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ENGLISH FOR BUSINESS COMMUNICATIONS

LEVEL 2

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.

 **Pitman**
Qualifications

No **EL NBC 12**
50142

Past Paper

CANDIDATE'S NAME
(Block letters please)

CENTRE NO DATE

*Time allowed: 2 hours.
(plus 15 minutes' reading time during which no writing will be allowed).*

Answer ALL questions. All answers must be written in ink, typed or word processed.

Your answers should be written on separate sheets of paper. Make sure your name appears on each sheet of paper used.

Answers to ALL tasks will be assessed for language and content. Two tasks only will also be assessed for layout. This will be indicated on the task.

FOR EXAMINER'S USE ONLY

TASK 1	TASK 2	TASK 3	TASK 4	TASK 5	TOTAL
20	20	20	20	20	100

SITUATION

Light Waves Ahead is a small commercial radio company with a station in Blantyre and another in Harare. Its main source of income is from advertising on the air by local firms. You are Personal Assistant (PA) to Mr Moses Banda, the General Manager.

Task 1 (Your answer will be assessed for layout.)

Respond to the note from Moses Banda.

1800 HOURS TIME SLOT			
Day	Customer	Renewal Received	Date/Initial
Mon	Khumalo's Garage		
Tues	Suto Foods	Letter + cheque	
Wed	Khumalo's Garage		
Thurs	Plaza Cinema	Phone call - cheque in post	
Fri	Khumalo's Garage		
Sat	Khumalo's Garage		
Sun	Charity of the week	Not applicable	

PA

Have just checked records -
 Khumalo's Garage, 36 Church
 Road, Blantyre... has not
 renewed advertising contract.
 Please write - point out -
 needs renewal within 2 weeks -
 some or all slots? Other
 firms interested. Inflation -
 increase in cost of 1.5%.

Moses

Task 2 (Your answer will be assessed for layout.)

Deal with the following as requested.

PA

I'm looking for extra programmes for the morning of Tuesday 5th. Please write and circulate a memorandum to Heads of Department noting the times which need filling and asking for details of suggested programmes, including titles and estimated cost. The information needs to be on my desk by Friday morning.
Thanks. Moses

DRAFT TIMETABLE

Tuesday 5 - am

6.00 am	News.
6.30	Advertisement break.
6.35	Question Time.
7.00	Advert break.
7.05	The Money Market.
7.30	Advert break.
7.35	?
8.00	Advert break.
8.05	Farming Today.
8.30	Advert break.
8.35	?
9.00	Advert break.
9.05	Listeners' Letters
9.30	Advert break.
9.35	?
10.00	Advert break.
10.05	The Woman in White (drama).
10.30	Advert break.
10.35	The Woman in White (continued).
11.00	Advert break.
11.05	?
11.30	Advert break.

(20 marks)

Task 3

Please respond to the note from Lois Shava.

PA.

Help! I am trying to get this series together (very short of time). Moses suggested that you might write this for me if I gave you the basic information. Alice Limula — Blantyre High School 1965-70 — later studied English literature at Cambridge University in England — programme starts 15th of next month — set in nineteenth century — Limula spent five years in America after three generations of farmers — rags to riches theme. Sorry it's a bit confused. I know you will sort it out.

Thanks
Lois Shava

Malawi News
17 Uhuru Street
Blantyre
Malawi

Head of the Drama Department
Light Waves Ahead
45 Freedom Avenue
Blantyre
Malawi

Dear Sir

Corn from the Desert

We understand that you are shortly broadcasting a new drama series written by Alice Limula.

As Miss Limula was educated in Blantyre we would be interested in printing a short article (about 100 words). Perhaps you would like to submit this to the News for inclusion in next week's edition.

Yours faithfully

J Gwenz

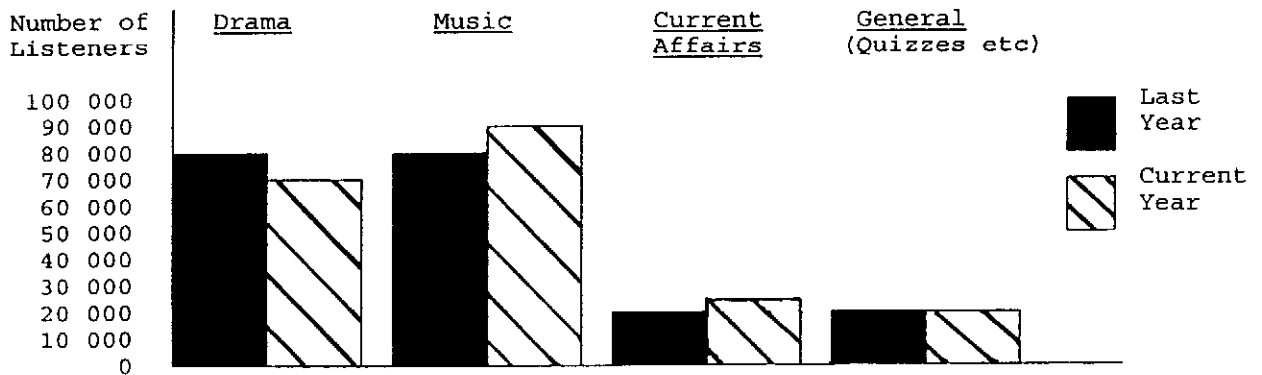
Jeremiah Gwenz
Editor

Task 4

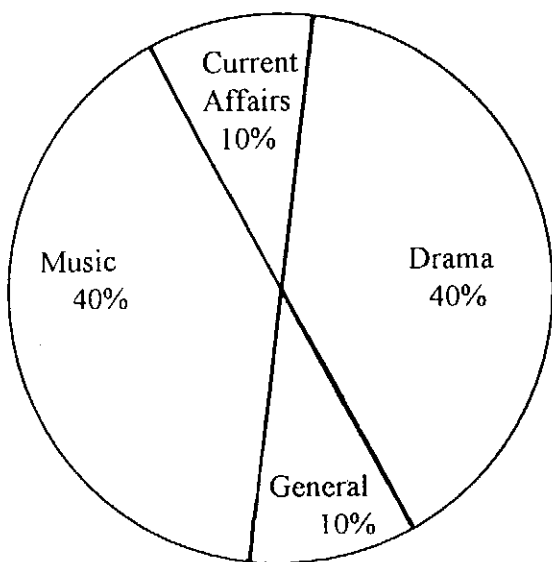
Action the following

PA
 Please draft a report based on the following data.
 Include information on income and listening figures.
 Compare this year's figures with last year's. Comment
 on any noticeable trends.
 Thank you.
 Moses

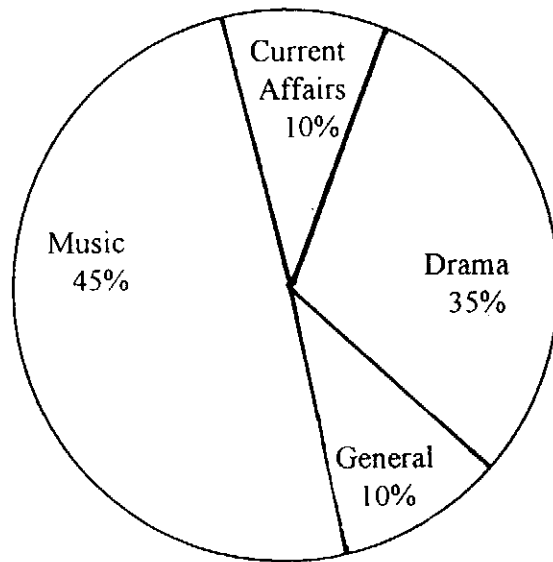
LISTENING FIGURES



INCOME FROM ADVERTISING IN RELATION TO DEPARTMENTS



Last Year
 Total gross income
 2 000 000 kwacha



Current Year
 Total gross income
 2 100 000 kwacha

(20 marks)

Task 5

Act on the reminder note.

REMINDER

Tapes for "Corn From the Desert" not back from editing. Fax our station in Harare. - Needed by Friday - programme going out next Monday on life of Alice Limula. Extracts from "Corn From the Desert" needed for this programme. Ask if any other information available on tape about her. Use courier - speed/safety.

(20 marks)

END OF EXAMINATION