

Mark scheme

Task 1 – Minutes

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(4)

12 marks

Content:

Date, time and place
of meeting:

12, Gosford Rd, Ottery St Mary, Devon, 10.15am
Date last Thursday (1)

Apologies: Olu Sotuminu **or** Sales & Marketing Manager (1)

Minutes of last meeting agreed **and** No Matters arising (1)

New email addresses: all changed to initials followed by
@chippies.com [or similar] (1)

First new shop abroad: 114, Rue Rivoli, Paris, France
(Tel: +33 1 44 88 44, Fax +33 1 44 88 67) (1)

Opening ceremony: 15th next month (date required) –
time TBA – followed by fish and chip supper – need to
invite local business people and get press coverage –
Elaine Wainwright agreed to organise. (1)

Elaine Wainwright **or** Managing Director agreed to get
more details on celebrity to perform opening – Mme Marie
Chevalier appointed manager – dealing with recruitment
and furnishing of shop etc. (1)

No AOB **and** next meeting 1st Thursday next month
(date required) 10.15am – head office **or** 12, Gosford
Road, Ottery St Mary (1)

8 marks

Total: 20 divided by 2 = 10 marks

Task 2 – Letter

Layout:

Name and address of sender:	Chippies Limited, 12 Gosford Road, OTTERY ST MARY, Devon, EX11 1NU, UK	(1)
Date:	of exam	(1)
Appropriate reference:	eg --/PA's initials	(1)
Name and address of recipient:	Ms C[orinne] Sheridan, Linden's Personal Management Ltd, 8 Newton Street, Manchester, M1 1HL	(1)
Salutation:	Dear Corinne/Ms Sheridan	(1)
Heading:	Booking Alan Courtney [or similar]	(1)
Complimentary close:	Yours sincerely	(1)
Name and/ or designation of signatory:	Mrs E/Elaine Wainwright Managing Director	(1)

8 marks divided by 2 = **4 marks**

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(4)

12 marks

Content:

Alan Courtney available to open fish and chip shop?	(1)
114, Rue Rivoli, Paris, France	(1)
15th next month (actual month required) – 6.30pm	(1)
What are fees? Expenses?	(1)

4 marks

Total: 20 marks

Task 3 – Memo

Layout:

Heading:	Memorandum	(1)
To:	Olu Sotuminu	(1)
Designation:	Sales and Marketing Manager	(1)
From:	Name of candidate	(1)
Designation:	PA [to Elaine Wainwright/Managing Director]	(1)
Date:	of exam	(1)
Any appropriate reference:	eg, EW/pa	(1)
Suitable heading:	eg, Advertising leaflets	(1)

8 marks divided by 2 = **4 marks**

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency (max 1 mark if wrong sender)	(4)

12 marks

Content:

Elaine Wainwright wants to see advertising leaflets for opening of new Paris shop asap – can leave space for details of celebrity [or similar] (1)

114, Rue Rivoli, Paris, 15th next month (date required) – 6.30pm [all] (1)

Contact Digiflash re-printing – Email: sales@digiflash.com, **or**
Tel: [01 53 68 16 10], +33 1 53 68 16 10 **or**
Fax: 01 53 68 16 27 (1)

Ask if lower price for larger order than 100 A5 single sided full colour leaflets [on 250gsm Gloss] (1)

4 marks

Total: 20 marks

Task 4 – Press release

NB MAXIMUM 200 WORDS

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(4)

12 marks

Content:

Chippies Limited opening fish and chip shop at
114, Rue Rivoli, Paris **Contact:** Marie Chevalier **or**
Manager Tel: +33 1 44 88 44 OR Fax +33 1 44 88 67 (1)

15th next month – 6.30pm – British celebrity to
perform opening (1)

Then open to public 8pm – 1 Euro off with leaflet (1)

Choice – wrapped in newspaper and eaten out-of-doors
or on a plate, inside at a table (1)

Eaten since 19th century/1860s (1)

Eaten today – most popular English holiday resorts,
Mediterranean coast of Spain, other overseas resorts
and some of UK top restaurants (1)

Popular – nourishing meal offering good value for
money/the cheapest cooked meal in the country (1)

Nutritious – valuable source of protein, fibre, iron and
vitamins (1)

8 marks

Total: 20 marks

Task 5 – Invitation

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(4)

12 marks

Content:

MD/EW and board of Chippies Ltd invite	(1)
Opening ceremony fish and chip shop	(1)
15th next month (date needed)	(1)
114, Rue Rivoli, Paris	(1)
Time 6.30pm	(1)
Followed by fish and chip supper	(1)
RSVPs to PA and email address: [initials]@chippies.com	(1)
Dress: casual	(1)

8 marks

Total: 20 divided by 2 = 10 marks

Task 6 – Analytical report

NB MAXIMUM 200 WORDS

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency	(4)

12 marks

Content:

Title/Introductory sentence mentioning fish and chip shop in France	(1)
UK trend fish and chips falling	(1)
French trend for meals out side home rising	(1)
Good idea open shop in France [or similar deduction]	(1)
Most popular price in France under 10 Euros	(1)
Best price – accept any suggestion under between 9 and 10 Euros	(1)
10 Euro = 6.96 OR £5 = 7.185 Euros = more than UK average	(1)
Therefore just under 10 Euro = good price for average meal in France	(1)

8 marks

Total: 20 marks