



SERIES 2 EXAMINATION 2003

ENGLISH FOR BUSINESS

LEVEL 3

(Code No: 3041)

THURSDAY 10 APRIL

Instructions to Candidates

- (a) *The time allowed for this examination is 3 hours.*
 - (b) *Answer all 4 questions.*
 - (c) *All questions carry equal marks.*
 - (d) *All answers must be clearly and correctly numbered but need not be in numerical order.*
 - (e) *While formal accuracy is expected, adequate and appropriate communication is essential and candidates must judge the length of their answers in this light.*
 - (f) *When you finish, check your work carefully.*
 - (g) *The use of standard English dictionaries and cordless non-programmable calculators is permitted. Candidates whose first language is not English may use a bilingual dictionary.*
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QUESTION 1

Situation

You are employed by Fruity Foods UK, a manufacturer of speciality jams, preserves and other bottled and tinned fruit products, based in Kent in England. The company exports its products all over the world but ensures that they can only be purchased at selected outlets. The products could be said to be at the prestige end of the market; the company makes rigorous checks on potential suppliers to ensure that they conform to the highest standards and are always associated with high quality merchandise.

You work in the Sales and Marketing Department and the Sales Manager is Ms Miriam Mafuta. This morning Ms Mafuta hands you this letter.

WOZNIAK STORES
18 Wiołinowa Street
Warsaw 02-786
Poland

6 April 2003

Dear Sir or Madam

You will know that your products are very popular in Central Europe. In Poland we are fully aware of the high quality of your jams and preserves, which are only currently available to be purchased by mail order. Wozniak Stores are often asked why we do not stock your products and we would now like to do so.

I would be grateful if you could supply us with your catalogue and price list and your terms of trade.

I should add that ours is the most respected specialist food shop in Warsaw, if not in our country, and I am sure that a collaboration would be of great benefit to both our companies.

Yours faithfully

Dariusz Molska

Dariusz Molska (Mr)
Manager

Ms Mafuta says to you:

"This is interesting. As you know we rarely respond to unsolicited requests like this other than to thank enquirers for their interest. Oddly enough, we are currently investigating the possibility of expanding our sales in this part of the world, and our discreet enquiries have suggested that Wozniak Stores could be a possible outlet. We'd better not mention this specifically as people can be sensitive to enquiries being made about them, of course.

"Could you write to Mr Molska please? Don't promise anything but say we're interested. You'd better let him know that exporting to a new country is never easy – we'll have to check all the various Polish regulations about food imports. It's always much easier for us to trade with a European Union country but, who knows, Poland might join the EU some day – I know their government would like to.

"Anyway, what I'll do is ask one of our contacts in the area to look into this. I'll probably ask Lothar Kraus in Berlin and we'll get back to Mr Molska later. Tell him not to worry if this takes a little time, and say how pleased we were to hear from him. I know you're good at this."