

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:

Ocean View House, West Docks,
SOUTHAMPTON, ST3 2NB, 10.30am – date last Tuesday (1)

Apologies:

Tom Gardner **or** Sales & Marketing Manager (1)

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

Need to improve catering on the Lady Hannah –
Liz Harvey to contact Catering Manager (1)

Reception at head office 6.30pm last Friday of next
month (date needed) to celebrate relaunch of the Lady
Hannah – Liz Harvey to send invitations (1)

Facilities questionnaires received – Liz Harvey to
incorporate some of information into report for board (1)

Advert received from Jeff Braithwaite, Brushstrokes.
Would like to work on cabins – LH to contact him re
themed cabins idea – needs reply within week (1)

No AOB, and next meeting first Tuesday next month
(date required), 10.30am, head office **or** Ocean View
House, West Docks, Southampton ST3 2NB (1)

8 marks

Total: 20 divided by 2 = 10 marks

Task 2 – Letter

Layout:

Name and address of sender:	Azure, Ocean View House, West Docks, SOUTHAMPTON, ST3 2NB	(1)
Date:	of exam	(1)
Appropriate reference:	eg LH/PA's initials	(1)
Name and address of recipient:	[Mr] J[eff] Braithwaite, Brushstrokes, Callen House, Marfield Industrial Estate, WORCESTER, WT10 9GG	(1)
Salutation:	Dear Mr Braithwaite/Jeff	(1)
Heading:	Decoration of cabins [or similar]	(1)
Complimentary close:	Yours sincerely	(1)
Name and/ or designation of signatory:	Liz Harvey/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:

Want to redecorate cabins on Lady Hannah in the styles of different countries	(1)
Examples – Mediterranean, Scandinavian, Far Eastern and ask for his suggestions (all)	(1)
Any reasonable description of a Mediterranean cabin	(1)
Send ideas to Liz Harvey within a week	(1)

4 marks

Total: 20 marks

Task 3 – Memo

Layout:

Heading:	Memorandum	(1)
To:	Christopher Croft	(1)
Designation:	Catering Manager	(1)
From:	Name of candidate	(1)
Designation:	PA [to Liz Harvey/Managing Director]	(1)
Date:	of exam	(1)
Any appropriate reference:	eg LH/pa	(1)
Suitable heading:	Improving catering	(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:

How plan to improve catering on Lady Hannah?	(1)
Mention what guests do and don't want eg less food, less stodgy, less old-fashioned, lighter meals, maybe introduce more salads (or similar)	(1)
Guests want food reflecting countries visiting, want more interesting breakfast foods and greater variety (all)	(1)
Get back to Liz by end of week with a suggested week's menu	(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 (don't mention details of Liz Harvey's childhood)	(4)

12 marks

Content:

Azure, Ocean View House, West Docks, SOUTHAMPTON, ST3 2NB, UK or tel +44 (0)1425 88236/fax +44 (0)1425 88235 or www.azure.com	(1)
Family firm – Liz Harvey, MD, one of founders	(1)
Two ships – Lady Hannah and Lady Grace – Lady Hannah currently being refurbished	(1)
They run cruises to Mediterranean, Scandinavia and Far East	(1)
Lady Hannah will have themed cabins	(1)
On relaunched Lady Hannah, catering will be excellent – ie light, not stodgy (or similar)	(1)
On board activities (mention two for mark) eg swimming, golf, lectures, cinema	(1)
Cruising a very relaxing holiday – eg no worries about luggage, amenities available on board (or similar)	(1)

8 marks

Total: 20 marks

Task 5 – Invitation

Language Mechanics:

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

12 marks

Content:

Liz Harvey/MD and board of Azure invite	(1)
Reception to celebrate relaunch of Lady Hannah	(1)
Last Friday of next month (date needed)	(1)
Ocean View House, West Docks, Southampton, ST3 2NB	(1)
Time 6.30pm	(1)
RSVP to PA	(1)
PA's email address: [initials]@azure.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 – report on destinations and amenities (1)

Italy, Spain and Far East popular and upward trend (or similar **BUT** both) (1)

Scandinavia least successful/low capacity **and** trend downward **and** recommend stop (1)

Two most popular cruises offered by competitors are Greek Islands and Around UK, so worth introducing (1)

Cinema least popular – get rid of this (1)

Internet café most popular amenity – worth introducing this (1)

Live entertainment and aromatherapy also popular ideas (1)

Live entertainment would cost more than aromatherapy centre to set up, so aromatherapy centre better choice (or similar) (1)

8 marks

Total: 20 marks