

# Examiner's Report and Model Answers for Text Production



**FIRST LEVEL**  
Series 1 (Code 1074) 2001





# **Text Production First Level**

## **Series 1 2001**

### **How to use this booklet**

Examiners' Reports and Model Answers have been developed by LCCIEB to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCIEB examinations. The contents of this booklet are divided into 5 elements:

- |     |                   |  |
|-----|-------------------|--|
| (1) | General Comments  | – assessment of overall candidate performance in this examination, providing general guidance where it applies across the examination as a whole |
| (2) | Questions         | – reproduced from the printed examination paper  |
| (3) | Model Answers     | – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper                    |
| (4) | Examiner's Report | – constructive analysis of candidate error, areas of weakness and other comments that apply to each question in the examination paper            |
| (5) | Helpful Hints     | – where appropriate, additional guidance relating to individual questions or to examination technique  |

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

The London Chamber of Commerce and Industry Examinations Board provides Model Answers to help candidates gain a general understanding of the standard required. The Board accepts that candidates may offer other answers that could be equally valid.

### **Note**

LCCIEB reserves the right not to produce an Examiner's Report, either for an examination paper as a whole or for individual questions, if too few candidates were involved to make an Examiner's Report meaningful.

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## **Text Production First Level**

### **Series 1 2001**

#### **Scenario**

You work for Andrew Johnson, Customer Liaison Manager of Athena House Group. The Company operates a travel agency.

Mr Johnson likes his letters to be completed:

Andrew Johnson  
Customer Liaison Manager

#### **Requirements**

Mr Johnson has passed to you one in-tray document which relates to at least one of the 3 tasks to be undertaken. Follow his instructions and present the documents in a businesslike and consistent format, ready for signature where appropriate.

Mr Johnson has given you a note of the documents to be produced, as shown below:

		<b>Approximate number of words</b>
Document 1	Letter to Miss Alison Foster	210
Document 2	Memo to Dennis Gordon Marketing Manager	183
Document 3	Article on Luxury Short Breaks in Belgium and France	220

You will need the following information to complete the tasks:

The Company has a freephone number 0800 685712

#### **IMPORTANT INFORMATION FOR CANDIDATES**

**THE IN-TRAY DOCUMENT(S) MAY BE DETACHED FOR EASE OF REFERENCE.**

<b>IN-TRAY DOCUMENT 1</b>
---------------------------

**E-MAIL MESSAGE**

To: Athena@intl.co.uk  
From: AlisonFoster@linetwo.com  
Subject: Brochure  
Date: 9 March 2001

I recently visited your website and was interested in some of the offers that you were advertising.

Please send me a copy of your brochure about the offers, previews and events. My address is:

4 Glentham Road  
Lincoln  
LN2 5PU

Thank you.

Alison Foster (Miss)

Prepare a reply to Miss Foster's e-mail  
 Head it LIVE IN STYLE BROCHURE

copy to  
 Dennis Gordon, Marketing Manager

Dear Miss F \_\_\_\_\_

Thank you for yr recent e-mail which you sent after visiting our website.

As requested I enclose a brochure showing full details of the offers, events and previews available. I've asked our Marketing Mgr, D \_\_\_\_\_ G \_\_\_\_\_, to include yr name on our mailing list.

Meanwhile I give below some details which I hope you'll find interesting.

Re-arrange  
 numbered  
 paragraphs.  
 Omit numbers  
 and use  
 bullets or  
 asterisks

- ① For those who enjoy staying at hotels with a difference we've included the Palace Hotel close to Brussels. For those who prefer to stay closer to home the Grand Hotel in London offers luxurious accommodation and the chance to visit some of the historic sites and also theatres.

continued →

uc ③ For those who enjoy cultural pursuits we've teamed up with an international ballet co to offer preview tickets for their adaptation of the Pickwick Papers by Charles Dickens.

② Motor racing fans can enjoy a visit to a motor museum or test their off road motoring skills at a unique country estate.

If you would like more info on any of our offers, please call our freephone number——.

Yrs sn——.



## Model Answer to Document 1

AJ/

12 March 2001

Miss Alison Foster  
4 Glenthams Road  
Lincoln  
LN2 5PU

Dear Miss Foster

### LIVE IN STYLE BROCHURE

Thank you for your recent e-mail which you sent after visiting our website.

As requested I enclose a brochure showing full details of the offers, previews and events available. I have asked our Marketing Manager, Dennis Gordon, to include your name on our mailing list. Meanwhile I give below some details which I hope you will find interesting.

- \* For those who enjoy staying at hotels with a difference we have included the Palace Hotel close to Brussels. For those who prefer to stay closer to home the Grand Hotel in London offers luxurious accommodation and the chance to visit some of the historic sites and also theatres.
- \* Motor racing fans can enjoy a visit to a motor museum or test their off road motoring skills at a unique country estate.
- \* For those who enjoy cultural pursuits we have teamed up with an international ballet company to offer preview tickets for their adaptation of *The Pickwick Papers* by Charles Dickens.

If you would like more information on any of our offers, please call our freephone number 0800 685712.

Yours sincerely

Andrew Johnson  
Customer Liaison Manager

Enc

Copy Dennis Gordon, Marketing Manager

Memo to Dennis Gordon. Head it  
LIVE IN STYLE BROCHURE

At a recent board mtg it was agreed that in the next issue of Live in Style we offer our readers the ~~chance~~<sup>opportunity</sup> to win a 3 day trip to New York with free tickets to visit a Broadway show of their choice.

The following draft is for inclusion in the brochure.

Broadway is the destination for this spectacular holiday. One lucky winner will win a luxury trip for 2 which includes return business class flights from Manchester Airport, 2 nights' bed and breakfast in the luxury 5 star United Hotel and 2 tickets to a Broadway show.

stat

close  
up

trs

inset from  
left margin

The United Hotel is renowned for its <sup>superior</sup> service, beautiful surroundings and superb cuisine. The hotel over looks Central Park and is close to some of the world's most famous shopping avenues, theatres and museums.

Fifty runners-up will each win a weekend for 2 at a luxury hotel in London.

If you've any comments please let me have them by Mon of next week (insert date)

## **Model Answer to Document 2**

### **M E M O R A N D U M**

To Dennis Gordon, Marketing Manager  
From Andrew Johnson, Customer Liaison Manager  
Ref AJ/  
Date 12 March 2001

### **LIVE IN STYLE BROCHURE**

At a recent board meeting it was agreed that in the next issue of Live in Style we offer our readers the chance to win a 3 day trip to New York with free tickets to visit a Broadway show of their choice.

The following draft is for inclusion in the brochure.

Broadway is the destination for this spectacular holiday. One lucky winner will win a luxury trip for 2 which includes return business class flights from Manchester Airport, 2 nights' bed and breakfast in the luxury 5 star United Hotel and 2 tickets to a Broadway show.

The United Hotel is renowned for its superior service, beautiful surroundings and superb cuisine. The hotel overlooks Central Park and is close to some of the world's most famous shopping avenues, museums and theatres.

Fifty runners-up will each win a weekend for 2 at a luxury hotel in London.

If you have any comments please let me have them by Monday of next week, 19 March 2001.

Display in single line spacing

## BELGIUM AND LUXURY SHORT BREAKS IN FRANCE

### PALACE HOTEL

the historic town of

NP  
close up  
sit  
Situating 20 km from Brussels and close to Waterloo, this hotel offers ideal surroundings for a relaxing stay. [This hotel is set on the side of the beautiful and tranquil lake Placid and has 132 bedrooms all superbly furnished with modern facilities. There is a restaurant and a modern fitness centre, featuring a gym, steam room, sauna, whirlpool and swimming pool.

Visitors to this hotel can enjoy beautiful lakeside walks, explore the nearby villages with their restaurants, cafes and bars or venture further afield and visit some of the historic sites such as Waterloo, Antwerp and Brussels.

from Calais

The drive to Lake Placid takes approximately 2 hours and there are interesting stop off points on the way.

### EUROPA HOTEL

set  
This hotel, converted from an elegant 19th century house, is set in 10 acres of beautiful parkland and has 21 individually styled bedrooms with modern facilities. This hotel is famous for its excellent food ~~at~~ which is all prepared on the ~~premises~~ <sup>site</sup>, including wonderful pastries and bread served at breakfast.

Hotel

NP  
The Europa Hotel is ideally placed for visits to local beaches. [The drive from Calais takes approximately 4 hours and again, there are interesting stop off points on the way.

### **Model Answer to Document 3**

#### **LUXURY SHORT BREAKS IN BELGIUM AND FRANCE**

##### **PALACE HOTEL**

Situated 20 km from Brussels and close to the historic town of Waterloo, this hotel offers ideal surroundings for a relaxing stay.

This hotel is set on the side of the beautiful and tranquil Lake Placid and has 132 bedrooms all superbly furnished with modern facilities. There is a restaurant and a modern fitness centre, featuring a gym, sauna, steam room, whirlpool and swimming pool.

Visitors to this hotel can enjoy beautiful lakeside walks, explore the nearby villages with their restaurants, cafes and bars or venture further afield and visit some of the historic sites such as Waterloo, Antwerp and Brussels.

The drive from Calais to Lake Placid takes approximately 2 hours and there are interesting stop off points on the way.

##### **EUROPA HOTEL**

This hotel, converted from an elegant 19th century house, is set in 10 acres of beautiful parkland and has 21 individually styled bedrooms with modern facilities. This hotel is famous for its excellent food which is all prepared on the premises, including wonderful pastries and bread served at breakfast.

The Europa Hotel is ideally placed for visits to local beaches.

The drive from Calais takes approximately 4 hours and again, there are interesting stop off points on the way.

AJ/  
12 March 2001

**Education Development International plc**

The Old School Holly Walk Leamington Spa Warwickshire CV32 4GL United Kingdom

Customer Service: +44 (0) 8707 202 909 Fax: +44 (0) 1926 887676

Email: [customerservice@ediplc.com](mailto:customerservice@ediplc.com)