct marketing means that you will send your service or commodity directly to the customer. Mail and E-mail are the most used medium of direct marketing.*

**Advantages:**

- *Targeting – a list with customers directly involved in the kind of business.*
- *Personalization – direct mail to the customers personally*
- *Optimization – direct accountability, direct mail, best offer, best timing*
- *Accumulation – responses could be added to a database*

**Disadvantages:**

*When you send thousands of letters you waste a lot of money and time. A lot of paper will be thrown away. Some people feel attacked and will boycott the companies.*

*Regards*

*Heiko Smit*

**THIS ANSWER ACHIEVED A SCORE OF 18 OUT OF 20**

# ANGLIA INTERNATIONAL BUSINESS ENGLISH

## LEVEL 3

### ANGLIA ADVANCED BUSINESS ENGLISH

## PAPER A 08

### LISTENING SCRIPT

#### Part One

Your manager, Claire Kirby, is going to make a series of bank transfers. She wants to know what details she will need, who to contact and how much it will cost and she wants to keep these details on file so that she won't have to keep finding out the same information each time she needs it. You phone the bank to find out the details.

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

**Telephone: recorded information**

**Man:** thank you for contacting Phoenix Bank.

To use our automated service, press one. For all banking enquiries except personal loans and overdrafts press 2. Please select from the following services. For balances press 1. For transfer services to a bank in the UK press 2. For all other transfer services including international transfer, press 3.

To make an international transfer you need to have your password, pin number and account number available. You will only be asked to give the operator 4 letters from your password and 2 digits from your pin number. You must never tell anyone your full details as this could lead to fraud.

You will be charged a fee for international bank transfers. The fees are £17.50 for countries inside the European Union, £21 for European countries with transfer banking arrangements with Phoenix bank, and £25.25 for all other countries. The transfer will take place within 10 working days. Higher fees apply to urgent transfers of 3 days or fewer. Same day transfers carry an additional flat rate fee of £30.

To arrange a transfer you can visit a branch of the bank, the opening hours are 9.30am – 5.30pm Mondays to Fridays and on Saturday mornings from 9.30 – 12.30. You can also visit us on line at our website [www.phoenix.com](http://www.phoenix.com) or telephone our call centre between 8am and 6pm Mondays to Fridays on 01705 369925.

If you would like to hear about another service please press 1. Thank you for your call.

That is the end of this part of the test.

## Advanced Business Level 3 – Paper A 08

### Key and mark scheme

#### Part 1 (20 marks)

<b>To:</b>	Claire Kirby	
<b>From:</b>	candidate chooses a name / candidates own name	
<b>Date:</b>	candidate chooses a date	
<b>Subject:</b>	any relevant word or words e.g. 'International Bank Transfer'	<b>Total 2</b>

#### Memo to include:

- information needed – password, pin number and account number 1
- price inside European Union £17.50 1
- price for other European countries if they have transfer banking arrangements with Pheonix bank £21  
£25.25 for all other countries 1
- takes 10 working days 1
- can pay more to get it transferred more quickly 1
- opening hours of branch, Mon –Fri 9.30 – 5.30, Sat am 9.30 – 12.30 2
- visit on line [www.phoenix.com](http://www.phoenix.com) 1
- phone call centre 8 – 6 Mon - Fri 01705 369925 2
- Accuracy and fluency 5
- Appropriate style for purpose 3

## EXAMPLE ANSWER

## MEMO

To: Claire Kirby  
From: Santiago Cordon  
Date: 18<sup>th</sup> June 2008  
Subject: Bank Transfer Details

Dear Claire,

Here is the information you requested about international transfers. I contacted Finex Bank to have all the details you might need to do international transfers. Firstly, you will need a password (composed of four letters), a PIN number (with seven digits) and an account number available.

Please make sure anyone knows of any of the details above.

The international fee transfers are:

- £17.50 for European countries inside the EU
- £21 for European countries outside the EU
- £25 for other countries

Note that same day transfers have an additional fee and the transfer will be available in ten working days.

In case you need to go to the office you must know that the opening hours are:

- Monday to Friday from 9.30am to 17.00pm
- Saturday mornings from 9.30am to 12.30pm

You can find more information at the website [www.finex.com](http://www.finex.com) or contact the call centre: 01705369925

Please let me know if you need any more information.

I hope this is useful.

Regards

Santiago Cordon

**THIS ANSWER ACHIEVED A SCORE OF 15 OUT OF 20**



**Part 2 (20 marks)**

email to include:

To: Elliot Weeks	½
Subject: Self storage	½
• 24 hour CCTV, building alarms, computerised gated access and individually alarmed storage rooms	2
• An opinion about whether they're good or not	2
• Storage customers have their photo taken, provide proof of identity and an address	2
• 3 square metres to 150 square metres	1
• No deposit and you pay four weekly by visa , mastercard and direct debit	1
• Immediate availability and you can store stock, stationery, files and furniture	2

**+5 for accuracy and fluency**

**+4 for style appropriate for purpose**

**EXAMPLE ANSWER**

To:	Elliot Weeks
Subject:	Re: Self storage units
<p>Hello Elliot</p> <p>Thanks for your email. Here are the answers to your questions:</p> <ul style="list-style-type: none"> <li>- Bug yellow provides- 24 hours CCTV security                             <ul style="list-style-type: none"> <li>- Sophisticated building alarm system</li> <li>- Computerised gated access</li> <li>- Individually alarmed storage rooms</li> </ul> </li> <li>- All new storage customers have their photographs taken by us as proof of their identity.</li> <li>- Size of storage room - typically range from 3m<sup>2</sup> – 150m<sup>2</sup> or more                             <ul style="list-style-type: none"> <li>- larger rooms: 150m<sup>2</sup> – 1500m<sup>2</sup></li> </ul> </li> <li>- Payment - weekly billing without deposit                             <ul style="list-style-type: none"> <li>- flexible payment with VISA or MASTERCARD</li> <li>- discount for pre-payment - 24 weeks+ 5%</li> <li style="padding-left: 40px;">- 52 weeks+ 10%</li> </ul> </li> <li>- You can hire space immediately for as little as 7 days or for as long as you require.</li> <li>- Our storage facilities come highly recommended. Business storage couldn't be easier.</li> </ul> <p>I hope this is helpful. Please let me know if you have any questions.</p> <p>Regards</p> <p>Andy White</p> <p style="text-align: center;"><b>THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20</b></p>	

**Part 3 (20 marks)**

email to include:

TO: Kathy Bellon ½  
 FROM: Mr Lane ½

- Apologise for the faults and offer a reason why 3
- Reassure that the guarantee will be valid 3
- Offer to take responsibility if they are sued 3
- Offer an urgent appointment to visit 3

+ 4 for accuracy

+ 3 for appropriacy

**EXAMPLE ANSWER**

To: Mrs Kathy Bellon – Superbuys Ltd

From: Mrs Lane

Hello Kathy

Thanks for your email regarding the electrical faults. I'm sorry to hear of the faults in our products. Please note that we will be taking the following actions:

- Our inspectors will arrive tomorrow morning to assess the damage and they will offer some solutions.
- In the meantime our electricians will be informed when and what is to be rectified.
- Of course we will accept all responsibility of anything should happen to your customers.

Sorry for your inconvenience. Please let me know if you have any more questions.

Regards

Mrs Lane

**THIS ANSWER ACHIEVED A SCORE OF 18 OUT OF 20**

**Part 4 (20 marks)**

2 marks for each appropriate response

**\*variation from these answers is possible; the dialogue must be read as a whole\***

**Example:**

A: Hello, 'In House', how can I help you?

B: *Hello, I'd like to book a training session.*

A: What type of training session are you interested in?

B: *We're interested in sales management/ sales.*

A: Ok, how many sales people will be attending?

B: *There will be ..... People.*

A: Fine, do they all have sales experience?

B: *No, they have different abilities.*

A: Would you prefer to split them into two groups then?

B: *Yes, that might be a good idea.*

A: Would you mind organising that then?

B: *Yes, that's fine. / No could you do that, please?*

A: Ok, how about a junior and senior group, one in the morning and one in the afternoon.

B: *No, I'm sorry, they are only available in the morning.*

A: No problem, what time do we need to start and finish in the morning?

B: *We normally start at 8 and finish at 1 o'clock*

A: That's fine. Is there any particular topic you would like us to deliver?

B: *What topics are there?*

A: Well, the most popular are international etiquette, direct sales, negotiating and closing a sale.

B: *I think negotiating would be good.*

A: Ok, I'll speak to our trainers and they will be in touch to arrange a suitable date. Thanks for your call. Goodbye.

B: *Thank you, goodbye.*

**Part 5 (20 marks)**

Memo should include some of the ways of improving induction – give each one mentioned 2 points *capped at 14* e.g.:

- Should be given at the beginning of employment.
- Should last for several weeks.
- Start at interview.
- Give a tour to go over relevant points.
- Give details of size, history and how company operate.
- Tell them about procedures.
- Give them a job description, listing tasks, responsibilities and accountability.
- Tell them where they can obtain any necessary equipment.
- Give them an induction manual.
- Involve them in personal activities from the start to help them feel accepted.

Structure of memo – clear progression of points      2  
    accuracy and fluency      2  
    style appropriate to the test      2

**EXAMPLE ANSWER**

<b>MEMO</b>	
To:	Line Manager
From:	Santiago Cordon
Date:	18 <sup>th</sup> June 2008
Subject:	Useful steps to improve induction of new employees
<p>This is the information you requested about new policies that can be taken to improve the induction process of new employees in the company.</p> <ul style="list-style-type: none"> <li>- Induction must be given at the start of employment (if possible start it at the interview).</li> <li>- Use induction process as a method of integrating the employees.</li> <li>- Duration: several weeks or months.</li> <li>- Introduce them to relevant information about the company (numbers of employees, history etc).</li> </ul> <p>I hope this is useful.</p> <p>Regards</p> <p>Santiago Cordon</p> <p style="text-align: center;"><b>THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20</b></p>	

# ANGLIA INTERNATIONAL BUSINESS ENGLISH

## LEVEL 3

### ANGLIA ADVANCED BUSINESS ENGLISH

## PAPER B 08

### LISTENING SCRIPT

#### Part 1

The manager of your catering business, Sheila Greene, is interested in subscribing to and advertising in the magazine Good Food. She wants as much information as possible to decide whether it will be worthwhile.

You phone Good Food magazine to find out what you can.

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

You will hear the information twice.

Thank you for phoning Good Food magazine. You are through to our automated service. Our office hours are 8.30 to 4.30 Monday to Friday.

Good Food magazine comes out bi-monthly packed full of information on sourcing the best products for your home kitchen or your catering business, the latest products on the market, the best recipes from around the world for both home and business, the annual food retail and restaurant awards and much, much more.

Advertising in the magazine costs from £750 for a 6 by 6 centimetre box to £2850 for a quarter page full colour advertisement, ideal for promoting your product or business. As a subscriber you would be eligible for a 12% discount.

The cost of a subscription is £75 for 12 months and £45 for 6 months.

We also have an online ad service. The current digital format supported by Good Food Magazine is PDF. We strongly encourage users to pre-flight PDF files prior to submission.

If you would like to subscribe or would like any further details on our ad services, including our online ad services, please call Susan Barker on 01442 879097 or visit our website [www.GoodFood.com](http://www.GoodFood.com).

Thank you for your call.

That is the end of this part of the test

## Advanced Business Level 3 – Paper A 08

### Key and mark scheme

#### Part 1 (20 marks)

<b>To:</b>	Sheila Greene	½
<b>From:</b>	candidate chooses a name / candidates own name	½
<b>Date:</b>	candidate chooses a date	½
<b>Subject:</b>	any relevant word or words e.g. 'Good Food magazine'	½

#### Memo to include:

- information needed – marketing magazine comes out bi-monthly	1
- full of information about sourcing products, recipes, awards etc	1
- prices range from £750 for 6 x 6 cm box	1
- to £2850 for ¼ page colour advert	1
- subscribers eligible for 12% discount	1
- cost of subscription £75 for 12 months and £45 for 6 months	1
- online ads available in PDF	2
- Visit online <a href="http://www.GoodFood.com">www.GoodFood.com</a>	1
- phone 01442 879097 [Susan Barker]	1
- Accuracy and fluency	5
- Appropriate style for purpose	3

MEMO

To: Sheila Green

From: Andrea Constantino

Date: 04-12-2008

Subject: Advertising – Good Food Magazine

Hi Sheila,

Here is the information you asked me about Good Food Magazine:

- Open 8.30am – 4.30pm from Monday to Friday
- The magazine comes out monthly
- You can find great products, the best recipes, restaurant reviews and awards and much more.
- In order to advertise in the magazine you have to pay:
  - £750 (6cm by 6cm box)
  - £2875 (large box)
- Companies advertising in it are eligible for a 20% discount
- Prices for subscribing to Good Food will vary according to the length of subscription.
  - £75 (12 months)
  - £45 (6 months)

In order to subscribe, please call Susan Barker (01442879097) or visit the website ([www.goodfood.com](http://www.goodfood.com)).

If you need any further information, please do not hesitate to contact me.

Regards

Andrea

**THIS ANSWER ACHIEVED A SCORE OF 14 OUT OF 20**

**Part 2 (20 marks)**

email to include:

- |  |   |
|--|---|
| To: Xavier Lavenchy  | ½ |
| Subject: Credit Insurance  | ½ |
| • Credit insurance helps out when a customer pays late or goes insolvent. The policy acts as a safety net protecting a company from suffering financial loss when customers fail to pay. | 2 |
| • The cost is between 0.3 – 0.7% of annual turnover or turnover of your top customer   | 2 |
| • You should be paid within 30 days of confirmed insolvency, but it could be up to 4 – 9 months after invoicing.   | 2 |
| • The policy works by individual credit limits attributed to each customer, with a pre-set credit limit.   | 1 |
- +6** for accuracy and fluency  
**+6** for style appropriate for purpose

To:	Xaview Lavenchy
Subject:	Re: Credit Insurance
<p>Dear Xavier</p> <p>Here is the information you asked me for about credit insurance:</p> <ol style="list-style-type: none"> <li>1. Credit insurance is a safety net that protects you from financial loss because of your customer’s non-payment.</li> <li>2. Credit insurance premiums will cost between 0.3 – 0.7% of annual turnover or the sum of your top customer if you decide to ensure only them.</li> <li>3. You will be paid by the insurer about thirty days after insolvency has been confirmed by the insolvency practitioner (this could be up to 4 – 5 months after invoicing).</li> <li>4. It is designed to cover a supplier of goods or a service from bad debt after an act of insolvency; so the company will have a turnover in excess of £250,000 to cover all of your customers or only your top one’s.</li> </ol> <p>I hope this answer meets your request. If you need more information please do not hesitate to contact me.</p> <p>Best regards</p> <p>Andrea Constantino</p> <p style="text-align: center;"><b>THIS ANSWER ACHIEVED A SCORE OF 16 OUT OF 20</b></p>	

**Part 3 (20 marks)**

Email to include:

TO: Robert Hughes 1/2  
 FROM: Herr Gerlach 1/2

- Whether an account credit facility is available 2
- Terms of the account and payment times 3
- The amount of credit available 3
- Whether references are required 2
- Benefits of having an account with them eg. Fast delivery, priority service, extra discounts 3

+ 3 for accuracy  
 + 3 for style appropriate for purpose

**EXAMPLE ANSWER**

To: Robert Hughes
From: Herr Gerlach
<p>Dear Robert Hughes</p> <p>I am really pleased you would like to place a substantial order with us.</p> <p>You would be allowed a 45 day credit scheme and you could expect to receive £13,000 from our company as you would spend £12,500 on our products. Furthermore, we would require you to supply references.</p> <p>If you opened an account with us you would be eligible for a 40% discount on our products.</p> <p>If you need any more information I will be glad to help you as soon as I can.</p> <p>Best regards</p> <p>Andrea Constantino</p> <p style="text-align: center;"><b>THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20</b></p>



**Part 4 (20 marks)**

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

**Example:**

A: Hello, Mini Travel.

B: **Hello, it's Joe from Headlines.**

A: Hi Joe, would you like to book a mini bus?

B: *Yes, for the airport, please*

A: Which airport and what date?

B: *suitable airport (e.g. Heathrow) on ..... suitable date e.g. Friday 25<sup>th</sup> September*

A: Okay, and what time do you need picking up?

B: *Suitable time e.g. 9.30 am*

A: Um, it takes two and a half hours to get there, I think you need to leave earlier.

B: *okay, how about ..... suitable earlier time e.g. 8.30*

A: Yes, that's better. How many people will be travelling?

B: *there will be..... number of people*

A: And how much luggage will there be?

B: *not too much/ light luggage*

A: Fine, so a 12 seater should be enough.

B: *Yes, that's fine. Is there tea and coffee supplied?/ will there be tea and coffee?*

A: Yes, tea and coffee can be available for an extra charge.

B: *Okay, could we have some, please.*

A: That's fine, I'll organise that. Is there anything else?

B: *No, that's everything.*

A: Ok, thanks for your call. Goodbye.

B: *Thank you, goodbye.*

Part 5 Reading and writing (20 marks)

Memo to include:

The most effective way of producing a radio advertisement:

- Make sure there is one simple message 1
- Talk as a friend, don't shout 1
- Make it realistic 1
- Use realistic sounds and good actors to make it sound visual 2
- Use amusing situations not bad jokes 2
- Use someone with the right voice, a celebrity may not be the best option, they maybe in lots of other adverts, unrecognisable and costly 2
- Refresh your message as much as possible, make as many as possible and rotate them 2
- Don't just market. Connect with the listener. 2

Structure of memo - clear progression of points 2  
 accuracy and fluency 3  
 style appropriate to the test 2

**EXAMPLE ANSWER**

MEMO

To: Eduardo Leggis

From: Andrea Constantino

Date: 18<sup>th</sup> June 2008

Subject: Producing a radio advertisement

Hello Eduardo

Here's the information you asked me about how to produce an effective radio advertisement:

- You need to ensure you have one simple message per script.
- Listeners pay more attention to commercials that talk to them as a friend
- Make sure you don't use unrealistic dialogue in your radio commercial
- You may want to set your commercial in a realistic place and for amusing situations.
- It's important to cast the right voice (not always a celebrity).
- It would be a great idea to refresh your message as often as possible.

If you need any further information please do not hesitate to contact me.

Regards

Andrea

**THIS ANSWER ACHIEVED A SCORE OF 17 OUT OF 20**

# Anglia Language Examinations Advanced Business English

## Speaking Test 2009

# Candidate's Instructions

### Procedure

The Anglia Advanced Business Speaking Test consists of three parts and should take approximately 18 minutes to complete. The test is conducted by the examiner. The examination is recorded onto a computer, cassette tape or CD. The MP3 file, tape or CD is sent to Chichester College for moderation.

After the examination, you must not return to the area where candidates yet to take the test are still waiting.

### **Part one: up to 2 minutes**

Introduce yourself to the examiner (give your name and number.)  
You will be asked questions like the following:

- Why are you taking this exam?
- Give a short description of your working day.
- What would you like to achieve in the next ten years?

### **Part two: up to 7 minutes**

This is your presentation of the business-related topic you have chosen and prepared beforehand. You may use charts and other presentation materials. You may use prompt cards, but you should not have learnt the entire presentation by heart. After a maximum of five minutes, the examiner will discuss some aspects of the presentation with you.

### **Part three: up to 9 minutes**

You are going to have a discussion with the examiner about three of the topics from the list below. The examiner will discuss each of the topics for three minutes, and then he or she will switch to another topic. The same will happen after six minutes. However, if the examiner feels you are doing particularly well on a topic, he or she may decide to allow you to continue for three more minutes.

- Can anyone become a successful businessperson or do you have to be a particular type of person?
- In hard times, should the employees of a company be prepared to take pay cuts or give up their bonuses, or should contracts always be honoured?

- Can you think of any ways in which businesses can be ‘green’ and help to combat climate change?
- How should a manager deal with an employee who was previously very good but now arrives late at work and does not appear to be happy or motivated?
- What works best in a company: a strict line management system or a democracy of equals?
- If a company has to make employees redundant, how should it go about choosing which ones?
- What are the advantages and disadvantages of allowing employees to work at home rather than in the office?
- What are the most important challenges facing businesses in your country today?

**OVERVIEW OF TASKS**

<b>Position Level BOL</b>	middle management level BOL4 / second year
<b>Introduction (Warming-up)</b>	<ul style="list-style-type: none"> <li>• name and number</li> <li>• why take this exam?</li> <li>• how long have you studied English?</li> <li>• where do you work?</li> <li>• what are your plans for the next 10 years?</li> </ul>
<b>Presentation</b>	<p>prepared presentation: choose your own topic</p> <p>5 mins presentation + 2 mins of question-and-answer session</p> <p>PowerPoint optional</p>
<b>Debate / Discussion</b>	<p>discussion of 3 topics (prepared) from long list 9 mins</p> <p>if you do well, you may continue on topic, otherwise interlocutor goes on to next topic maximum duration: 6 mins per topic</p>

## NOTICE OF TOPICS FOR PREPARATION

### 2007

- prepare a 5 min presentation on a topic of your choice. You may use power point.
- discussion topic list:
  - Does the education system prepare students well for business life?
  - What could businesses do to help prevent global warming?
  - Do businesses have a responsibility for the health and welfare of their employees?
  - What personal qualities make a good manager?
  - When people say, "He/She is a brilliant businessman/businesswoman", what do you think they mean?
  - More and more people work from home now, rather than going into the office. What are the advantages and disadvantages of this, both from the employees and the employer's point of view?
  - Some businesses have a very high turnover of employees. Why might this be? On the whole, is it a good thing or a bad thing?
  - What would you do if you saw someone in your company, or your company itself as a whole, doing something dishonest, immoral or illegal?

### 2008

- prepare a 5 min presentation on a topic of your choice. You may use power point.
- discussion topic list:
  - Is it the responsibility of business and industry to train the new generation for work or is it the responsibility of the education system?
  - If a business is struggling in a difficult economic climate, what are the best ways for it to cut costs?
  - What can business do, if anything, to contribute to helping the world's problems, such as hunger, homelessness and climate change?
  - Could anyone be a manager, or only a certain kind of person?
  - What does a business need to make it succeed? Why do businesses sometimes fail?
  - Is there such a thing yet as a 'paperless office'? Do businesses rely on technology too much or perhaps not enough?
  - Should a line management system always be respected or should employees feel able to go over the heads of their superiors?
  - Is it possible to always be completely honest in business?

## 2009

- prepare a 5 min presentation on a topic of your choice. You may use power point.
- discussion topic list:
  - Can anyone become a successful businessperson or do you have to be a particular type of person?
  - In hard times, should the employees of a company be prepared to take pay cuts or give up their bonuses, or should contracts always be honoured?
  - Can you think of any ways in which businesses can be 'green' and help to combat climate change?
  - How should a manager deal with an employee who was previously very good, but now arrives late at work and does not appear to be happy or motivated?
  - What works best in a company: a strict line management system or a democracy of equals?
  - A company has to make some of its employees redundant; how should it choose which ones?
  - What are the advantages and disadvantages of allowing employees to work at home rather than in the office?
  - What are the most important challenges facing businesses in your country today?

**MARKING CRITERIA ANGLIA SPEAKING TEST 2009**

**ADVANCED BUSINESS ENGLISH (LEVEL 3)**

	COMMUNICATION	CONTENT	PRONUNCIATION	VOCABULARY	GRAMMAR
<b>D</b>	Candidate is fluent. Sentences are well formulated. Reactions and answers are appropriate in length and to the point. Very little hesitation.	Fully covers the subject.	Good, clear pronunciation and stress / intonation. The examiner has no difficulty understanding the candidate.	Uses good variety of appropriate words and idioms.	Few minor mistakes. Good use of tenses and sentence structure.
<b>M</b>	Candidate is relatively fluent without much hesitation. Candidate keeps the conversation going. Answers and reactions are to the point.	Covers the subject adequately.	Good pronunciation and stress / intonation. Mother tongue may be obvious, but does not interfere with the examiner's ability to understand the candidate.	Reasonable variety of words and idioms with some observable effort. There may be occasional errors.	Incidental mistakes in proper use of tenses and sentence structure.
<b>P</b>	Candidate often hesitates, but can keep conversation going with prompts.	Tends to wander from the subject matter. Needs prompting in order to keep to the subject.	Sufficient pronunciation to be understood most of the time. Some mistakes in stress and intonation. Some words are clearly mispronounced. The examiner may have to check his understanding of what the candidate has said from time to time.	Limited variety of words and idioms. Some mistakes in use and / or inappropriate use or choice of words.	Obvious mistakes in the use of tenses and sentence structure. Understandable, although occasionally difficult to follow.
<b>R</b>	Candidate is not fluent at all. Answers are often monosyllabic and often incoherent. Difficult to follow.	Needs a great deal of prompting. Cannot cover the subject matter at all.	Unsatisfactory pronunciation. Very strong mother tongue interference. Many words so unclear as to interfere with the examiner's ability to understand the candidate.	Very limited variety of words and idioms. Many instances of inappropriate use. Confusing.	Knowledge of grammar and sentence structure is clearly inadequate for the tasks. Candidate is frequently difficult to follow.

**Performance indicators**

In a typical business environment, the candidate is able to:

- deal with the exchanges of a business environment, both in a functional and a social sense, such as business and a career overview;
- articulate his / her view/s on general business-related issues;
- give presentations typical of business meetings.

