

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Award in Office Administration
Advanced Level

SHORTHAND

5244/A

Optional Module: Practical Assessment

2003

TUTORS' NOTES

1 hour 45 minutes

READ THESE INSTRUCTIONS FIRST

This set comprises:

For the Tutor
Tutor Guidelines
Dictation Sheets

For the Candidate
Instructions to Candidates
Guidelines to Candidates
Candidate Information Sheet

Please ensure that you have read the Tutor Instructions for Practical Assessments in Office Administration, and the Tutor Guidelines for this particular assessment, understand all the requirements of this assessment, and make the necessary preparations **before** arranging for your candidates to be assessed.

This document consists of **6** printed pages.

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UNIVERSITY of CAMBRIDGE
Local Examinations Syndicate

TUTOR GUIDELINES

This sheet is for tutor reference only and should not be distributed to candidates.

Total Time Allowed: 1¾ hours

Please ensure you are familiar with all the details contained within the Guidelines to Candidates.

- 1 Give each candidate a copy of the Guidelines to Candidates and a Candidate Information Sheet.
- 2 Candidates must be given **4** minutes to read the Candidate Information Sheet and to make any notes they wish. They will need to refer to this Sheet throughout the assessment.
- 3 **Three** passages must be dictated at **100 wpm** and these are attached.
- 4 To assist the reader, passages are presented with commas indicated. These must not be read. Candidates are required to insert only the essential comma in Task 3, but will not be penalised for the insertion of other appropriate commas.
- 5 Errors of agreement are included in the dictation; these are underlined and should be dictated as shown for candidates to correct.
- 6 Each passage is counted into ¼ minute, ½ minute, ¾ minute and 1 minute sections, indicated by (¼) (½) (¾) (1) etc.
- 7 A one-minute break should be allowed between passages and at the end of the dictation.
- 8 Clearly indicate to candidates when you are ready to start the dictation.
- 9 An invigilator should be present to check all timings and words dictated.
- 10 Candidates must transcribe all **three** passages within **1½ hours** - the time allowed for transcription.

DICTATION SHEETS**TIME ALLOWED FOR TRANSCRIPTION – 1½ HOURS****THIS IS THE DICTATION FOR ASSESSMENT OF SHORTHAND ADVANCED LEVEL
(100 wpm)**

The assessment consists of **three** passages.

Each passage will be dictated at **100 wpm**.

The first passage is **2½ minutes** long and is a **letter**.

There will be a pause of **1 minute** before the second passage. The second passage is **2½ minutes** long and is a **memo**.

There will be another pause of **1 minute** before the final passage. The final passage is **3 minutes** long and is a **report**.

TASK 1 – Letter to Mr W Tan

Dear Mr Tan

Thank you for your recent enquiry regarding your annual Sales Conference. **(full stop)** I understand that you wish us to organise this **(¼)** on behalf of your company next summer. **(full stop)** We have over fifteen years of experience in arranging conferences of all types and sizes. **(full (½) stop)** Our staff are fully trained in all aspects of this work. **(paragraph)**

We have pleasure in enclosing our brochure and this contain a list **(¾)** of the hotels in our group with locations and maps. **(full stop)** The brochure also includes a selection of menus. **(full stop)** We can cater **(1)** for different diets. **(full stop)** A separate information sheet lists all our prices. **(full stop)** All of our hotels have leisure centres with an indoor **(1¼)** swimming pool and a full range of exercise equipment. **(full stop)** Each hotel also has its own business centre which offers a wide range of **(1½)** facilities, including e-mail and the Internet. **(paragraph)**

I would be grateful if you could telephone my secretary as soon as possible with your exact requirements. **(1¾)** **(full stop)** I would be very pleased to show you our facilities at any time. **(full stop)** Please let me know when this would be **(2)** convenient. **(full stop)** My colleagues would then be able to meet your staff at a later date to finalise all the details. **(paragraph)**

I very **(2¼)** much look forward to meeting you. **(full stop)** In the meantime, please let me know if I can be of any further help.

Yours sincerely **(2½)**

[ONE MINUTE BREAK]

TASK 2 – Memo to Peter Chu from Michelle Wang

We have recently received a number of enquiries from large and small companies asking us to organise various conferences and exhibitions on their behalf. **(paragraph) (1/4)**

On a recent inspection of the Orchard Hotel, I was alarm to see how untidy and gloomy all its Conference Suites had become. **(full stop) (1/2)** I had not realised that it is over five years since any decorating was carried out. **(full stop)** This situation must be remedied as soon **(3/4)** as possible. **(paragraph)**

I propose that we contact a number of local companies to renovate all the Conference Suites as well as the executive bedrooms. **(1) (paragraph)**

We should also consider installing modern facilities such as slide projectors and laptop computers in all suites. **(full stop)** Most companies expect to have **(1 1/4)** the use of these facilities these days at no extra charge. **(full stop)** I am sure that our major competitors already offer a greater range **(1 1/2)** of facilities than we are able to at present. **(paragraph)**

As well as renewing curtains and carpets, all bedding should be replaced in the executive **(1 3/4)** bedrooms. **(full stop)** We will need to work to a very tight budget. **(full stop)** The other bedrooms in the lower grades may be renovated **(2)** at a later date and should not be included in our current plans. **(paragraph)**

Please contact at least five local company and ask them to **(2 1/4)** submit tenders for the work. **(full stop)** These tenders should be submitted to me in sealed envelopes by the end of next month. **(full stop) (2 1/2)**

[ONE MINUTE BREAK]

TASK 3 – Report

I carried out an inspection of the Orchard Hotel with a number of directors recently. **(full stop)** It was discovered that the Conference Suites and **(1/4)** some executive bedrooms were in urgent need of repair and decoration. **(paragraph)**

It has been decided, therefore, to start work on this hotel's Conference Suites **(1/2)** as soon as possible. **(full stop)** Local companies have been asked to submit tenders by the end of next month and work should begin very **(3/4)** soon after that. **(paragraph)**

(Operator: put the next paragraph only into single linespacing)

The directors do, of course, realise that this is likely to cause **(1)** a great deal of inconvenience to staff and customers. **(full stop)** However, it is vital that we carry out this work in order to remain **(1 1/4)** competitive and to ensure that we offer the very best facilities to our customers. **(paragraph)**

Unfortunately, it will be necessary to close the Conference Suites **(1 1/2)** for ten day to enable the work to be carried out. **(full stop)** Staff will be allowed to take some holiday during this time if **(1 3/4)** they wish. **(full stop)** Those who decide to stay at work will be given alternative duties. **(full stop)** As soon as the work has been **(2)** completed and the Conference Suites and executive bedrooms are ready for occupation again, all staff will return to their normal duties. **(full stop)** The help **(2 1/4)** and co-operation of staff is requested at what will be a very difficult time. **(paragraph)**

It is hoped that the renovations as well as the **(2 1/2)** new facilities will ensure that our business grows rapidly. **(full stop)** We have receive a great deal of interest from various organisations. **(paragraph)**

A new **(2 3/4)** advertising campaign in national newspapers, magazines as well as television is about to be launched in an effort to expand our customer base. **(full stop) (3)**

[THAT IS THE END OF THE DICTATION]

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TASK 1 – Letter

Dear Ms Richmond

Thank you for your letter which we received this morning. **(full stop)** We are pleased to inform you that we have a $(\frac{1}{4})$ very large range of mobile phones available. **(full stop)** Please find enclosed a number of brochures which give details of our products. **(paragraph)**

You stated $(\frac{1}{2})$ in your letter that you often travels long distances on business alone. **(full stop)** Many women who drive their own cars have welcomed the security $(\frac{3}{4})$ that having a mobile phone with them offers. **(full stop)** The ability to be in touch at all times is very important. **(full stop)** In **(1)** the case of a car breakdown, for example, you are able to call for help without having to leave your car. **(full stop)** Your family $(1\frac{1}{4})$ will appreciate knowing that you can be contacted at any time. **(paragraph)**

Many mobile phones offer extra facilities these days. **(full stop)** The choice can $(1\frac{1}{2})$ be very confusing. **(full stop)** Some phones can be used to send electronic mail and to access the World Wide Web. **(full stop)** Details concerning $(1\frac{3}{4})$ these facilities can be found in our brochures. **(full stop)** You may also like to access our website where you will find more detailed information. **(2)** **(paragraph)**

If you would like to speak to one of our operators, please do not hesitate to telephone us. **(full stop)** We operate a twenty $(2\frac{1}{4})$ four hour service so that you are always able to speak to someone at any time of the day or night. **(full stop)**

Yours sincerely $(2\frac{1}{2})$

[ONE MINUTE BREAK]

TASK 2 – Memo to All Staff from Anita Mirchandani

The Board of Directors decided at their meeting today that we should consider a new and extensive advertising campaigns. **(full stop)** Our range of products **(1/4)** has expanded a great deal during the past six months and we need to consider the best way to sell our goods. **(paragraph)**

All members **(1/2)** of staff will be invited to attend Team Meetings within the next seven days. **(full stop)** All meetings will be held within departments and will **(3/4)** be chaired by Team Leaders. **(full stop)** Heads of Department may attend if they wish. **(paragraph)**

Before these meetings take place, I would like all **(1)** staff to give a great deal of thought to the types of marketing we could use. **(full stop)** All the usual media will, of course, **(1/4)** be considered such as advertising on television and radio. **(full stop)** Newspaper and magazine advertisements will also be used. **(paragraph)**

We propose to launch a **(1 1/2)** new Broadband facility within the next twelve month. **(full stop)** This is a fast method of providing various forms of entertainment through one powerful link. **(1 3/4)** **(full stop)** Some proposals on how we could advertise this with the greatest possible effect would be most helpful. **(paragraph)**

However, it is hoped that **(2)** someone will suggest a fresh and exciting marketing campaign. **(full stop)** We are looking for something which will catch people's imagination. **(paragraph)**

A prize for **(2 1/4)** the best suggestion will be awarded. **(full stop)** This will be a weekend break for two people at a luxury hotel in Paris. **(full stop)** **(2 1/2)**

[ONE MINUTE BREAK]

TASK 3 – Report

It is with regret that I have to announce that sales over the past six months has been lower than at any time in our (¼) company's history. **(full stop)** I believe there are many factors for this downturn and that it is now vital that we commence a new and (½) extensive advertising campaign as soon as possible. **(paragraph)**

Our Research and Development Team has been working very hard to produce an innovative and exciting range (¾) of products. **(full stop)** Many of these will be available for all shareholders to see at our next meeting in two months' time in Berlin. **(1) (full stop)** I am sure you will agree that our range has been expanded a great deal since the early days of our company when (1¼) we first established our telecommunications business. **(paragraph)**

(Operator: put the next paragraph only into single linespacing)

We are now able to offer many highly technical (1½) products. **(full stop)** Our sales advisors will be on hand to demonstrate all our products so that you may see our amazing and impressive new (1¾) range. **(paragraph)**

Television is a new and exciting prospect. **(full stop)** You will remember that we acquired the television and telephone company Telebell last year. **(2) (paragraph)**

We hope to greatly expand the facilities we offer and during the next year we propose to offer a new Broadband facility. **(full stop) (2¼)** Broadband is the future of home entertainment. **(full stop)** It is fast and has the unique ability to bring Internet, television and telephone facilities through (2½) one powerful link. **(full stop)** Our company are already engaged in the provision of Broadband in many areas of the world and this will be (2¾) expanded during the next twelve months. **(full stop)** We propose to offer this service to many more countries as quickly as we can. **(full stop) (3)**

[THAT IS THE END OF THE DICTATION]