

Mark Scheme

Task 1 – Business Letter

Layout:

Name and address of sender:	Tutti Frutti, 29 Great Peter Street, RUDDINGTON, Nottinghamshire, NG11 6LL, UK	(1)
Date:	of exam	(1)
Any appropriate reference:	eg. IC/---	(1)
Name and address of recipient:	Farm Fresh to You Inc, 23808 State Highway 16, Los Angeles, California 95607, USA	(1)
Salutation:	Dear Sirs	(1)
Heading:	Organic Fruit [or similar]	(1)
Complimentary close:	Yours faithfully	(1)
Name and/or designation of signatory:	Ian Croft/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:

especially interested in apricots, cranberries, nectarines and peaches (all)	(1)
do natural production methods increase cost?	(1)
can they prove organic produce is vitamin rich?	(1)
can they deliver to Europe?	(1)

4 marks

Total: 20 marks

Task 2 – Memo

Layout:

Heading:	[Memorandum]	(1)
To:	Trevor Phillips	(1)
Designation:	Sales Manager	(1)
From:	Name of candidate	(1)
Designation:	PA to MD	(1)
Date:	of exam	(1)
Reference:	Any appropriate reference	(1)
Suitable heading:	Must mention apples	(1)

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

Language Mechanics:

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

(max 1 mark if from wrong sender)

12 marks

Content:

mention Valerie Newton's email and stock of apples	(1)
Lots of non organic – over-stocking?	(1)
Low on organic – do stocks reflect estimated sales?	(1)
Ian Croft or MD wants Sales forecast within next 2 days	(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:

Request price of Transport Guides	(1)
For fruit	(1)
For vegetables	(1)
Discount for two titles?	(1)
Cost of delivery?	(1)
How often published?	(1)
Relevant to UK?	(1)
Worldwide regulations?	(1)

8 marks

Total: 20 marks

Task 4 – Article

Language Mechanics:

Grammar	(4)
Spelling and punctuation	(4)
Tone and fluency (NB max 200 words – positive – not too much lifting)	(4)

12 marks

Content:

Company name:	Tutti Frutti	(1)
Info to make contact possible:	Address – 29 Great Peter Street, RUDDINGTON, Nottinghamshire, NG11 6LL, UK OR Tel: +44 (0)155 945 6000 AND Fax: +44 (0)155 940 5286	(1)
	Committed to increasing our range	(1)
	Always exploring new suppliers	(1)
	Importing from cheaper countries therefore cutting prices	(1)
	Range increasing all the time	(1)
	Customers comment on healthiness, taste and freshness	(1)
	Our market expanding	(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 and organic fruit [both]	(1)
apples – now more organic than not	(1)
oranges – more non- than organic	(1)
grapes – more non- than organic	(1)
bananas – the same as each other	(1)
cherries – more non- than organic	(1)
Last year very little organic [or similar]	(1)
This year (nearly) half sales are organic [or similar]	(1)

8 marks

Total: 20 marks