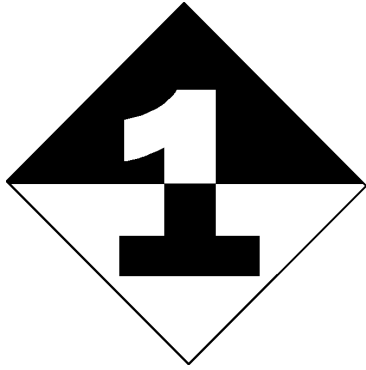
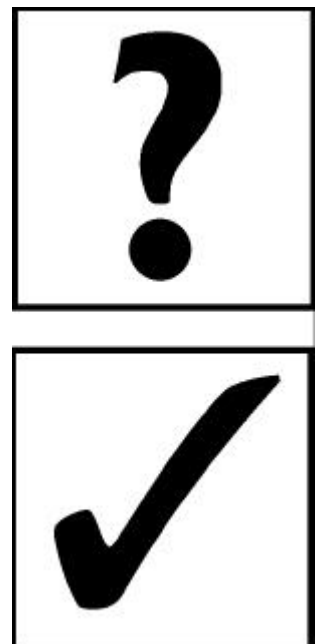


Examiner's Report and Model Answers for Text Production



FIRST LEVEL

Series 3 (Code 1074) 2001



Text Production First Level

Series 3 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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Typeset, printed and bound by the London Chamber of Commerce and Industry Examinations Board.

Text Production First Level

Series 3 2001

GENERAL COMMENTS

Those candidates gaining Distinction were clearly well prepared for the examination, and were able to transcribe accurately from manuscript, interpret correction signs and produce accurate material.

Some of those candidates gaining Credit and, in some cases, those gaining passes could quite easily have earned themselves a Distinction if a little more care had been taken following instructions and proof-reading. It must be stressed to candidates that they need to spend the **first 10 minutes reading** the examination paper so that they are familiar with the Examiner's handwriting, are aware of the different correction signs being used, the documents to be produced and who they are working for.

The Scenario and In-tray documents are there to provide additional information and guidance for the candidate and **must** be read. The Scenario will give instructions as to how the letters are to be completed and any additional information that may be required – telephone numbers, addresses and names. The In-tray document will contain information that is to be inserted in one or two of the documents that are to be produced.

Candidates are still failing to expand abbreviations and contractions and, in some cases, when they are expanded they are done so incorrectly. The letterhead also still gives problems. Candidates use it for:

- all documents
- the memo and not the letter
- the letter and the article/report/display document
- the memo and the letter.

At First Level it is expected that candidates will be consistent and use their initiative when displaying a document. For example, when producing the letter candidates need to be consistent with the way in which they display names and dates. When producing a piece of text that is to be numbered or has bullets/asterisks, space needs to be left after the number/bullet/asterisk and, generally, the text of second and subsequent lines aligned with the text of the first line, not brought back to the margin.

All documents at First Level have been written so that they will fit on to one side of A4 paper whether the candidate is using a word processor or a typewriter. If the documents do not fit it is because candidates have not followed the conventions of display eg

- The letter has been started too far below the letterhead. Candidates need only leave two or three clear line spaces after the last line of the letterhead.
- Margins are too wide (especially the right margin). A 25 mm (1") margin is acceptable for all documents.
- Too many line spaces have been left between paragraphs. Candidates need to leave one clear space between paragraphs when typing in single line spacing. This applies to plain text and numbered/bulleted items.

Routing has been included at First Level since the introduction of this examination but it is still something with which the majority of candidates seem unfamiliar. Many candidates include the name of the person who is to have a copy of the letter/memo but omit the designation. This error could be because candidates have not familiarised themselves with the Scenario/In tray document or the examination paper.

Text Production First Level Series 2 2001

Scenario

You work for Graham Redworth, Marketing Manager of Athena House Group. The Company has a number of garages throughout the UK that sell new and used cars.

Mr Redworth likes his letters to be completed:

Graham Redworth
Marketing Manager

Requirements

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

		Approximate number of words
Document 1	Letter to Mr Raymond Sheppard	205
Document 2	Memorandum to Vince Andrews Publications Manager Copy to Robert Hooper, Sales Manager	164
Document 3	Article on Car Maintenance	258

You will need the following information to complete the documents:

Mr Raymond Sheppard
The Grange
Totley Road
Wakefield
WF3 2PA

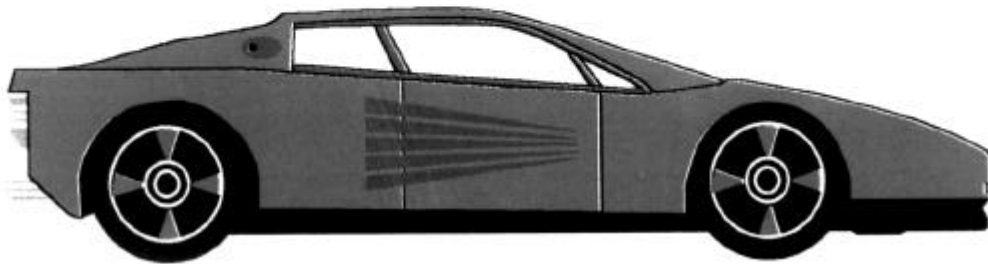
The company has a Workshop open daily from 0800 to 2100.
The Workshop Reception freephone number is 0800 767574.

IMPORTANT INFORMATION FOR CANDIDATES

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

NEW FOR 2002

NEW FOR 2002



807 SELECT SPECIAL EDITION

We are pleased to announce the arrival of our new model for 2002. We are sure that you will be pleased with the features offered, but why not see for yourself. Contact your local garage and arrange for a test drive.

A 2-litre 16 valve or 3-litre 24 valve V6 engine

An integral LCD screen and, for the regular business traveller, an on-board satellite navigation system

Power steering, alloy wheels, engine immobiliser, remote control stereo radio cassette, tinted glass and driver and passenger airbags as standard

A choice of three attractive colours – Jade, Vampire Red and Venetian Blue

Spacious boot and in-car storage

for insertion into MEMO

Prepare a letter to Mr Sheppard
Head it ATHENA NEWS

Dear Mr S _____

Welcome to our first edition of Athena News which we hope to make a regular publication. The idea behind this publication, which will be issued quarterly, is to keep our customers informed of what's happening at Athena Garages.

ic Without a doubt the 20th Century, and especially the latter part of it, was one of the most innovative as regards the manufacture of ~~new~~ cars.

NP
close
up When people say "they don't ^{Retain this abbreviation} make cars like they used to" we're happy to say that they're right because the cars of today are far superior. [At Athena Garages we have the highest standards in every thing we do. Our modern workshops are staffed by highly skilled, trained technicians ←

stet The advance of technology is certain to continue, but how far we do not know. What we do know is that Athena Garages will strive to remain at the forefront to ensure our ~~customers~~ ^{clients} receive the very best in service and quality. trs

We hope that you enjoy reading the enclosed edition of Athena News.

Yrs sincerely _____

and the spare parts section is also run by ~~a team~~ a team of highly qualified staff.

Model Answer to Document 1

Athena House Group

Athena House West Street London SW1Y 2AR

Tel: +44 (0) 20 8302 0261 Fax: +44 (0) 20 8302 4169 e-mail: athena@intl.co.uk

GR/ ——— (3)

22 June 2001

Mr Raymond Sheppard
The Grange
Totley Road
Wakefield
WF3 2PA

Dear Mr Sheppard

(1) ——— ATHENA NEWS

Welcome to our first edition of Athena News which we hope to make a regular publication. The idea behind this publication, which will be issued quarterly, is to keep our customers informed of what is happening at Athena Garages.

Without a doubt the 20th century, and especially the latter part of it, was one of the most innovative as regards the manufacture of new cars. When people say "they don't make cars like they used to" we are happy to say that they are right because the cars of today are far superior. (2)

At Athena Garages we have the highest standards in everything we do. Our modern workshops are staffed by highly skilled, trained technicians and the spare parts section is also run by a team of highly qualified staff.

The advance of technology is certain to continue, but how far we do not know. What we do know is that Athena Garages will strive to remain at the forefront to ensure our customers receive the very best in quality and service.

We hope that you enjoy reading the enclosed edition of Athena News.

Yours sincerely

Graham Redworth
Marketing Manager

Enc

Notes to Candidates

Ringed words frequently misspelt

- 1 Heading frequently missed
- 2 Instruction to 'retain the abbreviation' was frequently ignored
- 3 Occasionally incorrectly produced

Examiner's Report on Document 1

Generally this document was not well produced by a large number of candidates. One of the most frequent errors was failure to include the subject heading or to position it incorrectly – often above the salutation.

The instruction to 'retain this abbreviation' was clearly unfamiliar to many candidates as either the instruction was included in the sentence or the word 'don't' was expanded (whilst other contractions had been retained).

The expansion of contractions was very inconsistent. The first contraction 'what's' was frequently not expanded but 'we're' and 'they're' were.

The complimentary close was generally typed as requested by the majority of candidates but then they would omit the enclosure notation.

The reference was occasionally incorrectly produced. Candidates need to understand that it is the initials of the person signing the letter and their own as the typist that make up the reference. Some candidates used the initials of the person receiving the letter and then their own and some used a reference that had no relevance to the examination at all.

Memo to Vince Andrews

Head it LAUNCH OF THE NEW 807
SELECT SPECIAL EDITION

Copy Robert Hooper

I've just rec'd details of the new 807 Select
Special Edition which is to be launched in Sept.

NP [Please arrange to have the following details
sket displayed in the ~~next~~^{spring} edition of Athena News.

^{new}
The 807 Select Special Edition is available from
£16,426 on the road and features -

Insert items from Advertisement
using bullets or asterisks

Why not call into Athena Garages today
and book yr test drive in the new 807
Select Special Edition

capitals
and
centred

Model Answer to Document 2

MEMORANDUM

To Vince Andrews, Publications Manager
From Graham Redworth, Marketing Manager
Ref GR/
Date 22 June 2001

LAUNCH OF THE NEW 807 SELECT SPECIAL EDITION

I have just received details of the new 807 Select Special Edition which is to be launched in September.

Please arrange to have the following details displayed in the next edition of Athena News.

The new 807 Select Special Edition is available from £16,426 on the road and features -

- * A 2-litre 16 valve or 3-litre 24 valve V6 engine
- * An integral LCD screen and, for the regular business traveller, an on-board satellite navigation system
- * Power steering, engine immobiliser, alloy wheels, remote control stereo radio cassette, tinted glass and driver and passenger airbags as standard
- * Spacious boot and in-car storage
- * A choice of three attractive colours - Jade, Vampire Red and Venetian Blue

WHY NOT CALL INTO ATHENA GARAGES TODAY AND BOOK YOUR TEST DRIVE IN THE NEW 807 SELECT SPECIAL EDITION

3 — Copy: Robert Hooper, Sales Manager

Notes to Candidates

Ringed words frequently misspelt

- 1 Instruction to 'transpose' frequently ignored
- 2 Many candidates failed to use bullets or asterisks
- 3 Incorrectly presented as designation of Robert Hooper

Examiner's Report on Document 2

The presentation of the memo was acceptable although a number of candidates failed to include the designation of Vince Andrews who was the Publication Manager.

Candidates who failed to expand contractions in Document 1 did not expand them in this document either – clearly they are unfamiliar with the need to expand contractions.

The abbreviation was often incorrectly expanded and words such as recommended and recorded were used.

The bulleted list was frequently poorly displayed. Some candidates failed to include a bullet or asterisk as requested. Other candidates failed to leave a clear line-space between each item – this type of error does not fail the candidate; it is a category of error that may result in a candidate gaining a Credit rather than Distinction and a Pass rather than a Credit.

The routing whilst included by the majority of candidates, was incorrectly presented, as the designation of Robert Hooper was not included. Candidates are not penalised if they type 'Copy to' or 'cc' but they need to be made aware that the abbreviation 'cc' is not used in offices today.

CAR MAINTENANCE

KEEP YOUR CAR PURRING!

Display in single line spacing

The benefits of having your car serviced and maintained by Athena

Garages are threefold

- 1 Your car is looked after by ~~the~~ experts who have a wealth of
 ~~experience and knowledge~~ ^{experience and knowledge} ~~up to date training~~ ^{and who receive regular on-site training to keep them up to date.}
- 2 Only genuine ^{replacement} parts are used which means ^{that you can beel confident} the right parts have been fitted to your car.
 in knowing that
- uc 3 We provide a full service history which shows that yr car has been regularly and efficiently maintained by an Athena Group garage. This adds value to yr car should you wish to sell it in the future.

To ensure that yr car receives all the appropriate checks to keep it in excellent condition, we offer three levels of service depending on the mileage ^{yr car has} done.

uc	Service Level 1	4,000 miles
	Service level 2	12,000 miles
	Service Level 3	36,000 miles

Continued →

Full details of the checks included at each level are available from any of our garages on request.

NP [Booking yr car in for service could not be simpler - just call our Workshop Reception on breephone number insert no. ~~which is~~ Open daily from insert times to insert times. Our Reception staff will book yr car in for an appropriate service at yr ~~nearest~~ ^{closest} Athena Group garage.

NP [If our engineers find that yr car needs repairs which are not included in the level of service you have requested, they'll contact you to check ^{whether} ~~if~~ you wish them to proceed.

Model Answer to Document 3

CAR MAINTENANCE

KEEP YOUR CAR PURRING!

The benefits of having your car serviced and maintained by Athena Garages are threefold

- 1 Your car is looked after by experts who have a wealth of knowledge and experience and who receive regular on-site training to keep them up to date.
- 2 Only genuine replacement parts are used which means that you can feel confident in knowing that the right parts have been fitted to your car.
- 3 We provide a Full Service History which shows that your car has been regularly and efficiently maintained by an Athena Group garage. This adds value to your car should you wish to sell it in the future.

To ensure that your car receives all the appropriate checks to keep it in excellent condition, we offer three levels of service depending on the mileage your car has done.

①	{	Service Level 1	4,000 miles
		Service Level 2	12,000 miles
		Service Level 3	36,000 miles

Full details of the checks included at each level are available from any of our garages on request.

If our engineers find that your car needs repairs which are not included in the level of service you have requested, they will contact you to check whether you wish them to proceed.

Booking your car in for service could not be simpler - just call our Workshop Reception on freephone number 0800 767574. Open daily from 0800 to 2100. Our reception staff will book your car in for an appropriate service at your nearest Athena Group garage.

③

② { 22 June 2001
GR/

Notes to Candidates

Ringed words frequently misspelt

- 1 Not indented and very little space between service level and the number of miles
- 2 Failure to include date and reference
- 3 The 24 hour clock should be used

Examiner's Report on Document 3

Generally this document was correctly presented although the numbered items caused problems for quite a few candidates, in that:

- one space only was left after the number
- the second and subsequent lines were not aligned with the text on line one
- there was no clear line space between items.

The 3 line display also caused problems for a number of candidates:

- It was treated as 3 separate columns – Service, Level and the number of miles
- Not indented
- Very little space left between Service Level and the number of miles
- Too much space between Service Level and number of miles

The most frequent error was failure to include the reference and date at the bottom of the document – as instructed on the front of the examination paper.

A few candidates presented the time of the opening for the workshop in the 12 hour clock.

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Email: customerservice@ediplc.com