

TASK 1 – SAMPLE ANSWER VERY HIGH FIRST CLASS MINUTES

Minutes
of the meeting of
CHIPPIES LIMITED

that was held at
12, Gosford Road, Ottery St Mary, Devon
at **10.15am** on [date Thursday before exam.]

1. **Apologies for absence**

Apologies were received from Olu Sotuminu (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. **New email addresses**

The IT department has advised that all email addresses have now been changed to initials followed by @chippies.com. No problems are envisaged and all address book contacts have already been advised of the changes.

5. **First new shop abroad**

Chippies has rented a shop at 114, Rue Rivoli, Paris, France. (Tel: +33 1 44 88 44, Fax +33 1 44 88 67). The opening ceremony is set for 15th [specify next month]. The time is to be agreed but the ceremony will be followed by a fish and chip supper for guests. We need to invite local business people and get press coverage. Mrs Wainwright agreed to organise this.

Mme Marie Chevalier has been appointed manager (she's bi-lingual English/French and so ideal as we envisage most of our initial business will be to English speaking business people and tourists, although hopefully the business will soon attract the French as well). Mme Chevalier is dealing with recruitment and the furnishing of the shop etc.

6. **Correspondence**

An email has been received from Mme Chevalier suggesting we ask a well-known British celebrity to perform the opening ceremony. Mrs Wainwright agreed to get more details.

7. **Any other business**

There was no other business discussed.

8. **Date, time and place of the next meeting**

The next meeting will be held on Thursday [give date and month] at 10.15am at Chippies Ltd., 12, Gosford Road, Ottery St Mary, Devon.

The meeting closed at 11.15am.

TASK 2 – SAMPLE ANSWER VERY HIGH FIRST CLASS LETTER

Chippies Limited
12 Gosford Road
OTTERY ST MARY
Devon
EX11 1NU
UK

Date: [of exam]

Ref: EW/pa

Ms Corinne Sheridan
Linden's Personal Management Ltd
8 Newton Street
MANCHESTER
M1 1HL

Dear Ms Sheridan

Booking Alan Courtney

As I'm sure you are aware, our company has a chain of fish and chip shops throughout UK. We now intend to open more shops throughout Europe, starting with our flagship shop at 114, Rue Rivoli, Paris, France, which will open on 15th [specify month] at 6.30pm.

We understand one of your clients, Alan Courtney, will be in Paris at that time, and wonder therefore if he would be available to perform the opening ceremony. If so, we'd appreciate information regarding his fees, assuming expenses would not be charged as he would already be in the city.

Yours sincerely

Mrs Elaine Wainwright
Managing Director

TASK 3 – SAMPLE ANSWER VERY HIGH FIRST CLASS MEMO

Memorandum

To – Olu Sotuminu – Sales and Marketing Manager
From – [Name of candidate] – PA to Elaine Wainwright
Date – [of exam]
Ref: EW/pa

Advertising leaflets

Elaine Wainwright would like to see the mock-ups you've prepared for the advertising leaflets for the opening of our new Paris shop as soon as possible. She asked me to confirm that it's at 114, Rue Rivoli, Paris, on 15th [state month] at 6.30pm and advised you can leave space for details of the celebrity performing the opening until this is confirmed.

Mme Marie Chevalier (the manager of the Paris shop) has suggested we use Digiflash for the printing (Email: sales@digiflash.com, Tel: [01 53 68 16 10], +33 1 53 68 16 10, Fax: 01 53 68 16 27). Their entry in a webpage directory states they charge £25.00 for 100 A5 single sided full colour Leaflets on 250gsm Gloss, which Elaine thinks suitable, but she would like you to find out if they could offer us a lower price for a larger order.

TASK 4 – SAMPLE ANSWER VERY HIGH FIRST CLASS PRESS RELEASE

Chippies Limited, whose fish and chip shops are renowned throughout UK, is opening an outlet at 114, Rue Rivoli, Paris on 15th [state month]. A famous British celebrity will perform the ceremony at 6.30pm, the shop welcoming the public at 8pm. Look out for leaflets entitling the holder to a 1 Euro discount off the price of a fish and chip supper, which may be eaten in the traditional British manner (smothered in salt and soused with vinegar, wrapped in newspaper and eaten out-of-doors) or more conservatively on a plate at a table.

Fish and chips, a nourishing meal offering good value for money, have been popular in UK since 19th century and are still widely consumed there today, especially in English holiday resorts but even in some top UK restaurants. Their popularity has also spread to the Mediterranean coast of Spain and other overseas resorts. No doubt this is because they are not only remarkably tasty, but also very nutritious, providing a valuable source of protein, fibre, iron and vitamins.

For further details, please contact the manager of Chippies' Paris shop, Mme Marie Chevalier on:

Tel: +33 1 44 88 44

Fax +33 1 44 88 67

Email: mc@chippies.com

200 words

TASK 5 – SAMPLE ANSWER VERY HIGH FIRST CLASS INVITATION

*Mrs Elaine Wainwright, Managing Director, and the Board of Chippies Ltd
invite*

.....
*to the opening ceremony of their new fish and chip shop,
followed by a fish and chip supper,*

at

114, Rue Rivoli, Paris

on

15th [state month]

at 6.30pm

RSVP

[candidate's initials]@chippies.com

Dress: casual

TASK 6 – SAMPLE ANSWER VERY HIGH FIRST CLASS ANALYTICAL REPORT

Fish and chip shop based in France

In UK, the trend for eating fish and chips has been falling steadily since 1920s, whilst, since 1960s, France has seen a steadily increasing trend for people eating meals outside the home, which is why we have considered it a good idea to open a shop in France.

Our original aim was to sell a meal for 11 Euros, but we have discovered that over 60% of meals taken away from home in France cost under 10 Euros. (10 Euros = £ 6.96 at today's conversion rate). The average price per meal in UK is £5 (equivalent to 7.185 Euros), so we can charge more than we do in UK, in order to cover additional costs, and still offer a good price for an average meal in France, ie under 10 Euros. We therefore suggest we charge 9.50 Euros for the average meal there.

151 words