

Model Answers for

Text Production



FIRST LEVEL

Series 3 2002

(Code 1074)



Text Production First Level

Series 3 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 3 2002

Scenario

You work for James Parker, Marketing Manager of Athena Travel, a business travel and event management company.

Mr Parker likes his letters to be completed:

James Parker
Marketing Manager

Requirements

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

		Approximate number of words
Document 1	Letter to Miss J R Fletcher	258
Document 2	Memorandum to Maureen Armitage, Press Officer	242
Document 3	Flyer	118

You will need the following information to complete the tasks:

Miss J R Fletcher
Personal Assistant to the Sales Director
D & M Engineering Contractors
Viking House
Brighton
BN6 8RY

IMPORTANT INFORMATION FOR CANDIDATES

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

IN-TRAY DOCUMENT

MEMORANDUM

To James Parker, Marketing Manager

From Janette Walker, Sales Manager

Date 14 June 2002

Ref JW/MD

UP-DATE ON ATHENA TRAVEL

As requested I have outlined below some notes which you might like to include in the News Journal and/or the flyer that is being produced.

ATHENA TRAVEL CENTRE

We are now able to offer travellers, through our Premier Flight Scheme, the opportunity of enjoying first-class lounge facilities at major airports, even though they are not travelling first-class. The benefits include:

- Retain numbers
- 1 A quiet relaxing place to work whilst waiting for flights
 - 2 Access to light refreshments without having to queue or worry about local currency
 - 3 A place to relax to read the newspaper or watch TV.
 - 4 Use of telephone or fax
- trs ↻ 42
3A ↻

Insert into memo

SPECIALIST AND ONLINE SERVICES

- Use bullets or asterisks
- 1 Corporate hospitality
 - 2 Business and leisure cruises
 - 3 Conferences
 - 4 Currency conversion
 - 5 Journey planner

UK hotel booking

Insert into flyer

Prepare a letter to Miss J R Fletcher
Head it BUSINESS TRAVEL

Dear Miss F _____

I was delighted to join you and other delegates at
recent
the secretarial conference held at the Majestic hotel
in Brighton. The conference certainly proved to be
a success.

At a time of year when many ~~companies~~ ~~organisations~~ are
reviewing their business travel arrangements for the
coming year, I've pleasure in enclosing info
regarding some of the services that we're able
to offer yr co. [Athena Travel is an independent
Business Event and Travel Management Co and
is able to offer a one-stop ^{shop} for all yr
business ^{travel} needs, including hotels, rail and
car hire.

flights, ferries,

We've a highly motivated team of event
mgrs and co-ordinators ^{who} ~~that~~ can help you

continued →

with the arrangements ^{for} of any event including
product launches, ^{conferences,} training courses and team
building activities. As part of our commitment to
clients, up-to-date info is available online

I shall be in yr area next week and wd be
pleased to call on you on Fri (insert date) to
discuss our travel services in more detail.

stet If you'd like me to visit you or if you've
any queries, please ~~do not hesitate to~~ contact
me either by e-mail at james@athenatravel.org
or by telephone on (insert tele no).

Yrs sui

close up

so why not visit our
web site for current
details of all our
services.

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

JP/

14 June 2002

Miss J R Fletcher
Personal Assistant to the Sales Director
D & M Engineering Contractors
Viking House
Brighton
BN6 8RY

Dear Miss Fletcher

BUSINESS TRAVEL

I was delighted to join you and other delegates at the recent secretarial conference held at the Majestic Hotel in Brighton. The conference certainly proved to be a success.

At a time of year when many organisations are reviewing their business travel arrangements for the coming year, I have pleasure in enclosing information regarding some of the services that we are able to offer your company.

2 _____ 1

Athena Travel is an independent business travel and event management company and is able to offer a one-stop shop for all your business travel needs, including hotels, flights, ferries, rail and car hire.

1 _____

We have a highly motivated team of event managers and co-ordinators who can help you with the arrangements for any event including product launches, conferences, training courses and team building activities. As part of our commitment to clients, up-to-date information is available online so why not visit our website for current details of all our services.

3 _____

I shall be in your area next week and would be pleased to call on you on Friday 21 June to discuss our travel services in more detail. If you would like me to visit you or if you have any queries, please do not hesitate to contact me either by e-mail at james@athenatravel.org or by telephone on 020 8302 0261.

1 _____ 1

Yours sincerely

4

James Parker
Marketing Manager

Enc

Notes to Candidates

Ringed words frequently misspelt

- 1 Contractions not expanded
- 2 Occasionally typed with initial capitals
- 3 Frequently typed as 14 June
- 4 Occasionally omitted or incorrect number

Prepare a memo to Maureen Armitage
 Head it BUSINESS NEWS JOURNAL

Copy Janette Walker

Outlined below are ^{three} ~~4~~ items that you might like to consider for ^{inclusion in} the Athena Business News Journal.

Executive Club Bonus caps

Athena Travel Executive Club card members who exceed 2000 points ⁱⁿ a year are being offered a complimentary upgrade voucher for two. [This voucher can be used to upgrade the guest and member ~~from~~ ^{from} either Executive Traveller to Executive traveller plus; or from Executive Traveller Plus to World Traveller.

The voucher can be used to upgrade any ticket but must be booked ~~at least~~ seven days before travel.

ATHENA TRAVEL PASS

For travellers who travel regularly, Athena Travel ~~are~~ ^{is} pleased to introduce the Athena Travel Pass.

The Travel Pass is a credit card style plastic card onto which flight credits are automatically loaded.

Insert item from JW's memo

between London and Edinburgh,

Model Answer to Document 2

MEMORANDUM

To Maureen Armitage, Press Officer

①

From James Parker, Marketing Manager

Ref JP/

Date 14 June 2002

① — BUSINESS NEWS JOURNAL

Outlined below are 3 items that you might like to consider for inclusion in the Athena Business News Journal.

② — EXECUTIVE CLUB BONUS

Athena Travel Executive Club card members who exceed 2000 points in a year are being offered a complimentary upgrade voucher for 2.

This voucher can be used to upgrade the member and guest from either Executive Traveller to Executive Traveller Plus; or from Executive Traveller Plus to World Traveller.

①

The voucher can be used to upgrade any ticket but must be booked 7 days before travel.

ATHENA TRAVEL PASS

For travellers who travel regularly between London and Edinburgh, Athena Travel is pleased to introduce the Athena Travel Pass. The Travel Pass is a credit card style plastic card onto which flight credits are automatically loaded.

ATHENA TRAVEL CENTRE

We are now able to offer travellers through our Premier Flight Scheme, the opportunity of enjoying first-class lounge facilities at major airports, even though they are not travelling first-class. The benefits include:

①

- 1 A quiet relaxing place to work whilst waiting for flights
- 2 Access to light refreshments without having to queue or worry about local currency
- 3 Use of telephone or fax
- 4 A place to relax to read the newspaper or watch TV.

③ — Copy: Janette Walker, Sales Manager

Notes to Candidates

Ringed words frequently misspelt

- 1 Occasionally omitted
- 2 Occasionally inserted in capitals in paragraph above after 'for inclusion'
- 3 Designation frequently omitted. All routing information occasionally omitted. Occasionally used as the name of the sender

Display effectively. Date at bottom right of page; reference not required

~~DRAFT~~

ATHENA TRAVEL

↑ ↓ Leave 50mm (2") for logo

WELCOME TO ATHENA TRAVEL

1c

The following are just some of the services ^{that} we can offer to our Clients:

GENERAL TRAVEL SERVICES

- Scheduled and charter flights
- Currency, insurance, passport and visas
- British and continental rail and ferries
- ~~Courier services~~

use single line spacing

• Hotels and car hire worldwide

use bullets or asterisks

MANAGEMENT SERVICES

- Travel policy advice
- Budget control
- Newsletters and Travel Journals
- Management Consultancy

brs

1c

1c

Insert items from JW's memo

Athena Travel is committed to providing a quality service worldwide and delivering a quick, highly efficient and personal service.

Model Answer to Document 3

1 ATHENA TRAVEL

WELCOME TO ATHENA TRAVEL

The following are just some of the services that we can offer to our clients:

3 GENERAL TRAVEL SERVICES

- Scheduled and charter flights 4
- 5 • Currency, insurance, passport and visas
- Hotels and car hire worldwide
- British and continental rail and ferries 6

MANAGEMENT SERVICES

- 7
- Travel policy advice
 - Newsletters and travel journals
 - Budget control
 - Management consultancy

SPECIALIST AND ONLINE SERVICES

- 8
- Corporate hospitality
 - Business and leisure cruises
 - UK hotel booking
 - Conferences
 - Currency conversion 9
 - Journey planner

Athena Travel is committed to providing a quality service worldwide and delivering a quick, highly efficient and personal service.

14 June 2002

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Notes to Candidates

Ringed words frequently misspelt

- 1 Underscore frequently omitted
- 2 Occasionally typed with upper case 'c'
- 3 Occasionally typed as 'Schedule'
- 4 Occasionally typed as 'passports'
- 5 Occasionally typed as 2 words
- 6 Frequently typed as first item
- 7 Section frequently typed in double line spacing
- 8 Occasionally typed on one line
- 9 Frequently typed as 'conversation'
- 10 Omitted or typed at left margin

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