



BUSINESS ENGLISH CERTIFICATE

Higher

Writing

0353/02

SAMPLE TEST 1

Time 1 hour 10 minutes

INSTRUCTIONS TO CANDIDATES

Do not open this question paper until you are told to do so.

Write your name, centre number and candidate number on your answer sheet if they are not already there.

Read the instructions for each part of the paper carefully.

Answer the Part 1 question and one question from Part 2.

Write your answers on the answer sheet.

Write clearly in **pen**, not pencil. You may make alterations, but make sure your work is easy to read.

You **must** complete the answer sheet within the time limit.

At the end of the test, hand in both this question paper and your answer sheet.

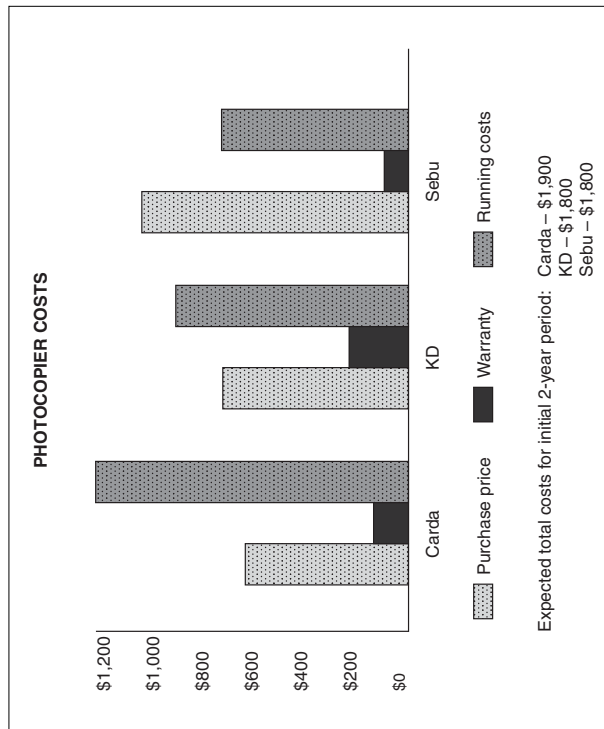
INFORMATION FOR CANDIDATES

Part 1 carries ten marks.

Part 2 carries twenty marks.

PART ONE
Question 1

- The bar chart below shows the cost of buying three different photocopiers, the cost of a warranty on each machine, and their expected running costs for the first two years.
- Using the information from the chart, write a short **report** comparing the costs for the three machines.
- Write **120 – 140** words on page 3.



PART TWO
Questions 2 – 4

- Write an answer to **one** of the questions 2 – 4 in this part.
- Write **200 – 250** words on pages 5 and 6.
- Write the question number in the box at the top of page 5.

Question 2

- Your manager is keen to introduce new practices into your company. He has asked you to write a report which includes details of two practices from another company which you would suggest adopting in your own company.
- Write the **report** for your manager, including the following information:
 - what you admire about the other company
 - which two of its practices you would adopt
 - why your company would benefit from them.

Question 3

- Your company has employed an outside consultant to organise an exhibition of your products, to be held next month. His work is unsatisfactory, and your boss has now decided that you should take over full responsibility instead. Your boss has asked you to write to the consultant to explain why he has been replaced.
- Write the **letter** to the consultant:
 - giving two reasons why he has been replaced
 - telling him he will be paid for this work
 - asking him to brief you on the current situation.

Question 4

- Your company has decided to conduct an investigation into the possibility of increasing the number of ways in which technology is used throughout the organisation. You have been asked to write a proposal concerning the use of technology in your department for the Managing Director.
- Write your **proposal**, including the following:
 - a brief outline of the current uses of technology in your department
 - a description of what technological improvements could be made
 - an explanation of the benefits these changes might bring
 - recommendations for the kind of training that would be necessary.

QUESTION 1

CANDIDATE A

Report: Photocopier Costs

Of the three types of photocopiers, Carda, KD and Sebu, the purchase price of the Carda is the lowest. It is slightly more than \$600 but its expected running cost for the first two years is the highest with its warranty cost at the mid-level of the three photocopiers.

In comparison, the purchase price of the KD is a little more than that of the Carda which is \$700; whereas the expected running cost of the KD is much less than that of the Carda which is \$1,200. However, the KD's warranty cost is the highest of the three at \$200. In comparison the Sebu's purchase price is the highest of the three, i.e. \$1000, but it costs consumers the least in warranty and running for the first two years.

What's more, the expected total cost of the Carda for the initial 2-year period is \$1,900, more than that of both the Sebu and KD, \$1,800.

In conclusion it would be advisable to buy the KD photocopier which is generally more advantageous in cost than its competitors.

EXAMINER COMMENTS

Full realisation of the task set with a natural use of language and appropriate use of linkers.

Band 5

CANDIDATE B

This report was compiled to present the data about the costs of buying three different photocopiers, the cost of a warranty on each machine, and their expected running costs for the first two years. The photocopiers being described are Carda, KS and Sebu.

Certainly the most expensive one is Carda as its total cost for initial 2-year period is \$1,900. This includes running costs of \$1,200 and cost of a warranty which is \$100. The remaining part of costs – about 30% of the total costs – is the purchase price.

Total costs of both KD and Sebu photocopiers are equal, however their particular ingredients differ. KD's warranty is the most pricey and costs \$200 whereas Sebu's costs \$70. Running costs of KD and Sebu photocopiers are \$900 and \$800, respectively. Taking into consideration purchase price, the most expensive one is Sebu which costs \$1000 whereas KD's is cheaper than Sebu by \$200. Total costs for the 2-year period of these machines is \$1,800.

I trust that the above data will be useful and helpful for the buyer to make the best possible choice.

EXAMINER COMMENTS

Good realisation of the task set with all content points included. Ambitious range of structure and vocabulary, which is not always successful. Generally well-organised with evidence of internal cohesion.

Band 4

CANDIDATE C

This report compares the costs of three photocopiers, called Carda, KD and Sebu.

Firstly, we will consider running costs. Far the highest is Carda's (\$1200) followed by KD's which is equal to \$1000 and the lowest one at the moment is Sebu's (\$600). It also has the lowest warranty cost which is about \$100. That is very close to the cost of Carda machine, which is just a bit higher (\$630). But KD's cost is for about 100 percent higher than the mentioned two. If we look at purchase prices and start with the highest we firstly have to mention Carda. It's purchase price is \$600, moving to KD with a price of about \$700 and finish with the highest purchase price which is \$1200 and comes from Sebu.

If we analyse the facts I mentioned above we can calculate the expected total costs for initial 2-year period. Carda has the highest total cost which is \$1900, so it would be cheaper buying the other two, which both have a total price of \$1,800.

EXAMINER COMMENTS

This is a well-organised response to the task which displays internal coherence. All content points are covered. The register is more informal than might generally be considered appropriate, but is used consistently. There are errors but these are generally non-impeding.

Band 3

CANDIDATE D

The upper is the comparison of the costs of 3 different photocopiers, including the purchase price, warranty costs and expected running costs for initial 2-year. From that, we can see Carda gets the highest expected total costs of \$1,900. The others, KD and Sebu are likely the same reaching \$1,800.

The reason why Carda is the most expensive is due to its running costs, which covers more than 60 percent in the expected total cost. While KD and Sebu cost lower than that, no more than \$1,000. In which Sebu's cost in running cost is only \$800 around. But Sebu's buying cost the highest over \$1,000. At the same time, Carda costs only \$600, KD \$700 or so. As to the cost of a warranty on them, KD is more than \$200, Carda \$120 and Sebu less than \$100.

EXAMINER COMMENTS

Inadequate attempt at the task set due mainly to the low level of language. Errors sometimes obscure communication *'the upper', 'in which Sebu's cost in running cost is only \$800'*. However, the major content points are addressed and the writing has reasonable organisation.

Band 2

QUESTION 2

CANDIDATE E

Report on the introduction of new practices.

The report sets out to describe the most attractive features of the Olive Garden chain restaurants Staff Management policies and to suggest introduction of several items into the restaurant department of the Hinton Firs hotel. The presented information has been obtained during the Assistant Manager's visit to the former company.

It was found that one of the American chain restaurants is exposed to an exceptionally innovative management that has recently developed a new policy in order to maintain high standards in all aspects of the service provided to their guests.

It seems that two of its recently introduced practices may be well borrowed and implemented in our business.

Firstly, all the waiting staff are exposed to a check-up before starting their lunch and dinner shifts so as to ensure maintenance of hygiene and compliance with the company's dress code.

Secondly, the evening briefings conducted on a regular basis in order to inform the staff about the basic changes in the menu and wine supplies have proved effective, and therefore could be applied in our restaurant department as well.

It is clear that a successful introduction of the two procedures is sure to reflect on the quality of such service in issues of the waiting staff's better awareness and an improvement in the hotel's image.

EXAMINER COMMENTS

Good organisation and realisation of the task set; all content points are included. Natural use of language with a wide range of vocabulary and reasonably accurate use of structure and cohesive devices.

Band 4

CANDIDATE F

The purpose of this report is to establish which practices should we accept in our company from company "Johnson". The company Johnson is well respected company in Europe. They owe their success to innovation and team work. This is a well organised company with 300 employees. All their employees know what is expected from them. The company is divided into departments; Production, finances, marketing and sales.

They have strict behavior rules which includes non smoking and clothing policies. In spite of these strict rules there is an open-level management. Every two weeks the main director receives employees that come with new ideas and they are rewarded if the idea is accepted. Johnson has also a complain service in which personnel can come to express their dissatisfaction.

In our company I would strongly suggest that we also adopt open-level management where we could widen our perspectives and get new ideas.

I also recommend a complain service center where we could find out how to motivate our staff.

EXAMINER COMMENTS

Inadequate attempt at the task set. All content points addressed but not always adequately dealt with. Errors (particularly of spelling) are numerous and sometimes obscure communication.

Band 2

QUESTION 3

CANDIDATE G

Dear Mr Jones

My name is Svenja Pietzonka, I am an employee of a company Ardo, where you were employed. I have been given this unpleasant job of contacting you and explaining why you have been replaced. Another reason for writing you is to inform you that I will take over your responsibility and to ask for your help.

The reasons for your replacement are, as you can assume, that you didn't know our products well enough. You obviously didn't quite understand which are the features of our products that attract potential customers and what our marketing strategies are. This led to the lack of ideas that you had. We know that you introduced a few ideas, but we think you would agree that none was satisfactory. We hope that you understand why we decided so.

We confess that your failure to succeed is also our fault. We should have introduced you to our products better and we should have let you know what the objectives of our company are and which market strategies we use to achieve them. Taking all these factors into account, we agreed that we should pay you the work you have done.

I would like to ask you if you could brief me on the current situation. You probably know that it is extremely hard to start a project when someone was working on it before you, so I honestly hope that you will be prepared to assist me with your help.

I am looking forward hearing from you soon.

Yours sincerely
Svenja Pietzonka

EXAMINER COMMENTS

Good achievement of the task set, mainly due to tone and content, which would have the desired impact on the target reader. However, there are some non-impeding errors and an occasional awkwardness in expression.

Band 4

CANDIDATE H

Dear sir,

Thank you for the work you have done to organise an exhibition. Most things are kept in order in the initial stage of the whole process and your job is confirmed and phrased by our boss to some extent. However, there still remains some shortcomings. As is known to all, you are a very excellent consultant in many respects. You have lots of experience in advising. But that it is based on outside conditions does not fit us very much. The policies, the strategies seem a bit different from what we own. And that causes some barriers among our people. So with the development of the process, the organising work may not be well done. To avoid such shortcomings, we may appreciate someone with local experience in the next stage of the process. Probably he will be helpful to the co-operative work, and accepted by the inside ones. He may not be as creative as you but somehow suits the situation now.

We will pay you according to your creative work and helpful advice and you will be thanked for your favour in our company.

As I will take your place and hopefully I intend to get some help from you. If you could brief the work on the current situation, I shall be very grateful. Thank you very much again.

Look forward to hearing from you.

Regards.

Jessica Choi
Company Adviser

EXAMINER COMMENTS

All content points are included. Reasonable register and format. However, an ambitious attempt at language results in frequent impeding errors and lack of clarity.

Band 2

QUESTION 4

CANDIDATE I

Purpose

As requested, the purpose of this proposal is to describe and analyse the possible use of technology in the Marketing Department.

Current use of technology

Up to now the members of our department have taken advantage of technological equipment i.e. computers, in order to launch our products most successfully. Not only have we arranged promotional and advertising campaigns but we have also conducted market research via the internet so as to meet our consumers growing demands.

Technological Improvements

In our work we have used computer software and hardware which has already become obsolete and urgently needs modernisation. Therefore, the purchase of up-to-date programmes and equipment is of prime importance.

Benefits

There is no denying that these improvements will bring vast profits to the company. Our team will be able to work faster, more effectively and make greater use of technological innovations. Moreover, our company will be more likely to easily overcome fierce competition in the market.

Training

It seems obvious that our staff does not possess the knowledge of how to use new software. Thus, training on the use of modern programmes would be recommended as necessary.

Conclusion

To sum up, it seems obvious that the introduction of new technology into the Marketing Department will enable the company to gain huge profits. Our position in the market will be strengthened.

EXAMINER COMMENTS

Very good realisation of the task with good use of structure and vocabulary. Well-organised and cohesive with natural use of language.

Band 5

CANDIDATE J

The purpose of the proposal is to explain why our Design Department need to improve technology in our department regarding the introduction of more portable PCs and laser printers, and recommend some necessary training.

As designers in Design Department, it is our routine job to design our product consistent with the requirement of our clients. With the expanding of our company, we receive more orders. Most of our equipment, fax machines, color boards, etc. perform less help to us with our heavy workload. Our efficiency was affected.

There is therefore an urgent need for us to buy some more computers. Because, so many things can be done by computers, you can choose colors, textile types, etc on them. And it is amazing to see the whole process on computer. Furthermore it is faster and quality is improved too.

We usually attend some seminars or shows abroad. And we feel it is very inconvenient to take many design papers, and documents with us, and sometimes they are in a mess. So I think we should buy some portable computers for our designers, if possible.

Besides that, it is paramount for us to get the latest information from all over the world. We could get them through internet with our portable computers anywhere, any time.

As our routine work has little connection with computers and internet, most of us can't use them freely. So it is necessary for us to bring in some training courses of computers and internet.

EXAMINER COMMENTS

Reasonable achievement of task set. All content points are included and the organisation is satisfactory. However, an ambitious attempt at the task results in errors of structure and vocabulary, although these are mainly non-impeding.

Band 3