

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
- (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 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.



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 Ian Heathershaw

Dear Mr K

NP Thank you for yr telephone call of insert date in which you ask
for info 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
close 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 cassette copy sent to you~~
~~The material~~ recorded using the latest studio production
facilities and experienced voice-over artists. Yr commercial can
also be enhanced by music drawn ~~down~~ 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

For example, advertising freshly
baked cakes and bread could best
be done around a meal time.

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

1

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

Dear Mr Kitchen

2

ADVERTISING ON ATHENA RADIO

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

3

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.

4

5

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 to create particular atmospheres.

6

7

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

6

Yours sincerely

8

Charles Temple
Sales Executive

Enc

Copy: Ian Heathershaw, Sales Manager

9

Model Answer to Document 1 continued

Notes to Candidates

Ringed words frequently misspelt

- 1 Occasionally omitted**
- 2 Often inserted above the salutation**
- 3 Sometimes not expanded**
- 4 Occasionally typed as 'Radio is'**
- 5 Occasionally typed as 'alone'**
- 6 Frequently typed as two words**
- 7 Often typed with dash rather than hyphen**
- 8 Frequently typed with lower case 's'**
- 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, ~~that visitors to the website can link to~~

some of the
I list below questions that ~~I 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 in place of bullets

- Retain abbreviation
- WHAT IF I DON'T LIKE IT?

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

- WHAT LENGTH ARE THE COMMERCIALS?
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.

close up

continued →

- WHO WILL VOICE MY COMMERCIAL?
professional

A wide variety of voice-overs from all over the country are used, ~~the can also obtain quotes for celebrities.~~

- How DO I PAY?

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

- WILL ~~ANY~~ COMMERCIALS FOR SIMILAR BUSINESSES APPEAR WITHIN THE SAME COMMERCIAL BREAK?

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

ers



uc



Model Answer to Document 2

MEMORANDUM

To Andrew McKay, Head of IT Support

From Charles Temple, Sales Executive

Ref CT/

Date 10 April 2002

FREQUENTLY ASKED QUESTIONS

A number of prospective clients are making enquiries about how to advertise on Athena Radio after having visited our website. I would like you to include a Frequently Asked Questions page.

I list below some of the questions that I think could be included on the page but would appreciate it if we could meet in my office next week on Thursday 18 April at 1000 to discuss this further.

1 WHAT LENGTH ARE THE COMMERCIALS?

Most commercials run for 30 to 40 seconds.

2 HOW MUCH WILL IT COST?

Commercials start at £60. Airtime costs depend on the package chosen.

3 WHAT IF I DON'T LIKE IT?

Your commercial will only be broadcast once you are happy with it and have approved and signed the script.

4 WHO WILL VOICE MY COMMERCIAL?

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

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

No. Competitors will not broadcast near the time of your commercial.

6 HOW DO I PAY?

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

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 (2 inches)

HOW ATHENA RADIO CAN HELP YOU

Publicising Events

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} ~~three~~ weeks in advance^{and our}

NP 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

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

NP [Tours can be arranged for groups or organisations, but with no more than 10 people in a party. ~~For safety reasons children under the age of 5 are not allowed in the studio.~~

Lost and Found Pets

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

Bad Weather

trs We'll bring you all the info you need on bad weather - snow, high winds, 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

Publicising Events 2

1 If you are running a charity or non-profit making event in the Athena Radio region, we

3 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. 4

Studio Tours 2

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. 5

Bad Weather 6

We will bring you all the information you need on bad weather 7 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. 8

Lost and Found Pets

9 If you have lost or found a pet, call our switchboard with details and we will try to

10 reunite pets and their owners.

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'

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