# **Model Answers for**

# **Text Production**





FIRST LEVEL Series 2 2002 (Code 1074)





# Text Production First Level Series 2 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

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 2 2002

#### Scenario

You work for Charles Temple, Sales Executive of Athena House Group. The Company runs its own radio station.

Mr Temple likes his letters to be completed:

Charles Temple Sales Executive

#### Requirements

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

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

		Approximate number of words
Document 1	Letter to Mr Alan Kitchen	224
Document 2	Memorandum to Andrew McKay Head of IT Support	225
Document 3	Article	206

You will need the following information to complete the tasks:

Ian Heathershaw, Sales Manager

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

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

#### **IN-TRAY DOCUMENT**



## TELEPHONE MESSAGE

To Charles Temple

From Alan Kitchen

Address Family Cycles

123 Cabourne Avenue

Tickhill

Doncaster DN11 8LH

Telephone Number 01302 965874

#### Message

This gentleman is interested in making a commercial for his company.

Could someone please call him or write to him. He is available between 0900 and 1800 Monday to Friday or 0900 to 1600 on Saturday.

Taken by Denise O'Brien

Date 9 April 2002 Time 1000

Prepare a letter to Mr Alan Kitchen
Head it ADVERTISING ON ATHENA RADIO Copy lan Heathershaw

Dear Mr K

Thank you for yr telephone call of <u>insert date</u> in which you ask NP for into about advertising on our radio station. [Radio advertising is one of the best ways of publicising yr product. Radio's flexibility also means that the best time of day can be up selected to broad cast yr commercial.

Our in-house script writer would meet with you to discuss yr requirements and then build around yr own ideas and product knowledge to create a script that'll attract the attention of the listeners and convey the message you want to get across effectively.

Once you're happy with the script and have signed it, the commercial will be recorded and a cassatte copy sont to you the material recorded using the latest studio production bacilities and experienced voice-over artists. Ir commercial can also be enhanced by music drawn drawn from a comprehensive catalogue to suit any mood. Sound effects (fireworks, doors slamming) are available to create particular atmospheres.

We enclose details of our advertising service. Please contact I\_H\_, Sales Mgr, if you wish to discuss the production of a radio commercial.

Yrs sin\_

trs baked cakes and bread could best be done around a meal time.

5

#### 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

CT/

10 April 2002

Mr Alan Kitchen
Family Cycles,
123 Cabourne Avenue
Tickhill
Doncaster
DN11 8LH

Dear Mr Kitchen

#### ADVERTISING ON ATHENA RADIO

to create particular atmospheres.

Thank you for your telephone call of 9 April in which you ask for information about advertising on our radio station.

Radio advertising is one of the best ways of publicising your product. Radio's flexibility also means that the best time of day can be selected to broadcast your commercial. For example, advertising freshly baked bread and cakes could best be done, around a mealtime,

Our in-house script writer would meet with you to discuss your requirements and then build around your own ideas and product knowledge to create a script that will attract the attention of the listeners and convey the message you want to get across effectively. Once you are happy with the script and have signed it, the commercial will be recorded using the latest studio production facilities and experienced voice; over artists. Your commercial can also be enhanced by music drawn from a comprehensive catalogue to suit any mood. Sound effects (fireworks, doors slamming) are available

We enclose details of our advertising service. Please contact Ian Heathershaw Sales Manager, if you wish to discuss the production of a radio commercial.

Yours sincerely

Charles Temple Sales Executive

Enc

5

Copy: Ian Heathershaw, Sales Manager

6

#### **Model Answer to Document 1 continued**

#### **Notes to Candidates**

Ringed words frequently misspelt

- Occasionally omitted
- 2 Often inserted above the salutation
- Sometimes not expanded
- Occasionally typed as 'Radio is' Occasionally typed as 'alone' 4
- 5
- 6
- Frequently typed as two words
  Often typed with dash rather than hyphen
- Frequently typed with lower case 's' 8
- 9 Frequently omitted

Prepare a memo to Andrew McKay

Head it FREQUENTLY ASKED QUESTIONS

A no. of prospective clients are making enquiries about how to advertise on Athena Radio after having visited our website. I'd like you to include a  $F_A - Q_-$  page. Hat visitors to the website can tink by

some of the

stet I list below questions that think could be included on the page but would appreciate it if we could meet in my office next week on Thurs (insert date) at 1000 to discuss this further.

use numbers place bullets WHAT IF I DON'T LIKE IT?

Ir commercial will only be broadcast once you're happy with it and have approved and signed the script.

- Most commercials run for 30 to 40 seconds.
- · HOW MUCH WILL IT COST?

  Commercials start at \$60. Air time costs

  depend on the package chosen.

clase

continued

Professional

A wide variety of voice-overs from all over the country are used, the country are used.

Fie

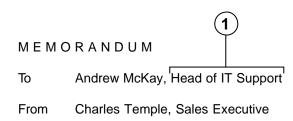
· HOW DO I PAY?

You can open a 30-day credit account or simply A pay at the time of booking and receive a 10% discount.

· WILL # COMMERCIALS FOR SIMILAR BUSINESSES APPEAR WITHIN THE SAME COMMERCIAL BREAK?

uc No. Competitors will not broadcast near the time of yr commercial.

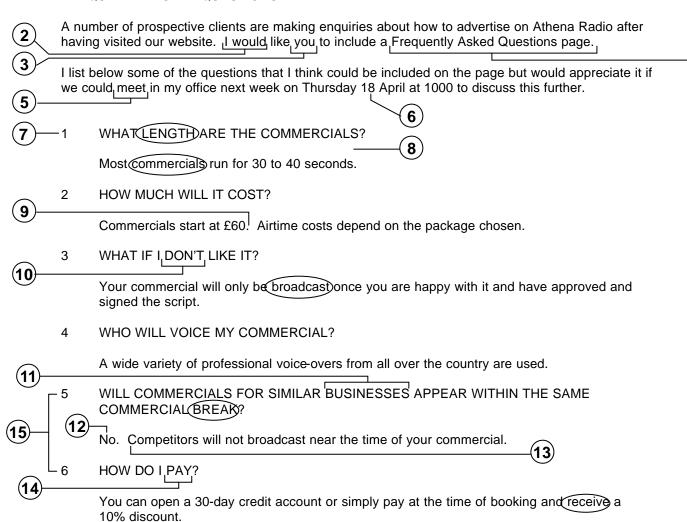
#### **Model Answer to Document 2**



Ref CT/

Date 10 April 2002

#### FREQUENTLY ASKED QUESTIONS



4

#### **Model Answer to Document 2 continued**

#### **Notes to Candidates**

#### Ringed words frequently misspelt

- 1 Occasionally omitted
- 2 Sometimes typed as 'I did' or 'I had'
- 3 Often omitted
- 4 Often typed in capitals. 'Questions' typed as 'Question' and the word 'page' omitted or typed with capital 'P'
- 5 Occasionally typed as 'meat'
- 6 Incorrect date frequently inserted
- 7 Bullets occasionally used instead of numbers
- 8 Occasionally no clear line space left after the heading
- 9 Frequently comma typed in place of full stop
- 10 Often expanded
- 11 Frequently typed as 'Business'
- 12 Often typed as 'Number'
- 13 Occasionally typed with lower case 'c'
- 14 Sometimes typed as 'Play'
- 15 Occasionally not transposed or the text for item 5 was not transposed and was the last line of text, ie it was not under its heading

Display in single line spacing.

Use a left Margin of 50 mm (zinches)

#### HOW ATHENA RADIO CAN HELP YOU

#### **Publicising Events**

or non-profit making

If you are running a charity event in the Athena Radio region, we will help you

publicise it. Send us information at least three weeks in advanced and our

presenters will mention it on their programmes. Remember to tell us the date, time and venue and what it's in aid of. A contact name and telephone no. would also be useful.

Studio Tours

If you have ever wondered how the Athena Radio programmes reach you why not

Karrange for a tour? (get in touch with our Promotions Dept and

no more than 10 people in a party. (Too superly reasons that with

## Lost and Found Pets

Ib you've lost or found a pet, call our switchboard with details and we'll try to reunite pets and their owners.

## Bad Weather

snow, highwinds, rain. Listen out for updates on the state of the roads, cancelled events and closure of schools.

When floods are expected we work closely with the Environment Agency and will bring you their latest flood warnings.

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

#### HOW ATHENA RADIO CAN HELP YOU

# If you are running a charity or non-profit making event in the Athena Radio region, we will help you publicise it. Send us information at least two weeks in advance and our presenters will mention it on their programmes. Remember to tell us the date, time and venue and what it is in aid of. A contact name and telephone number would also be useful.

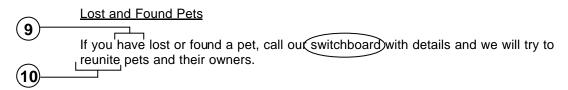
Studio Tours

If you have ever wondered how the Athena Radio programmes reach you why not get in touch with our Promotions Department and arrange for a tour?

Tours can be arranged for groups or organisations, but with no more than 10 people in a party.

**Bad Weather** 

We will bring you all the information you need on bad weather <sup>1</sup>high winds, snow, rain. Listen out for updates on the state of the roads, cancelled events and closure of schools. When floods are expected we work closely with the Environment Agency and will bring you their latest flood warnings.



2 CT/ 10 April 2002

#### **Notes to Candidates**

Ringed words frequently misspelt

- 1 Occasionally typed as 'Publishing'
- 2 Sometimes omitted
- 3 Often typed as 'sent'
- 4 Occasionally typed as 'it's' or 'its'
- 5 Sometimes typed as 'of'
- 6 Frequently typed as number
- 7 Occasionally typed as a hyphen
- 8 Often typed as one word or with # symbol inserted
- 9 Sometimes typed as 'are'
- 10 Occasionally typed as 'rewrite'