

Certificate in

Text Production



Level 1

Series 4 2003

(Code 1074)

Model Answers

(UK Accreditation No: 100/1604/1)

Certificate in Text Production Level 1

Series 4 2003

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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Certificate in Text Production Level 1

Series 4 2003

Scenario

You work for Tim Foreman, Editor of "Athena on the Move" at Athena House Group, a large retailer of mobile communication devices.

Mr Foreman likes his letters to be completed:

Tim Foreman
EDITOR

Requirements

Mr Foreman 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.

		Approximate number of words
Document 1	Letter to Mr John Benton 4 Clematis Close Newark Notts NG25 8PD	180
Document 2	Memorandum to James Gardner, Marketing Manager	229
Document 3	Advertisement	216

You will need the following information to complete the tasks:

Telephone helpline: 0870 456 1490

IMPORTANT INFORMATION FOR CANDIDATES

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

IN-TRAY DOCUMENT

e-mail

To tforeman@athenamobile.com (Tim Foreman, Editor)
From pwilson@athenamobile.com (Peter Wilson, Technical Adviser)
Date 13 November 2003
Subject Handheld Devices

I refer to your e-mail requesting an introduction to Personal Digital Assistants (PDA) to be included in the section on Handheld Devices in the next issue of "Athena on the Move", I suggest the following:

A neat and possibly cheaper way to use e-mail on the move is to use a PDA or combined PDA. There are many PDAs to choose from, all with the usual calendar, address book and diary functions. retain abbreviation

Your PDA can be used in conjunction with your mobile phone via an infrared link to access your e-mail via the GPRS network. You only pay for the data you download.

When purchasing a PDA you need to consider:

BUDGET

How much do you want to spend? Prices vary from £150 to £600 as little as

COMPATIBILITY

What do the people you communicate with use?

DISPLAY

Look at the advantages and disadvantages of colour or monochrome

SIZE

Choose either the pocket size or one of the larger versions

Insert into memo

Prepare a letter to Mr John Benton
Head it "ATHENA ON THE MOVE"

Dear Mr B _____

first

ic I've pleasure in enclosing the issue of "Athena on The Move", our new magazine for mobile phone users. The magazine is designed to keep you up to date with the latest products and services available from A-H-G-. Each issue will include a series of ^{regular} features ~~will be covered~~ to help you get the most from your mobile communications. [Regular features will include:

NP

Omit numbers and use bullets or asterisks

- 1) Accessories
- 2) The latest handsets, including special offers
- 3) Handheld devices
- 4) Business services

ic

close up

Every thing you read about in the magazine can be supplied by A-H-G-. To find out more call us on our helpline insert tel no or visit our website at www.athenamobile.com.

I hope that you'll find the magazine informative and that it meets yr day-to-day communication ~~requirements~~ ^{needs}. Please let us know if you'd like to receive ^{additional} ~~extra~~ copies of this issue to give to colleagues and friends.

trs

Yrs sin _____

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 email: athena@intl.co.uk

TM/

13 November 2003

Mr John Benton
4 Clematis Close
Newark
Notts
NG25 8PD

Dear Mr Benton

① "ATHENA ON THE MOVE"

② I have pleasure in enclosing the first issue of "Athena on the Move", our new magazine for mobile phone users. The magazine is designed to keep you up to date with the latest products and services available from Athena House Group. Each issue will include a series of regular features to help you get the most from your mobile communications.

Regular features will include:

- ④
- The latest handsets, including special offers
 - Accessories
 - Handheld devices
 - Business services
- ③

Everything you read about in the magazine can be supplied by Athena House Group. To find out more call us on our helpline 0870 456 1490 or visit our website at www.athenamobile.com.

I hope that you will find the magazine informative and that it meets your day-to-day communication needs. Please let us know if you would like to receive additional copies of this issue to give to friends and colleagues.

Yours sincerely

⑦ Tim Foreman
EDITOR

Enc

Model Answer to Document 1 continued

Notes to Candidates

Ringed words frequently misspelt

- 1 Occasionally the speech marks were not included**
- 2 Not expanded**
- 3 Frequently kept as a capital**
- 4 The bulleted list was occasionally kept as numbers**
- 5 Occasionally typed without the hyphens; with spaces either side of the hyphens, or typed as day-today/day today**
- 6 Occasionally omitted**
- 7 Frequently not in capitals**

Prepare a memo to James Gardner
Head it "ATHENA ON THE MOVE"

Copy Peter Wilson
T—A—

I've arranged a mtg in my office for next Tues
insert date at 1030 so that we can discuss the
contents of the ^{second issue} ~~third edition~~ of "Athena on the Move".

I've also asked Peter Wilson, T—A—, to attend.

~~One of the items~~ [I would like to include Personal
uc Digital Assistants (PDAs) in the section on handheld
uc devices and suggest ^{that} a minimum of ³ ~~three~~ but no more
than ⁵ ~~five~~ be described.]

I ~~ate~~ asked Peter to write an appropriate introduction
and he has suggested the following:

Insert section from Peter's
e-mail following presentation
layout

Model Answer to Document 2

MEMORANDUM

To James Gardner, Marketing Manager
From Tim Foreman, Editor
Ref TM/
Date 13 November 2003

1 "ATHENA ON THE MOVE"

I have arranged a meeting in my office for next Tuesday 18 November at 1030 so that we can discuss the contents of the second issue of "Athena on the Move". I have also asked Peter Wilson, Technical Adviser to attend.

I would like to include Personal Digital Assistants (PDAs) in the section on Handheld Devices and suggest that a minimum of 3 but no more than 5 be described. I asked Peter to write an appropriate introduction and he has suggested the following:

2 A neat and possibly cheaper way to use e-mail on the move is to use a PDA or combined PDA and mobile phone. There are many PDAs to choose from, all with the usual calendar, diary and address book functions. 3

Your PDA can be used in conjunction with your mobile phone via an infrared link to access your e-mail via the GPRS network. You only pay for the data you download.

When purchasing a PDA you need to consider:

BUDGET How much do you want to spend? Prices vary from as little as £150 to £600

4 COMPATIBILITY What do the people you communicate with use?

DISPLAY Look at the advantages and disadvantages of colour or monochrome

SIZE Choose either the pocket size or one of the larger versions

Copy: Peter Wilson, Technical Adviser

Notes to Candidates

Ringed words frequently misspelt

- 1 Sometimes typed as Handheld Devices
- 2 The email address and first paragraph were occasionally added
- 3 Frequently expanded
- 4 Frequently incorrectly transposed with SIZE

Prepare the following in single line spacing. Do not include reference and date.

~~DRAFT~~

PHONES AND UPGRADES

With so many exciting and new phones on the market, have you thought about changing your handset? In this ^{issue of the} magazine we are featuring ³ ~~a number of~~ different mobile handsets – ~~two of the phones will always be on special offer.~~ the Athena V50 and Athena 2440 are ^{special} on offer this mth.

If you're ^{and} an existing customer ~~if you~~ would like to discuss changing your handset ~~why not~~ you can obtain details of special customer discounts by contacting ~~contact~~ us on our helpline insert tel no.

The following are ³ ~~some~~ of the handsets available:

ATHENA V50

This ^{and attractive} stylish phone is one of the smallest on the market. The keys are backlit and the LCD screen allows ^{for} 5 lines of text. Features include ^{alarm} voice dialling and ringtone ~~tone~~ composer. Overall performance and voice quality are good.

NP [SALE PRICE £99

ATHENA 2440

A combined ^{mobile} phone and personal organiser which looks like a rather large ^{mobile} phone when closed but when open reveals a full qwerty keyboard and colour screen. It has a full suite of internet ^{caps} ~~app~~ applications and personal organiser functions, such as calendar and contact.

SALE PRICE £149

Continued →

ATHENA V66

is a

Launched in 2002 this is a very attractive handset,

close
up

although the keypad is rather small.

Features include a vibrating alert, currency converter,

ers

WAP browser and predictive text.

alarm,

PRICE £199

Model Answer to Document 3

PHONES AND UPGRADES

With so many new and exciting phones on the market, have you thought about changing your handset? In this issue of the magazine we are featuring 3 different mobile handsets – the Athena V50 and Athena 2440 are on special offer this month.

If you are an existing customer and would like to discuss changing your handset you can obtain details of special customer discounts by contacting us on our helpline, 0870 456 1490.

The following are 3 of the handsets available:

1

ATHENA V50

This stylish and attractive phone is one of the smallest on the market. The keys are backlit and the LCD screen allows for 5 lines of text. Features include alarm, voice dialling and ringtone composer. Overall performance and voice quality are good.

2

SALE PRICE £99

ATHENA 2440

A combined mobile phone and personal organiser which looks like a rather large mobile phone when closed but when open reveals a full, QWERTY, keyboard and colour screen. It has a full suite of internet applications and personal organiser functions, such as calendar and contacts.

3

SALE PRICE £149

ATHENA V66

Launched in 2002 this is a very attractive handset, although the keypad is rather small. Features include a vibrating alert, alarm, currency converter, predictive text and WAP browser.

PRICE £199

4

Notes to Candidates

Ringed words frequently misspelt

- 1 Incorrect telephone number occasionally inserted
- 2 The comma was frequently omitted
- 3 Frequently not in capitals
- 4 The word "Sale" was occasionally inserted

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