

Questions 15–21

Complete the sentences below.

Choose **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers in boxes 15–21 on your answer sheet.

- 15 Sales letters should be sent to the in a company.
- 16 Your letter should make as much as possible.
- 17 The reader's attention needs to be caught by the of your letter.
- 18 Letters should be sent in a
- 19 It is best to print the in two or more colours.
- 20 Consider sending a as this is more effective than a picture.
- 21 You should calculate the to your letter.

Questions 22–27

Complete the notes below.

Choose **NO MORE THAN TWO WORDS** from the text for each answer.

Write your answers in boxes 22–27 on your answer sheet.

Position: Communications Manager

Summary of role: to improve IFCE's **22** around the world

Responsibilities include:

- writing for a number of **23**, produced for both IFCE and a wider readership
- producing news releases quickly when necessary
- making sure the **24** contains current information.

Employee specification (essential) includes:

- high level skill in writing appropriately
 - for the **25** to read
 - to achieve a specific **26**
- good IT skills.

Employee specification (desirable) includes:

- relevant qualification at a **27** level
- awareness of issues of sustainability in relation to the industry
- knowledge of a foreign language.