

Mark scheme

### Task 1 – Business letter

#### Layout:

|  |  |     |
|--|--|-----|
| Name and address of sender:              | Natural Clothing Limited, Unit 5, Bramhall Industrial Estate,<br>DARLINGTON, DL1 5PW, UK           | (1) |
| Date:                                    | of exam  | (1) |
| Appropriate reference:                   | eg --/PA's initials or any reasonable reference  | (1) |
| Name and address of recipient:           | Ms C[ybil] Shum, The Bamboo Company, 54 Fengshou Road,<br>Shijiazhuang City, Hebei Province, China | (1) |
| Salutation:                              | Dear Ms Shum/Cybil   | (1) |
| Heading:                                 | Bamboo material [or similar]   | (1) |
| Complimentary close:                     | Yours sincerely  | (1) |
| Name and/or designation<br>of signatory: | Barbara Williams/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:

|   |     |
|---|-----|
| Do they supply dyed material [or similar]                                       | (1) |
| Request prices, quantities they can supply, delivery<br>charges and times [all] | (1) |
| Confirm material OK to wear in rain [or similar]                                | (1) |
| Ask for examples of clothing others already make                                | (1) |

**4 marks**

**Total: 20 marks**

## Task 2 – Memo

### Layout:

|                   |   |     |
|-------------------|---|-----|
| Heading:          | Memorandum                                  | (1) |
| To:               | Geraint Jones                               | (1) |
| Designation:      | Head of Sales and Marketing                 | (1) |
| From:             | Name of candidate                           | (1) |
| Designation:      | PA [to Barbara Williams/ Managing Director] | (1) |
| Date:             | of exam                                     | (1) |
| Reference:        | Any appropriate reference                   | (1) |
| Suitable heading: | eg, Bamboo and hemp [or similar]            | (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:

|   |     |
|---|-----|
| Barbara Williams/MD wants to buy bamboo and hemp [or similar] <b>and</b> wants reply asap | (1) |
| Does Geraint think cotton will be replaced by bamboo and hemp?                            | (1) |
| Geraint to find out which chemicals we use for bleaching and dyeing                       | (1) |
| What percentage of the cotton we use is organic?  | (1) |

**4 marks**

**Total: 20 marks**

### Task 3 – Circular letter

#### Language Mechanics:

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

**12 marks**

#### Content:

|   |     |
|---|-----|
| Company address: Natural Clothing Limited, Unit 5,<br>Bramhall Industrial Estate, DARLINGTON, DL1 5PW, UK | (1) |
| Reference: CT2437   | (1) |
| Request emailed quotation to Ms Williams <b>and</b> email<br>address: bwilliams@naturalclothing.co.uk     | (1) |
| Request confirmation products organic   | (1) |
| 10 rolls plain dyed 100% cotton   | (1) |
| 10 rolls Poplin shirting 100% cotton Jacquard   | (1) |
| Weight 40m/m, roll width 48cm, roll length 150m<br>for both (all)   | (1) |
| Could we have same price if only order 5 rolls?   | (1) |

**8 marks**

**Total: 20 marks**

#### Task 4 – Article/Press release/Circular letter/Mailshot

MAXIMUM 200 WORDS

#### Language Mechanics:

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

**12 marks**

#### Content:

|   |     |
|---|-----|
| Name of company ie Natural Clothing Limited   | (1) |
| NC already only use natural products  | (1) |
| Want to increase range to include bamboo and hemp   | (1) |
| Bamboo and hemp anti-bacterial, biodegradable and soft<br>[or similar]  | (1) |
| Bamboo and hemp breathe easier and are cooler than<br>cotton in warm weather [or similar]   | (1) |
| Most organic cotton products are remarkably soft<br>[or similar]  | (1) |
| No chemicals, harsh dyes or toxic bleaches applied to<br>organic cotton – makes the clothes safer [or similar]                                    | (1) |
| Contact details: Unit 5, Bramhall Industrial Estate,<br>DARLINGTON, DL1 5PW [UK] <b>and/or</b><br>Tel: +44 (0)1325 38866, Fax: +44(0) 1325 378 08 | (1) |

**8 marks**

**Total: 20 marks**

## Task 5 – Informal, informational report

MAXIMUM 200 WORDS

### Language Mechanics:

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

**12 marks**

### Content:

|   |     |
|---|-----|
| Title/Introductory sentence mentioning sales<br><b>and</b> 12 month period <b>and</b> organic [all] | (1) |
| Baby clothes – increase   | (1) |
| Children’s clothes – increase   | (1) |
| Teenage clothes – the same  | (1) |
| Women’s clothes – increase  | (1) |
| Men’s clothes – the same  | (1) |
| Last year less organic than not   | (1) |
| This year more organic than not   | (1) |

**8 marks**

**Total: 20 marks**