

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Office Administration
Standard Level

TEXT PROCESSING

5231/A

Core Module: Practical Assessment

2003

1 hour 45 minutes

Additional Materials: Letterheaded A4 paper
Memo paper
Plain A4 paper
Envelope or label

READ THESE INSTRUCTIONS FIRST

Do not use staples, paper clips, highlighters, glue or correction fluid.

Read the Guidelines to Candidates carefully before attempting any of the tasks.

Type or write your Centre number, candidate number and name at the top of each separate piece of paper used.

You must attempt all tasks.

All printouts must be submitted at the end of the assessment.

If you use more than one sheet of paper, fasten the sheets together.

This document consists of **8** printed pages.

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UNIVERSITY *of* CAMBRIDGE
Local Examinations Syndicate

GUIDELINES TO CANDIDATES

Time Allowed: 1¾ hours

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- 2 You must use a typewriter or a word processor to complete this assessment. If you are using a typewriter, you may use the memory facility available on it, but this must be cleared before you start typing.
- 3 **Task 1 – Speed Test:** this will be a **5 minute** copy typing test – the speed will be calculated up to and including the 6th error which you make. You will be given one minute to scan the text immediately before keying begins. You must be ready for immediate keyboard input when the test begins. You may make corrections within the time allowed for the speed test. Printing of the Speed Test must be carried out immediately when the test finishes.
- 4 You will be given **10 minutes' reading time** for **Tasks 2 – 5** and you may make notes and/or highlight any detail during this time, before keying of these tasks begins.
- 5 Your tutor will tell you what stationery is available for you to use. If you are using a word processor, your tutor may provide you with templates for letters and memos.
- 6 Calculators, calendars, English and mother-tongue dictionaries, thesauruses, spell-checkers and manufacturers' manuals may be used.
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- 12 Assemble your completed work in task order.

TASK 1

We can all talk or communicate in some way. We do it all day for most	74
of our lives. We use our mouths, ears, eyes and hands to express	142
ourselves. Effective communication is the passing of a message from	213
one person to another.	237
Face to face we communicate using the words that we speak, the tone	307
of our voices and the conduct that we display.	356
It is certain that you can identify angry people by their behaviour long	431
before they have said anything at all.	470
When you communicate on the telephone over half the message is lost.	542
You need to work twice as hard to make up for the visual loss.	608
Many people find that when they are denied the use of gestures and	677
facial expressions, they are not as effective. This is why good telephone	754
skills are vital.	773
In the absence of visual signs make sure that all verbal elements are	845
used to their full advantage.	875

TASK 2

MEMO

To Siobhan Murphy
From Patrick O'Reilly
Ref POR/KQ

Business Forum

As we agreed, I attended the working breakfast organised by the Business Forum yesterday. There were 22 people present.

It occurred to me that the Forum may be an excellent way to increase our profile in the community. Perhaps we could offer to accommodate a working lunch in our executive dining room in the near future? Please investigate the possibility of entertaining members of the Forum at an event such as this.

The next meeting of the Forum will be in three weeks' time. Please make an appt with my sec so that we can meet to discuss this well before the meeting.

TASK 3

Double linespacing, except where indicated

GUIDELINES FOR EXHIBITION STAFF

PHOENIX EXHIBITIONS

aggressive selling, overuse of jargon and

Recent research has shown that more than 80% of exhibition staff use behaviour such as inappropriate body language. These negative sales techniques can discourage prospective customers and should be avoided.

This paragraph in single linespacing

Our company, Phoenix Exhibitions, is publishing a set of guidelines on exhibition work to help you get the most from your investment. After all, a considerable amount of money is spent on exhibitions every year and it is important that this level of investment is not wasted through lack of training and understanding.

Our guidelines give advice on

~~We are experienced in helping people ensure the use of~~ positive behaviour and on how to avoid giving a negative impression. An accompanying vide30 film ^{role play} gives examples of positive and negative behaviour.

Find out how to avoid the common mistakes. Ensure that your exhibition staff can meet and greet prospective clients in a way that will facilitate business.

Inset this paragraph 35 mm from left margin

Anyone who has taken part in an exhibition will know how tiring this kind of work can be. There is often little or no opportunity to sit down ~~and constant standing can cause backache~~ which means that comfortable shoes are essential.

Plenty of rest breaks are essential.

Staff must pace themselves for a full day's work. It is important to establish a sensible rota. ~~Remember to plan ahead so that all the~~ ^{recy materials and} equipment is available at the stand.

There is nothing worse than running out of essential ~~company brochures~~ ^{sales literature} halfway through the day. ✓

If space permits, there should be

~~People who take an interest in your stand will appreciate~~ a comfortable seating area so that interviews with prospective customers may be conducted in a relaxed way. If you can arrange for hot or cold drinks ~~as well as sandwiches and biscuits~~ to be available during interviews, this will be a point in your favour. In fact, it could result in 50% more sales!

TASK 4

Please produce an envelope or label addressed to
Mr Michael Boulton

Our ref POR/KQ

Mr Michael Boulton
Chief Executive
Paxton Catering Company
Paxton House
582 Belfast Road
Dublin 4
Ireland

Mark this PRIVATE

Dear Mr Boulton

PROPOSED SALES CONFERENCE

It was very good to meet you at yesterday's working breakfast. I am sure the Business Forum will be very successful. I appreciated the opp it gave to meet other business people.

The Pro-Am Golf Tournament proposed for the end of next month is an excellent idea. Although I do not practise as much as I would like, I intend to enter. I understand all proceeds will be donated to charity.

As promised, I enclose our brochure. This should give you all the info needed to help you plan your Sales Conference. Our staff will be very pleased to give every assistance to ensure a successful events.

Please do keep in touch.

Best wishes,

Yrs srly

Patrick O'Reilly
Chief Executive

TASK 5

Display this notice, using different forms of emphasis; eg centring, font style/size, italics, bold, underlining, capitalisation, etc

The Berkeley Hotel
 212 Shamrock Avenue
 Ballsbridge
 Dublin 4
 Ireland

A legendary hotel that has hosted both the royal and the famous since it first opened its doors in 1824

The property is well maintained and has 180 bedrooms

Located in Dublin's most fashionable and cultural area

It is a traditional Georgian manor house and provides - direct dial telephone, ironing facilities, trouser press, hair dryer, dataport and tea and coffee making facilities

A new addition to the hotel is the Finimore Club - Dublin's premier health, fitness and relaxation centre, indoor heated swimming pool and sun bed facilities

Just a 5 minute walk from Ireland's busiest pedestrian area

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TASK 1

Before you design your website, you will need to plan the way it will look.	77
It will be important to strike a good balance between pictures and text.	151
Once your website has been set up, the next vital step will be to ensure	226
that your prospective clients can find your site.	276
There are many search engines available. It is usual to submit details of	354
your website to one or more search engines. The owner or designer can	426
complete a submission form online.	462
Search engines, however, can also use a system called a spider that is	535
a program that searches the web looking for specific websites. A spider	609
can also be used to look at the content of a site for indexing within a	681
search engine database. It would search for keywords within a piece of	755
text. Your website could be pulled up by the database if it reaches the	828
required keyword relevancy score that is set.	875

TASK 2

MEMO

To Janet Travis
From Gregor Georgiou
Ref GG/5936

HOLIDAY INFORMATION

I have received a letter from Mrs Chrysochous who is flying to Beijing on our 10-day tour. She had some queries regarding flying.

It occurred to me that we should consider producing some small and colourful info booklets about flying in comfort.

Please draft some separate booklets on preparing for a journey, during the flight and on arrival. For example, some hints about coping with the body's natural biological clock could be included. Some recommendations on how to cope with flying long distances would also be appreciated.

It would be helpful if these could be presented in draft form at next month's Team Meeting.

TASK 3

Double linespacing, except where indicated

PEOPLE'S REPUBLIC OF CHINA

INFORMATION SHEET 12

Climate

This paragraph in single linespacing

China is ~~a very large area of dramatic and~~ a land of extreme climatic variation.

For instance, ^{during Feb} it is possible to enjoy tropical fruits and sunbathe on the beaches of Hainan Island.

At the same time in the north, Harbin is dazzling tourists at the annual Ice Sculpture Festival with giant ice pagodas, ice palaces and cleverly sculpted pandas.

tour the southern coast and

Beijing

Beijing is located

~~This city enjoys a geographical position near desert~~ in the north of the country.

As the seat of power of Chinese emperors throughout the centuries, Beijing is steeped in history. [Reigning as both an ancient capital of Imperial China and a modern capital, Beijing retains plenty of evidence of its royal past, with aristocratic parks, temples and palaces

The Palace Museum

- ① ~~more commonly~~ ^{250 acre} This is ~~very often~~ known as the Forbidden City. Construction of this complex started during the Ming dynasty in 1406. It is the largest and most complete ancient imperial palace in the world. Home to 24 emperors during the Ming and Qing dynasties, it has been transformed into a magnificent museum where an enormous collection of cultural relics and precious art objects can be seen.

Tiananmen Sq

Inset this paragraph
50 mm from left margin

This is also called

~~This enormous area of open space is more commonly called~~ the Gate of Heavenly Peace and is located across the street from the main entrance to the Forbidden City. built in 1651, it is the largest public square in the world. Surrounding it are many of China's most impressive monuments.

The Summer Palace

Royal families came to Kunming Lake as far back as a thousand years ago ~~to escape the very hot summer in the city~~ for rest and recreation. In 1750 a summer palace was built overlooking the peaceful lake. Today tourists can stroll along the famous 700 metre Long Corridor. There are numerous archways, each depicting a different scene.

, with its beautiful Painted Gallery

TASK 4

Our ref GG/5937

Please produce an envelope or label addressed to Mrs P B Chrysochous

Mrs P B Chrysochous
PO Box 2139
2148 Paphos
Cyprus

Mark this PERSONAL

Dear Mrs Chrysochous

Comfort While Flying

Thank you for your e-mail which I received today. I am pleased that you have booked a holiday with us.

I refer to your queries' regarding flying and am happy to help. I can confirm that the aircraft will be air-conditioned. As you probably know, this can make you very thirsty. I believe that drinking water or juice at least every hour would be of help.

It is poss to wear contact lenses during a flight but I would recommend that you wear spectacles instead. This reduces the risk of irritation and your eyes will feel fresher.

I am enclosing some information leaflets that the airline has produced on comfort while flying.

I very much hope that you enjoy your trip. Please let me know immed if I can be of any further help.

Yours srly

Gregor Georgiou
Customer Service Manager

TASK 5

Display this menu, using different forms of emphasis; eg centring, font style/size, italics, bold, underlining, capitalisation etc

SALADS OR SOUPS (Please choose one item only)

Assorted brasserie lettuce with shaved fennel and lemon oil

Spinach salad with gorgonzola, candied nuts and apples

Minestrone with crushed black pepper gnocci

Chicken consomme with pear, vegetables and snow fungus

Cream of asparagus with nutmeg foam

MAIN COURSE (Please choose one item only)

Four dish combination platter (otak roll, Pacific clam, crabstick with mayonnaise and baby octopus)

Braised shark's fin with shredded crabmeat

Roasted pei-pai chicken

Steamed sea bass in superior soy sauce

Braised mushrooms with vegetables

Shrimp fried rice

DESSERTS (Please choose one item only)

Chocolate truffle cake with amareto pear and silk sabayon

Lemon Meringue tart

Strawberry Cheesecake

Chrysanthemum tea