

TASK 1 – SAMPLE ANSWER VERY HIGH FIRST CLASS LETTER

MINUTES
of the meeting of
Azure
that was held at
Ocean View House, West Docks, Southampton, ST3 2NB
at 10.30am on [date Tuesday before exam]

1. **Apologies for absence**
Apologies were received from Tom Gardner, Sales and Marketing Manager.
2. **Minutes of the last meeting**
The minutes were agreed and signed.
3. **Matters arising**
There were no matters arising.
4. **Catering**
Catering on the Lady Hannah needs to be improved. Liz Harvey agreed to contact the Catering Manager and to ask him to send a suggested week's menu before the end of this week.
5. **Publicity for the Lady Hannah**
We will hold a reception at head office at 6.30pm on Friday [specify date] to celebrate the relaunch of the refurbished Lady Hannah. Liz Harvey agreed to send invitations.
6. **Facilities questionnaires**
These have now been received from all last year's customers and the information made into graphs. Liz Harvey agreed to incorporate some of the information into a report for the board.
7. **Correspondence**
An advert from Jeff Braithwaite's interior design company, Brushstrokes, has been received. Mr Braithwaite, one of our regular travellers, is keen to work on our cabins and Liz Harvey agreed to write to him as soon as possible about the idea of themed cabins, asking him to reply within the week.
8. **Any other business**
No other business was discussed.
9. **Date, time and place of the next meeting**
The next meeting will be held on Tuesday [give date and month] at 10.30am at Azure, Ocean View House, West Docks, Southampton, ST3 2NB.

The meeting closed at 11.30am.

TASK 2 – SAMPLE ANSWER VERY HIGH FIRST CLASS LETTER

Azure
Ocean View House
West Docks
SOUTHAMPTON
ST3 2NB

Date: [of exam]

Ref: LH/pa

Mr J Braithwaite
Brushstrokes
Callen House
Marfield Industrial Estate
WORCESTER
WT10 9GG

Dear Mr Braithwaite

Decoration of cabins

We are currently refurbishing our cruise ship, the Lady Hannah, and wish to decorate the cabins in the style of different areas of the world. We are considering some Mediterranean style cabins, some Scandinavian and some with a Far Eastern theme. We would also be interested in other ideas you might suggest. In the Mediterranean cabins we are thinking of warm shades of orange, red and yellow for the carpets, fabrics and artwork to give the feel of a sunny Mediterranean village.

I would appreciate it if you could contact me with your ideas within a week.

Yours sincerely

Mrs Liz Harvey
Managing Director

TASK 3 – SAMPLE ANSWER VERY HIGH FIRST CLASS MEMO

Memorandum

To: Christopher Croft – Catering Manager
From: [name of candidate] – PA to Liz Harvey
Date: [of exam]
Ref: LH/pa

Improving catering

A recent survey has highlighted criticisms from our customers about the catering on board our ships, so Mrs Harvey would like to hear your suggestions on how we can improve the catering on the Lady Hannah.

Customers have said they find it off-putting to be faced with so much rich food and that they find the food stodgy and old-fashioned. They would like lighter, healthier meals and Mrs Harvey suggests introducing an extended range of salads. Guests would also like the food to reflect the countries they are visiting rather than be all British. At breakfast, guests would like a greater variety of fruits and juices, and interesting foods such as pancakes and omelettes.

Please get back to Mrs Harvey before the end of this week with a suggested menu for a week.

TASK 4 – SAMPLE ANSWER VERY HIGH FIRST CLASS PRESS RELEASE

Azure

Azure is a small, exclusive travel company. It is a family firm, with Liz Harvey, one of the founders, Managing Director, and her niece, Marissa, Marketing Assistant.

Azure has two ships – the Lady Hannah and Lady Grace – each with 50 cabins. The Lady Hannah is currently being completely refurbished and will shortly be relaunched. The cabins will be themed, with décor reminiscent of the Mediterranean, Scandinavia or the Far East. The Lady Hannah's catering will be second to none, with a light, fresh approach to catering and none of the stodgy, oversized meals one might associate with cruising!

The Lady Hannah and Lady Grace travel to the Mediterranean, Scandinavia and the Far East. On both ships we hold lectures for passengers, helping to bring these destinations alive.

Cruising is a wonderfully relaxing holiday with no luggage restrictions or worries about transporting it. There are numerous activities available on board; without leaving the ship you can enjoy a swim or a beauty treatment.

Come and relax with Azure!

Contact details:

Ocean View House

West Docks

Southampton

ST3 2NB

UK

Tel: +44 (0)1425 88236

Fax: +44 (0)1425 88235

Email: info@azure.com

190 words

TASK 5 – SAMPLE ANSWER VERY HIGH FIRST CLASS INVITATION

Mrs Liz Harvey, Managing Director, and the Board of Azure

invite

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to a reception to celebrate the relaunch of their cruise ship,
the Lady Hannah,
at
Ocean View House
West Docks
Southampton
ST3 2NB

on Friday [state date]

at 6.30pm

RSVP: [candidate's name]
[candidate's initials]@azure.com

Dress: casual

TASK 6 – SAMPLE ANSWER VERY HIGH FIRST CLASS ANALYTICAL REPORT

Report on destinations and amenities

The Mediterranean Italian and Spanish cruises and those to the Far East are very successful on both ships, with over 90% occupancy and rising. The least successful are the Scandinavian cruises, less popular on both ships and currently under 50% occupancy, with numbers lower than last year. Therefore it would be sensible to stop the Scandinavian cruises.

The two most popular destinations offered by our competitors are the Greek Islands and Around UK cruises, so it could be worth introducing one or both of these.

Only 5% of our passengers used the cinema so we could replace this with an Internet café, a very popular amenity on our competitors' ships. Live entertainment and aromatherapy are also popular, but as the former would cost three times as much as an aromatherapy centre to set up, the latter would be a better choice.

141 words