

**Communication English**  
**Cambridge Business English Certification**

**Assignment – 11- Reading**

**And**

**Assignment – 12 – Writing**

**INSTRUCTIONS:**

Write your name and roll number in the spaces at the top of answer sheet/page.

Read carefully the instructions for each part.

Assignment should be handwritten, on a sperate paper.

Defaulters will be penalized, have to submit a written reason(s) for not completing the assignment duly signed by parent.

There are forty-seven questions on this question paper:

Reading Questions no from 1-45 & Writing Questions 46 & 47

**This question paper consists of 17 printed pages.**

**READING**  
**QUESTIONS 1 – 45**

**PART ONE**

**Questions 1 – 5**

- Look at questions 1 – 5.
- In each question, which sentence is correct?
- For each question, mark one letter (**A**, **B** or **C**) on your Answer Sheet.

**Example: 0**

Don't forget –  
flight BA692    6.45 pm

The plane arrives at

- A**    quarter to seven in the morning.
- B**    quarter past six in the evening.
- C**    quarter to seven in the evening.

The correct answer is **C**, so mark your Answer Sheet like this:

<b>0</b>	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input checked="" type="checkbox"/>
----------	-------------------------------	-------------------------------	--

**1**

**FOR MORE INFORMATION ABOUT ANY OF THE JOB VACANCIES ON THIS LIST,  
PHONE 0845 1234, QUOTING THE REFERENCE NUMBER**

Phone 0845 1234 for

- A**    a list of current job vacancies.
- B**    a reference number for one of these vacancies.
- C**    details about jobs on the list.

2

**We guarantee delivery to your door within 24 hours, if the goods are in stock.**

- A All customers are guaranteed next-day delivery.
- B Goods are delivered next day, depending on availability.
- C Any goods out of stock are delivered with your next order.

3

From...	Accounts
To...	Sales Department
Cc...	
Subject:	Expenses
Send in all receipts for expenses by the last day of this month.	

Accounts will

- A need to have details of expenses before next month.
- B settle all expenses at the end of this month.
- C return your receipts by the end of the month.

4

<b>SCHRODERS</b>
<b>Special Offer on photocopier rentals.</b> First 3000 copies free. After that each copy costs just 3p.

- A Any photocopies from Shrodgers will cost 3p each.
- B Each copy costs 3p less after the first 3000 copies.
- C For the first 3000 copies, Shrodgers make no charge.

5

**Staff are reminded that all arrangements for leave must be approved in advance by line managers.**

Staff must

- A inform their manager if they are absent.
- B get permission to take time off.
- C remind their manager of when they are on leave.

## PART TWO

### Questions 6-10

- Look at the business advertisements below.
- For questions 6 - 10 on the opposite page, choose which company (A - H) each person needs to consult.
- For each question, mark one letter (A - H) on your Answer Sheet.
- Do not use any letter more than once.

A

**Selling abroad? Call  
EXPORT EXPERTS!**

**HEADLINE RECRUITMENT AGENCY**  
**We find the staff you need.**

E

B

**WEBMASTERS**  
**Business Website designers**

**IT TRAINERS**  
*Leaders in the training field*

F

C

**PRONTO SECRETARIAL SERVICES**  
Office tasks quickly completed.

**THORN'S TRAVEL AGENCY**  
Experts in foreign business travel

G

D

- - -  
**- RAPIDPRINT - -**  
**For all your printing**

**CLARK'S**  
**Technical Publishers**

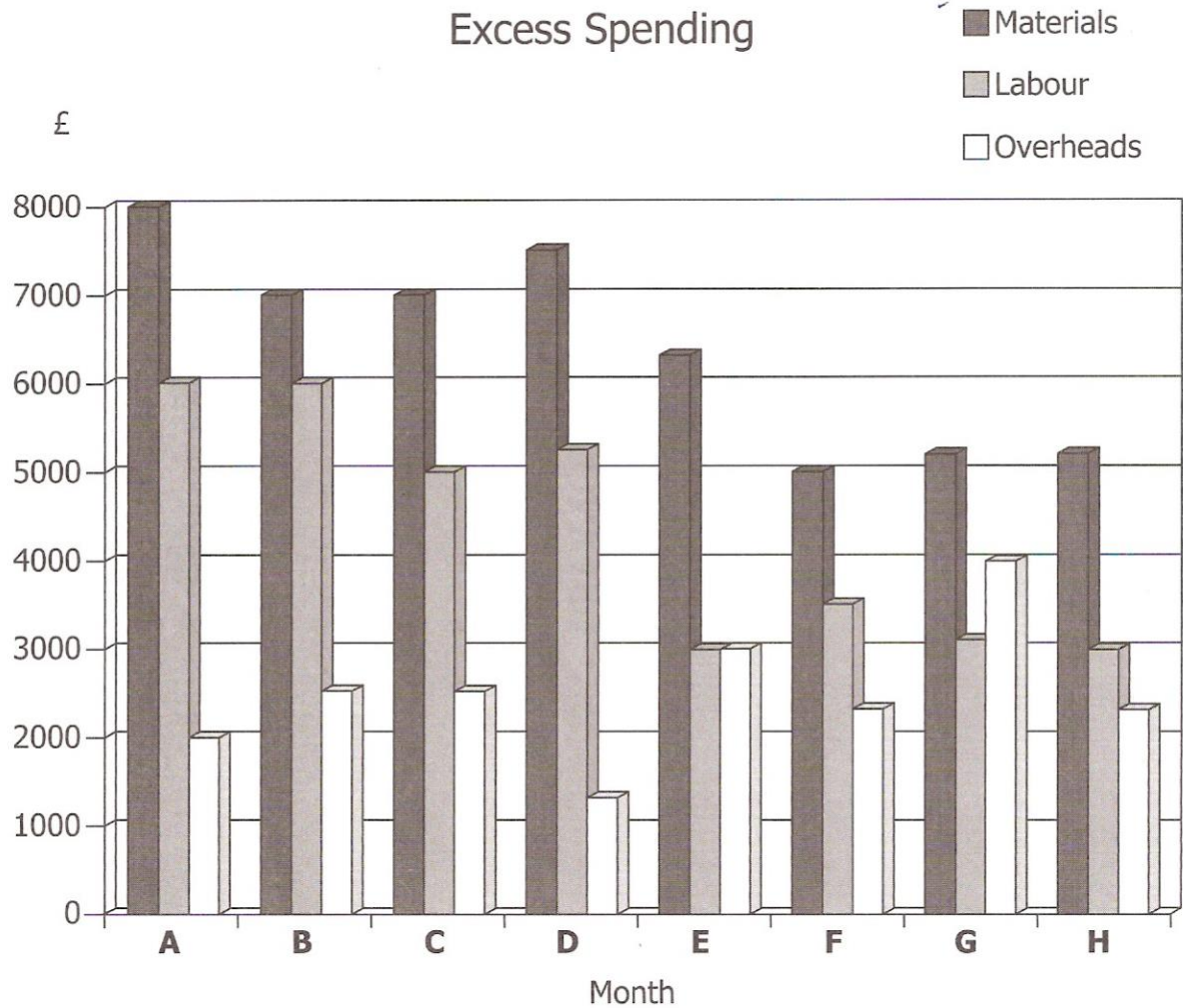
H

- 6 A publishing company wants to select a computer course for new staff.
- 7 A marketing director requires five hundred leaflets to promote a new product.
- 8 The sales manager of a software company has to arrange several trips abroad for her staff.
- 9 The manager of a small printing company requires advice on entering foreign markets.
- 10 A human resources manager has to appoint an executive secretary urgently for the Managing Director.

### PART THREE

#### Questions 11 – 15

- Look at the chart below. It shows the amounts by which a company's expenditure on materials, labour and overheads were above budget.
- Which month does each sentence (11 – 15) on the opposite page describe?
- For each sentence, mark one letter (A – H) on your Answer Sheet.
- Do not use any letter more than once.



- 11 There was a continued reduction in excess spending on materials and a decline in the overheads figures.
- 12 Excess spending on materials and Labour were both a little below record levels, but spending on overheads was at its lowest.
- 13 The amount for Labour dropped, while the figures for materials and overheads were unchanged on the previous month.
- 14 Excess spending on materials dropped slightly in this month while overheads showed a slight increase, to a figure which was equalled in the following month.
- 15 In this month the amount for materials was unchanged, while for both Labour and overheads there was an improvement in the figures.

## PART FOUR

### Questions 16-22

Read the newspaper article below about an organisation which protects its members' original designs.

Are sentences 16 - 22 on the opposite page 'Right' or 'Wrong'? If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't say'.

For each sentence 16 - 22, mark one letter (A, B or C) on your Answer Sheet.

## PAC Wins Again

Last year, Scotland-based Glenmore Jewellery became the fortieth member of the organisation PAC (Protection Against Copying) to take successful legal action to protect its products. Glenmore, which sells hand-made jewellery designed and produced by local artists, was angry to discover a competitor, Nevis, selling copies of these designs. Nevis has now agreed to stop selling the products, as well as to pay Glenmore's legal costs.

Another Scottish company, Highland Design, also asked for PAC's help last year; as a result. Grampian Gifts has agreed to stop selling glass designs similar to products made by Highland Design. Grampian will also pay

Highland Design 50% of the profit it has made on these ranges over the last four years.

'Recently there's been a sharp rise in the number of reports received from members.' says James Ellis, PAC's Chief Executive. 'This demonstrates that designers clearly feel we can help them. If they discover copies of their designs at exhibitions, for example, they are advised to contact us immediately.'

PAC, with over 700 members world-wide, has an almost 100% success rate in legal action taken to defend the interests of the individuals and companies it represents.



16 Glenmore makes all the jewellery that it sells.

A Right

B Wrong

C Doesn't say

17 Glenmore is the best-known brand of traditional Scottish jewellery design.

A Right

B Wrong

C Doesn't say

18 Nevis has a large stock of unsold copies of Glenmore jewellery.

A Right

B Wrong

C Doesn't say

19 Grampian Gifts has to pay all its profits for the last four years to Highland Design. A

Right

B Wrong

C Doesn't say

20 The number of members who contact PAC has increased.

A Right

B Wrong

C Doesn't say

21 Designers should report any copies of their work which they see at exhibitions. A

Right

B Wrong

C Doesn't say

22 PAC has won the majority of cases of legal action it has taken for its members. A

Right

B Wrong

C Doesn't say

## PART FIVE

### Questions 23 - 28

- Read the article below about a businessman's plans for developing a shopping centre.
- For each question 23 - 28, on the opposite page, choose the correct answer.
- Mark one letter (A, B or C) on your Answer Sheet.

# Shaking Up the Business

Since becoming Chief Executive of the Star City shopping centre and exhibition hails, Peter Maurice feels he has done a lot. Now, though, he wants to change the whole feeling of the business. 'Visitors should feel we are looking after them,' he says. 'Very often the public go into a shop and find so much there that they can't decide what to buy, so they don't buy anything. Keep it simple, that's the key to retailing.'

At Star City, staff are encouraged to tell managers, including Maurice himself, what they think of them. The things they say about me are what I expect, because I'm fairly self-aware - I know what I'm like and that I can make people a little angry. But I'm very much in favour of change, and everyone knows that a lot needs to be done.'

He learnt his financial director and management techniques the hard way. 'At 23 I went into business and lost money. I had to learn fast. Then, at 32, I won an export contract to Hong Kong. I admire the strength of character and the ambition of the people there, and brought back two very significant words:

"No problem". Then I took a course at Harvard Business School. It was very hard work, but worth it.'

As well as running Star City, Peter Maurice controls Big Events, which organises exhibitions. At the moment, Big Events is working on plans for a boat show to rival the Capital Boat Show, which in 2004 is moving from its traditional site at Star City to a new venue.

Maurice has created an unusual company structure. The

commercial director are responsible to me directly, but in my first week here, the head of Marketing resigned. Then the same happened with Human Resources. I said to both teams: "Do you want to self-manage?" That's what they decided to do - it can work if you have people who work well together and can report to you as a team,' he explains.

For the immediate future, Maurice will continue with the essential work of updating the centre. After that, he plans to look at ways of expanding Star City beyond the present conferences and exhibitions, to include major shows and concerts. 'I want a lively centre full of exciting events, where my we 11-trained staff are

ambassadors for the company.'



23 In Peter Maurice's opinion, what prevents many customers from making purchases?

- A The shop hasn't got what they want.
- B Nobody is available to serve them.
- C There is too much to choose from.

24 Maurice's staff say that he

- A sometimes annoys them.
- B is trying to do too much too quickly.
- C needs to be more self-aware.

25 What does Maurice say he learnt from his experience in Hong Kong?

- A how to run a successful import-export business
- B the importance of being confident and having a positive attitude
- C that he needed to go back to business school

26 What is Maurice's exhibitions company, Big Events, planning to do in 2004?

- A take control of the Capital Boat Show
- B move the Capital Boat Show to a larger venue
- C hold an event to compete with the Capital Boat Show

27 Which of these departments has a director who reports to Peter Maurice?

- A Finance
- B Marketing
- C Human Resources

28 Maurice's long-term ambition for the centre is to

- A retrain all the staff at the centre.
- B modernise the centre.
- C bring entertainment to the centre.

## PART SIX

### Questions 29 - 40

- Read the advertisement below about an exhibition.
- Choose the correct word to fill each gap, from A, B or C on the opposite page.
- For each question 29 - 40, mark one letter (A, B or C) on your Answer Sheet.

---

# Business Show of the Year 14-18 September 2002 London

**Business 2002** is a key event aimed at people intending to set up (29) business. This year's exhibition (30) provide visitors with valuable information on products and services essential for (31) a small business. (32) is also free advice on (33) to obtain finance, getting the best out of Information Technology and dealing with the (34) problems of health and safety in the workplace. Entrance to the exhibition is free and **Business 2002** hopes to (35) at least 5,000 visitors a day. Companies (36) ..... took part last year said it was well worth the cost.

If you would like further information (37) having a stand at the **Business 2002** exhibition, contact (38) on 020 5493 7721 for an exhibitors' pack.

We (39) arranged special reduced travel and hotel rates for stand holders. So don't (40) the opportunity, book a stand now.

- 29 A on                    **B in**                    C at
- 30 A will                    B shall                    C would
- 31 A run                    B runs                    C running
- 32 A This                    B There                    C It
- 33 A which                    B that                    C how
- 34 A many                    B some                    C any
- 35 A attract                    B attracting                    C attracts
- 36 A whose                    B who                    C what
- 37 A to                    B with                    C about
- 38 A ours                    B our                    C us
- 39 A are                    B have                    C were
- 40 A pass                    B fail                    C miss

## PART SEVEN

### Questions 41 - 45

Read the part of the letter and the memo below.

- Complete the form on the opposite page.
- Write a word or phrase (in CAPITAL LETTERS) or a number on lines 41 - 45 on your Answer Sheet.

With regard to our conversation on the phone yesterday, I can confirm that, due to serious illness, John Brookes has to cancel his flight to Madrid on Saturday 22 June and I therefore request a refund. I enclose the ticket: First Class, flight number UA 453, booking reference 3434/4.

Travel go Ltd

### Memorandum

To: Julia

From: Luke

Date: 6 June 2002

Subject: Refund

**Travelgo Ltd**

**Refund No: 0055 78A**

Booking reference: (41) \_\_\_\_\_

**Ticket details:**

Date of departure: 22/06/02

Flight number: UA 453 (UATAIR)

Departure from: Heathrow

Destination: (42) \_\_\_\_\_

Ticket class: (43) \_\_\_\_\_

Refund due: £525.00

Method of Refund: (44) \_\_\_\_\_

Reason for cancellation: client's (45) \_\_\_\_\_



**WRITING**  
**QUESTIONS 46**

**PART ONE**

**Question 46**

- You have noticed that staff using company cars are forgetting to fill them with petrol on their return.
- You also want to remind staff of procedures for parking company cars and depositing keys.
- Write an email to all staff:
  - explaining what to do about petrol after using a company car
  - saying where to leave the car
  - telling staff what to do with the keys.
- **Write 60 - 80 words.**
- **Write on sperate answer sheet.**

**Email**

To: \_\_\_\_\_

From: \_\_\_\_\_

Cc: BCC \_\_\_\_\_

Subject: \_\_\_\_\_

.....

.....

.....

.....

.....

.....

**OR**

## PART ONE

### Question 46

- Read this part of a fax from Mr David Craven, one of your company's customers.

We ordered eight LP4 electric motors from you last month. It is now 3 June and we still have received nothing, even though you informed us that we would have the motors by 30 May. We need to know when we will receive these motors as our own work will be held up if they do not arrive within the next few days.

- Write an email to Mr Craven:
  - apologising for what has happened
  - explaining the delay
  - saying when you will send the motors
  - offering a reduction on the bill.
- **Write 60 - 80 words.**
- **Write on separate Answer Sheet. Do not include any postal addresses.**

**MESSAGE  
WRITING  
QUESTIONS**

**PART TWO**

**Question 47**

Carefully read the given Telephone Conversation between Vinay and Mahesh. Write a message to Radha.

**Vinay:** Hello, Good morning!

**Mahesh:** Good morning!

**Vinay:** This is Vinay. Is Radha there?

**Mahesh:** she is not here; she has gone to her friend's house.

**Vinay:** okay, inform her that tomorrow English teacher conducting special class from 4pm to 5pm. She has to submit her assignment tomorrow.

**Vinay:** Bye, Mahesh,

**Mahesh:** Goodbye, Vinay.

**Mahesh** has a Yoga class at 5.00pm.

**MESSAGE**

**Date:**

**Time:**

**Dear.....**

**Message.....**

.....  
.....  
.....  
.....

Writers name