

Model Answers for Text Production



FIRST LEVEL

Series 1 2002

(Code 1074)



Text Production First Level

Series 1 2002

How to use this booklet

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 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) 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.

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Text Production First Level

Series 1 2002

Scenario

You work for David Laine, Marketing Manager of Athena House Group. The Company is a travel organisation.

Mr Laine likes his letters to be completed:

David Laine
Marketing Manager

Requirements

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

		Approximate number of words
Document 1	Letter to Mr and Mrs T Jackson	247
Document 2	Memorandum to Gordon Butler Publicity Officer	178
Document 3	Promotional Leaflet	220

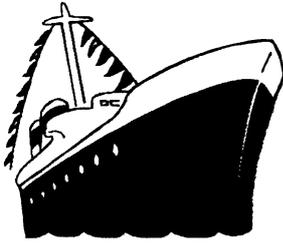
You will need the following information to complete the tasks:

Mr and Mrs T Jackson
Manor Farm
Low Fields
Chester
CH3 4PL

Gillian Vickers, Customer Liaison

IMPORTANT INFORMATION FOR CANDIDATES

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



SPECIAL OFFERS FOR 2002



Fancy a few days away? Then here are some great value ferry fares to get you in the holiday mood:

2002 SPECIALS FOR TRAVEL DURING 2002

Early Booking 5 day return. Off-peak from £89 and Peak from £109
Early Booking flexible return. Off-peak from £159 and Peak from £179

CLUB CLASS

*For insertion in letter and
Promotional leaflet*

Need peace and quiet whilst travelling?
Just want to sit back and enjoy the journey?

For as little as £10 per person each way you can enjoy

Priority boarding and disembarkation
Comfort of the Club Lounge
Complimentary tea/coffee or soft drinks

TRAVEL INSURANCE

The new breakdown assistance includes

24 hour English speaking telephone assistance
Roadside assistance up to £300 with repair at the roadside if possible
Vehicle recovery to the UK
Emergency car hire and hotel accommodation
Legal protection

For insertion in promotional leaflet

Prepare a letter to Mr and Mrs Jackson
Head it TRAVEL OFFERS

Dear Mr and Mrs J. _____

As a valued customer I've pleasure in enclosing our
latest ^{edition of} Athena Travel which is packed with special offers
and promotional fares. ~~for you to enjoy~~ [Whether you're
planning a week end break, a day out shopping or to
stock up for a special celebration, Athena Travel includes
the ideal fare for you.

In addition, Athena Ferries will continue to offer you
more than just yr ferry ticket. You'll have the
opportunity to save ^{£s} ~~pounds~~ on UK High Street prices
in our on-board shops. We also have some added value
offers, including

use
bullets
or
asterisks

- Flexible day return offer which includes a £10 voucher for on-board shopping
- Insert items from Special Offer leaflet

To help us evaluate and improve the service that
Athena Ferries provides we've attached a customer

continued →

sketch
survey to this letter. Simply complete and return
freepost
the survey before the end of ~~the month~~ ^{next week} and
you'll be entered into a prize draw to win either

- use
bullets
or
asterisks
- 3 nights accommodation for 2 in New York with
 - Athena Cruise holidays, or
 - 3 days/2 nights accommodation for ~~2~~ ⁴ in Paris

Remember, as an existing customer of Athena
Ferries, you can book via our website.

Yrs sincerely

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

DL/

11 March 2002

Mr and Mrs T Jackson
Manor Farm
Low Fields
Chester
CH3 4PL

Dear Mr and Mrs Jackson

① — TRAVEL OFFERS

②

As a valued customer I have pleasure in enclosing our latest edition of Athena Travel which is packed with special offers and promotional fares.

Whether you are planning a weekend break, a day out shopping or to stock up for a special celebration, Athena Travel includes the ideal fare for you. In addition, Athena Ferries will continue to offer you more than just your ferry ticket. You will have the opportunity to save £'s on UK high street prices in our on-board shops. We also have some added value offers, including

④

③

⑤

- * Flexible day return offer which includes a £10 voucher for on-board shopping
- * Early Booking 5 day return. Off-peak from £89 and Peak from £109
- * Early Booking flexible return. Off-peak from £159 and Peak from £179

⑥

To help us evaluate and improve the service that Athena Ferries provides we have attached a customer survey to this letter. Simply complete and return the freepost survey before the end of the month and you will be entered into a prize draw to win either

- * 3 nights accommodation for 2 in New York with Athena Cruise Holidays, or
- * 3 days/2 nights accommodation for 4 in Paris

Remember, as an existing customer of Athena Ferries, you can book via our website.

Yours sincerely

David Laine
Marketing Manager

Encs

Model Answer to Document 1 continued

Notes to Candidates

Ringed words frequently misspelt

- 1 Occasionally typed above the salutation**
- 2 A few candidates inserted a comma after 'which'**
- 3 Occasionally lower case not used**
- 4 Hyphen omitted**
- 5 Bulleted list indented but accepted if consistent**
- 6 Failure to begin lines with initial capitals**

Prepare a memo to Gordon Butler
Head it PRIZE DRAW

copy Gillian Vickers

stet As you're aware we're asking ^{all} ~~customers~~ ^{clients} to complete a survey so that we can evaluate the service that we offer. As an incentive to get them to complete the survey we're offering either a 3 night stay in New York or a 3 day/2 night stay in Paris. [I'd like to discuss the final details for these prizes and have therefore arranged a mtg in my office for next Mon insert date at 1000. [The details of the mtg are ^{as} outlined below:

- number items
- hrs Hotels to be used in Paris and New York
 - Dates to be avoided
 - Issue of money-off vouchers for using on board
 - hrs Passes to theme park in Paris
 - Transfer from airport to New York hotel

stet If you're unable to attend the mtg would you please let me have ~~any~~ ^{ideas} suggestions on the above points asap.

Model Answer to Document 2

MEMORANDUM

To Gordon Butler, Publicity Officer

From David Laine, Marketing Manager

Ref DL/

Date 11 March 2002

PRIZE DRAW

As you are aware we are asking all our customers to complete a survey so that we can evaluate the service that we offer. As an incentive to get them to complete the survey we are offering either a 3 night stay in New York or a 3 day/2 night stay in Paris.

I would like to discuss the final details for these prizes and have therefore arranged a meeting in my office for next Monday 18 March at 1000.

The details of the meeting are as outlined below:

- 1 Hotels to be used in New York and Paris
- 2 Dates to be avoided
- 3 Issue of money-off vouchers for using on board
- 4 Transfer from airport to New York hotel
- 5 Passes to theme park in Paris

If you are unable to attend the meeting would you please let me have suggestions on the above points as soon as possible.

Copy: Gillian Vickers, Customer Liaison

Notes to Candidates

Ringed words frequently misspelt

- 1 Designation occasionally omitted
- 2 Comma often omitted (although 2 spaces accepted)
- 3 Occasionally incorrect date
- 4 Numbered items occasionally indented and inconsistency with use of full stop at end of items (not penalised if consistent)

Prepare in single line spacing

PROMOTIONAL OFFERS FOR MAY 2002

REDUCED FERRY FARES
SPECIAL OFFERS

If you fancy a few days away look at the following great value fares

Up to 3 day return fare. Car and up to 5 passengers from £99
Up to 5 day return fare. Car and up to 5 passengers from £109

Economy return, 6 or more days. Car and up to 5 passengers from £170

Insert Early Booking items from Special Offer leaflet

Shop and stop caps

The following offer is available ^{during May} ~~from early next month~~ and provides an ideal opportunity to extend a day trip ^{into a relaxing break.} From just £99 per person, you can treat yourself to a night away with the added bonus of time to shop at your leisure.

minimum 2 persons per car

NP [The 2 star Garden Court Hotel provides a popular and comfortable base with functional and clean amenities.

The 3 star Grand Hotel is situated facing the port and offers ^{quality} accommodation and a small fitness room.

TRAVEL INSURANCE

Insert details from Special Offer leaflet starting each line at the left margin

Model Answer to Document 3

PROMOTIONAL OFFERS FOR MAY 2002

REDUCED FERRY FARES

If you fancy a few days away look at the following great value fares

- | | | |
|---|---------------------------------|---------------------------------------|
| ① | Up to 3 day return fare. | Car and up to 5 passengers from £99 |
| | Up to 5 day return fare. | Car and up to 5 passengers from £109 |
| | Economy return, 6 or more days. | Car and up to 5 passengers from £170 |
| ② | Early Booking 5 day return. | Off-peak from £89 and Peak from £109 |
| | Early Booking flexible return. | Off-peak from £159 and Peak from £179 |

② SHOP AND STOP

- ③ The following offer is available during May and provides an ideal opportunity to extend a day trip into a relaxing break. From just £99 per person, minimum 2 persons per car, you can treat yourself to a night away with the added bonus of time to shop at your leisure.

- ④ The 2 star Garden Court Hotel provides a popular and comfortable base with clean and functional amenities. The 3 star Grand Hotel is situated facing the port and offers quality accommodation and a small fitness room.

TRAVEL INSURANCE

The new breakdown assistance includes

- ⑤
- 24 hour English speaking telephone assistance
 - Roadside assistance up to £300 with repair at the roadside if possible
 - Emergency car hire and hotel accommodation
 - Vehicle recovery to the UK
 - Legal protection

DL/
11 March 2002

Notes to Candidates

Ringed words frequently misspelt

- 1 Often poor display with "Car and . . ." and "Off-peak . . ." not aligned. Some candidates inconsistent with capitalisation
- 2 Occasionally not in capitals
- 3 Comma occasionally omitted
- 4 Occasionally a new paragraph started at this point
- 5 Frequent poor display and haphazard use of initial capitals

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