

UNIVERSITY OF CAMBRIDGE LOCAL EXAMINATIONS SYNDICATE

**Joint Examination for the School Certificate
and General Certificate of Education Ordinary Level**

COMMERCIAL STUDIES

7101/4

PAPER 4 Word Processing

OCTOBER/NOVEMBER SESSION 2001

2 hours

Additional materials:

A4 printer paper

Cover sheet to hold answers

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

Write your name, Centre number and candidate number in the spaces provided on the cover sheet.

Answer **all** questions.

Print your answers for Question **1**, Question **3** and Question **4** on the separate printer paper provided, and for Question **2** on the insert.

Start each question on a fresh sheet of A4 paper.

If you use continuous stationery, separate the sheets before handing them in.

Ensure that each sheet contains your name, Centre number and candidate number, and the number of the question.

At the end of the examination place your answers inside the cover sheet and fasten them securely together before handing them in. Do not include any work which is not to be marked.

If you experience any fault with your computer, tell the invigilator immediately.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets [] at the end of each question or part question.

The insert is for use with Question **2**. Two copies of this insert are enclosed.

This question paper consists of 6 printed pages, 2 blank pages and 2 inserts.

1 Produce the following on plain A4 paper making all the amendments and corrections indicated.

Use single line spacing except where instructed otherwise.

[30]

MURDOCK MYERS PLC ← larger font style

The Books and Stationery Store of the Future

MM ~~As a growing company of high-class retailers of books and stationery, we are always~~
 an expanding retailer
 looking for ^{new} managers.

The year 2000 saw the opening of our ^{new} 1st branches in Europe. Shops in the centre of Paris, Milan and Stockholm were followed, a year later, by branches in other leading cities of France, Italy and Sweden.

stet ~~During~~
 In the last two years we have maintained our development of the European market & now intend to look to Africa and Asia for new markets.

DISCERNING

Our policy of providing for a wide yet discerning market has made us popular w. customers young and old, rich & poor, scholars & those who read for pleasure. We value our customers, each and every one, and endeavour to provide an efficient, unique service in which our motto is - if we haven't got it, we'll get it!

italics & retain abbreviations

To maintain ^{our} ~~this~~ high objectives we need the support of competent, committed, caring ^{branch} managers. We regularly hold seminars for aspiring managers in which we ^{covering} ~~endeavour~~ to instill customer care, ^{ordering} quality control and staff relations.

MM

Caps

Customer Care

italics

Remember! No customers - no business!

So, who is the most important person? THE CUSTOMER.

We thrive because we put our customers first. We find out what our customers want; we stock it as far as space and ^{local} demand permits; when we have not got it in the shop, we get it for them.

Caps Ordering

To uphold our motto we need to use the latest technology to assist us. The large database held at Head Office can be accessed by every branch throughout the world via their in-store computer. Goods can be ordered through the computer & are ^{usually} delivered within 48 hours to branches in UK and by air to branches in other countries. [A "helpline" is available to assist w. tracking down any item not currently held at the central warehouse.]

↗ hrs
N.P.

STAFF RELATIONS

Of immense importance, if we are to ~~keep~~ ^{retain} and attract discerning customers, is a happy and helpful staff. We pride ourselves on the fact that we recruit high-calibre staff, pay them well and train them for promotion. In return, we have a loyal staff who enjoy working for us.

double
line
spacing // Are you looking for a career in retailing?
Have you managerial potential?
Are you interested in joining an expanding company?

↗, caps / IF the answers to ^{each of} these questions ~~are~~ ^{is} YES, we would like to hear from you. Write to:

Human Resources Manager
(add ^{name of company &} address - see Insert).

- 2 A letter has been received at Head Office from a customer, Mrs L Stephens, 26 The Paddock, Ashley Bridge, Birmingham B36 Y25.

Mrs Stephens recently visited our branch in the Riverside Shopping Centre in Birmingham. She intended to buy some stationery, for her children to use at school, and dictionaries and other textbooks.

She was disappointed with her visit. She did not feel there was a wide range of stationery, she could only find large expensive dictionaries and some of the textbooks were not in stock.

Write a letter of apology and explanation to Mrs Stephens. Refer to her recent visit and apologize for the apparent lack of choice in stationery and dictionaries.

Mention also:

The store manager has been asked to check that all items of stationery normally held in store are on display.

A new line in pocket dictionaries has now been introduced and should be in all stores by next week.

Explain that, whilst the stores try to keep stocks of the most common textbooks, it is not always possible to provide for all titles demanded. Explain that staff will be pleased to order any textbooks not in stock. Special orders are normally available within 48 hours.

Finish by saying you hope she will visit the store again shortly. Thank her for her comments which will, you hope, enable the branch to offer a better service to customers in the future.

The letter will be signed by Paul Curran, the Customer Relations Manager.

Use the letter headed paper (Insert) to print the letter.

[30]

3 Produce the following Report on A4 paper.

Change the side headings to shoulder headings. Type these in block capitals without an underline. [20]

MURDOCK MYERS PLC

UK Division

→ → { Centre & in bold

Report

Caps and centre

Report on the reactions of staff to the proposed changes in UK working hours as set out in Circular 29. dated 3 October 2001

Survey

In order to assess ^{the} reactions ~~to~~ ^{of} staff, I interviewed 10% of office staff at H O and sent questionnaires to each UK branch. Branch Managers were asked to return completed questionnaires within one week.

95% of branches returned completed questionnaires by the stated deadline.

Head office in full

words

run on

Findings

It would appear that most staff are in favour of the proposed changes although some have reservations about compulsory late-night working one day a week.

double line spacing

Recommendations

I recommend that the Board considers enhanced pay for any late-night working and, if there are no further reservations expressed by staff, considers implementing the ^{new} hours as from the first week of November.

Bronwen
~~Bronwen~~ Hughes
Human Resources Manager

insert today's date justified to right-hand margin

4 On a sheet of A4 paper, display the following table.

No ruling is required.

[20]

double line spacing | Current Staff Vacancies caps + underline
as at
14 November 2001

UNITED KINGDOM	Manager	Asst. Man	Sales Staff	Office Staff
Birmingham - Riverside Centre	-	1	2	-
Hull - Arndale Centre	-	-	1	1
Leeds - Market Street	-	-	3	1
Southampton - Elmsleigh Centre	-	1	1	-

FRANCE

Paris - Le Boulevard

1 - 2 4

ITALY

Milan - Piazza Duomo

1 - 3 2

SINGAPORE - Orchard Road

1 ~~1~~ 8 3

ZAMBIA

Lusaka - Fortune Way

1 1 4 2

trs ↗
PIAZZA

trs ↘

Candidate Name _____

Centre Number

Candidate
Number

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INSTRUCTIONS TO CANDIDATES

This insert is to be used for answering Question 2.

Write your name, Centre number and candidate number in the spaces at the top of this page.

This insert consists of 2 printed pages.

MURDOCK MYERS PLC

140 Dawngate
LONDON SW7 2RW

Tel: 020 7122 5469
Fax: 020 7122 5976

E-mail: MurdockM@Dawngate.co.uk

Candidate Name _____

Centre Number

Candidate
Number

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