



**13** In all the questions, be prepared to credit any other valid points.

**(a)** Candidates may home in on the following aspects in the advertisement:

initial contact seems to be informal;  
the firm is branching out;  
it claims to be successful;  
one can start from scratch but under proper guidance and earn good commissions, which may lead to a senior position and a financially secure retirement.

Relevant factors from the list are:

18 (no permanent employment since university)  
8, 12 (appropriate degree and temporary employment)  
1, 16 (car licence)  
5 (no personal ties)  
11, 19 (strategically placed relatives)  
6 (need for air conditioning)  
4, 20 (large potential market)

Mark on impression, bearing the criteria below in mind:

9–10 a consistent and relevant response which explores the implications of at least four aspects/factors and reaches a convincing conclusion in about 100 words  
7–8 when one of the criteria above has not been satisfied  
5–6 when two of the criteria above have not been satisfied  
3–4 when the answer is badly flawed but contains some worthwhile material  
0–2 when there is little or no merit in the answer

[10]

**(b)** Candidates may home in on the following aspects in the advertisement:

recruitment seems to be very casual;  
they are much too vague over pay;  
competition may be internal as well as external;  
too much may depend on hard selling;  
there may be far too much travelling;  
no company car is provided.

Relevant factors from the list are:

14 (shyness)  
1, 16 (old car, non-ownership of car, limited driving experience)  
2, 3, 10, 13 (vast distances on poor roads)  
7, 15 (unsuitability of product)  
9 (possible hazards/epidemics)

Mark on impression, bearing the criteria below in mind:

9–10 a consistent and relevant response which explores the implications of at least four aspects/factors and reaches a convincing conclusion in about 100 words  
7–8 when one of the criteria above has not been satisfied  
5–6 when two of the criteria above have not been satisfied  
3–4 when the answer is badly flawed but contains some worthwhile material  
0–2 when there is little or no merit in the answer

[10]

- (c) Questions may concern:
- pay during training
  - salary structure
  - promotion prospects
  - commissions
  - travelling expenses
  - pension rights

Be prepared to credit other financial queries (e.g. method of payment) if they arise naturally from the situation in question. In particular, 'various financial aspects of the job' could also legitimately be taken to refer to the actual selling of air-conditioning: e.g. discounts, packages, credit arrangements.

Mark on impression, bearing the criteria below in mind:

- 8 a shrewd and relevant coverage of at least four major financial issues which, in about 80 words, have been explored in some depth.
- 6–7 when one of the criteria above has not been satisfied
- 4–5 when two of the criteria above have not been satisfied
- 2–3 when the answer is badly flawed but contains some worthwhile material
- 0–1 when there is little or no merit in the answer

[8]

- (d) An ideal applicant should have relevant academic/professional qualifications/expertise/experience have considerable driving experience/love travelling/own a powerful/new car live near Detsad or Farsh.

S/he should be footloose, outgoing, presentable, persuasive, adaptable, able to learn fast; highly motivated, competitive, tough, prepared to work long hours...

Mark on impression, bearing the criteria below in mind:

- 7 a plausible response that complements (a) and (b) and highlights at least four desiderata in about 70 words
- 6 when one of the criteria above has not been satisfied
- 4–5 when two of the criteria above have not been satisfied
- 2–3 when the answer is badly flawed but contains some worthwhile material
- 0–1 when there is little or no merit in the answer

[7]