

Writing Part 1

In part 1 of the test you:

- **read** a description of a business situation
- **write** an internal company communication using the description

Understanding how writing is assessed

1 The examiners who mark your writing ask themselves a number of questions about your work. Match each of their questions (1 – 8) with the aspect of language it is focusing on (A – D). You need to use each aspect twice.

Question	Aspect of language
1 Has the candidate used a wide range of appropriate C1-level vocabulary?	A Content
2 Does the response cover all of the criteria set out in the task?	
3 Would the response have a positive or highly positive effect on the reader?	B Communicative achievement
4 Is there appropriate use of paragraphs throughout the response?	
5 Is all of what's included in the response relevant to the task or is there redundant information?	C Organisation
6 Does it contain words and structures that effectively and fluently link ideas?	
7 Does it show good control of grammar structures that are at C1 level?	D Language
8 Does it express the ideas required by the task in an effective way?	

2 This piece of writing got a poor mark for language. Correct the ten language errors in it.

As can be see, the graph contains numerical information about three different buildings that a company could purchase. The purchase cost for to buy Building 1 is the cheapest from the three at \$430,000, but the running costs of the building are significantly higher that the other two. While the cost of Building 2 is slightly higher, the day-to-day running costs are substantial lower, so in the long term, it would be cheaper option when compared against Building 1.

Building 3, in the other hand, offers the least attractive option, as not only is it the most expensive to buy, it's running costs are high. As an addition, it is also further from the nearest major transport links than the other two buildings.

a downward trend	a peak	plunge	highest	fall
increase	maximum	decrease	a low point	grow
minimum	go down	a high	go up	improve
decline	stay the same	level off	tumble	drop
climb	soar	an upward trend	ascend	reduce
plummet	stabilise	remain stable	greatest	stay steady
lowest	rocket	rise	descend	

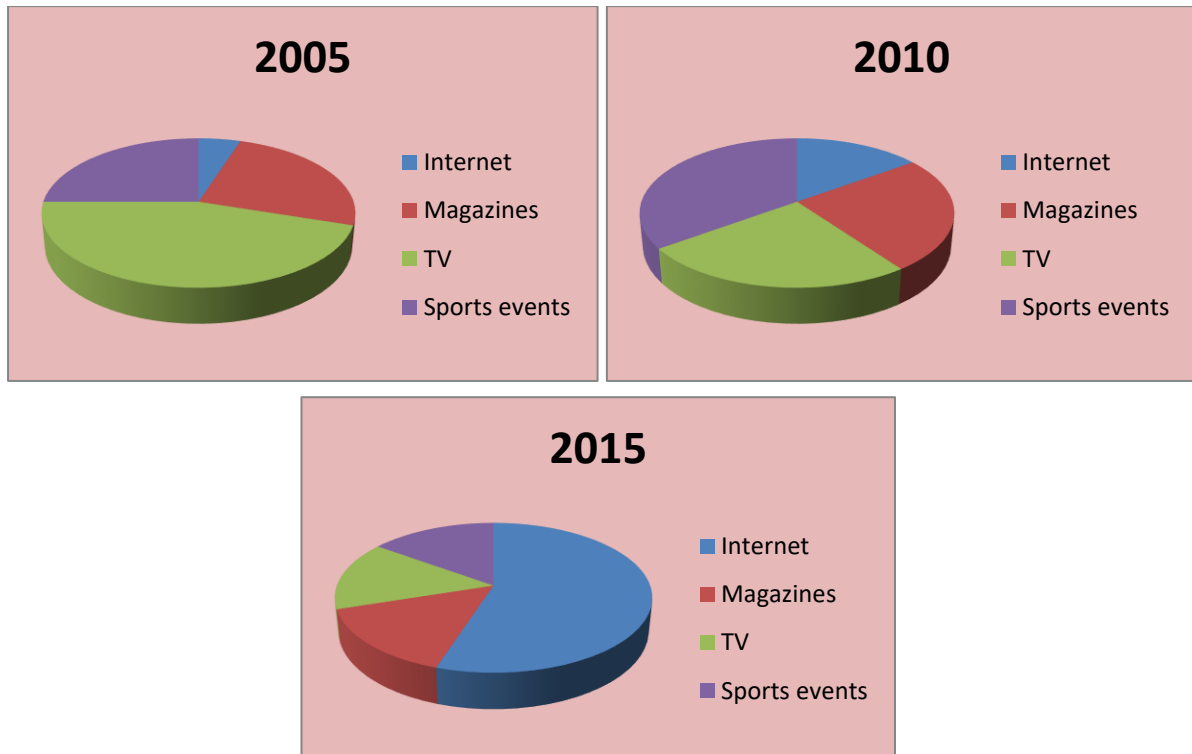
[illegible]

- 5 Sort the adverbs in the box into the correct column.**

gently	speedily	rapidly	gradually	steadily
briskly	immediately	swiftly	little by little	suddenly

[illegible]

6 Look at the pie charts below, which show one company's spending on different kinds of advertising, and decide whether the sentences below are TRUE or FALSE.



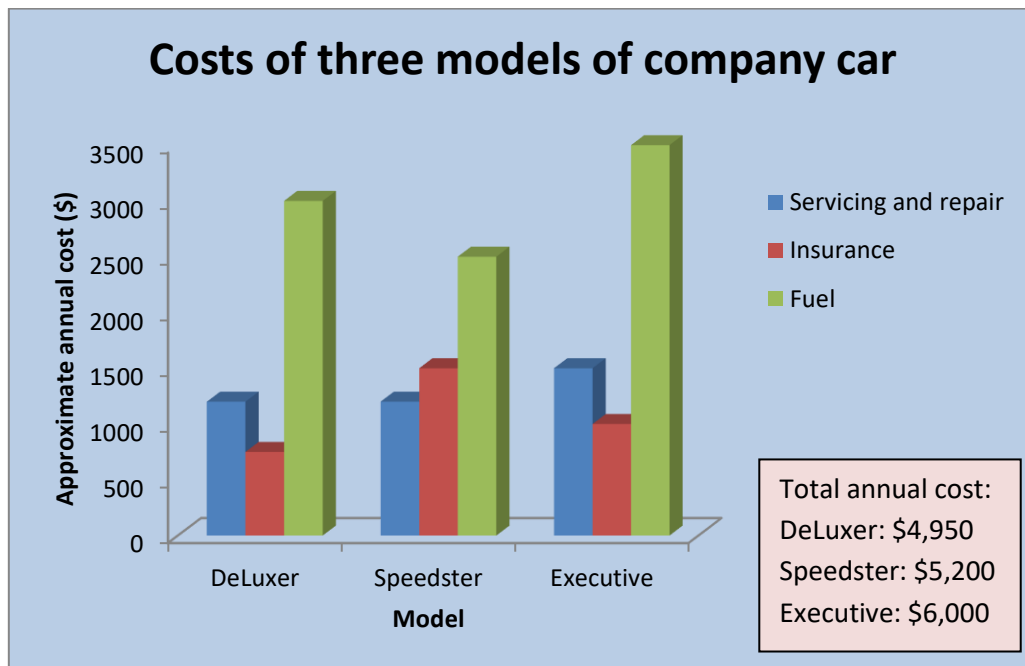
- | | |
|--|------------|
| 1. Spending on online advertising plummeted between 2005 and 2010. | TRUE/FALSE |
| 2. Spending on magazine advertising stayed steady between 2005 and 2010. | TRUE/FALSE |
| 3. TV advertising declined steadily between 2005 and 2015. | TRUE/FALSE |
| 4. Advertising at sports events fell gently between 2010 and 2015. | TRUE/FALSE |
| 5. Internet advertising rocketed between 2010 and 2015. | TRUE/FALSE |
| 6. Magazine advertising declined sharply between 2010 and 2015. | TRUE/FALSE |

7 Look at the Part 1 exam task below and answer the questions.

The bar chart below shows the approximate annual running costs of three different company cars.

Using the information from the chart, write a short report comparing the costs for the three cars.

Write 120 – 140 words.



1. Which car costs most to run overall?
2. Which car has the cheapest insurance?
3. Which car uses most fuel?
4. Which car costs the most to insure?
5. Which cars are the cheapest to service and repair?

8 Look at the Part 1 exam task below and use the words and expressions in the box to complete the text.

however	yearly	particularly	little	terms
contrast	significantly	greatest	recommend	joint

This report aims to compare the estimated annual running costs of three company cars, the DeLuxer, the Speedster and the Executive.

The car with the (1) cost overall is the Executive, and it is (2) more expensive than the other two models. It is the most expensive in (3) of both fuel usage and servicing and repair expenditure. The approximate (4) cost is around \$6,000 for this model.

In (5), the cheapest vehicle is the DeLuxer, costing a (6) under \$5,000 per annum in total. This model has the lowest fuel cost and (7) lowest cost for servicing and repair. The insurance for the Speedster is (8) expensive. The other two running costs, (9), are relatively low.

I would (10) that the company invest in the DeLuxer for junior management and the Executive for only the most senior managers.

9 Would the response above get a good mark in the exam? Why?

Writing Part 2

In part 2 of the test you:

- **choose** between three tasks (business correspondence, a report or a proposal)
- **write** a piece of business correspondence, a report or a proposal based on your choice

Useful skills Identifying types of writing

1. Label the sections of a formal letter/email, report and proposal in the diagrams using the words and expressions in the box. You can use the words/expressions more than once.

Formal letter	Further details about why you are writing	Proposal
Introduction	Factual information (e.g. survey findings, comparing, analysing, etc.)	The aims or purpose
Recipient's address	What you intend to do or would like the recipient to do	Background information about the current situation
Report	Explanation of the benefits of making a change	Date
Concluding sentence	Conclusion and recommendations	Salutation
Salutation/Greeting	The reason for writing to someone	Sender's address

Layout of a (1)	
(2)	
(3)	
(4)	

Layout of a **(5)**

(6)

(7)

(8)

(9)

Layout of a **(10)**

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2. Complete these sentences taken from a formal letter/email, a report or a proposal with an appropriate word.

- 1 I look to hearing from you soon.
- 2 I would therefore recommend the first the options described above.
- 3 According the results of the questionnaire, smaller businesses are more likely to use social media platforms for recruiting staff.
- 4 conclusion, social media appears to have an increasingly dominant role in marketing strategy.
- 5 I am to enquire whether you currently have an vacancies for programming staff at your company.
- 6 I have no hesitation recommending this training course to other staff.
- 7 The first improvement to procedure I would seek to implement would the cutting down of unnecessary All Staff emails.
- 8 The of this document is to analyse staff attitudes to the company's dress code.

3. Which types of documents did the sentences in Exercises 2 come from?

Grammar Using contrast linking words

4. Read the first two paragraphs of a response to the task below, which introduce the report and deal with the first bullet point. Put one word into each gap to correctly complete the text.

Your manager is concerned that punctuality has recently become much more of a problem in your workplace. She has asked you to write a report that includes the reasons why it's happening and suggestions for tackling the problem.

Write the report for your manager, including the following information:

- what the principal reasons are for lack of punctuality
- why the problem has got worse lately
- suggestions for tackling the problem.

This aim of this report is to present the reasons **(1)** commonly cited for staff lateness, to investigate why the problem has got worse in **(2)** months, and to suggest potential ways **(3)** which this issue should be tackled.

Each time a member of staff arrives late to the workplace, they **(4)** required to fill in a questionnaire detailing reasons for their lateness. The data from these questionnaires indicates that **(5)** three main reasons for late arrival are transport problems, child care issues and unexpected domestic incidents.

5. Look at the second bullet point.

- 1** Think of three or four reasons why the problem has got worse lately.
- 2** Choose the reason(s) you think is/are best.
- 3** Write a paragraph responding to the second bullet point.
- 4** When you have finished your paragraph, click [here](#) to see a sample response.

6. Now write a response to the third bullet point. Click [here](#) to see a sample response when you have finished your paragraph.

7. Look at the example of a proposal task and answer the tasks below.

Your company has decided to conduct an investigation into the possibility of reducing business travel by introducing secure video conferencing facilities. You have been asked to write a proposal concerning video conferencing for the Managing Director.

Write your proposal, including the following:

- a brief outline of the current cost to your company of business travel
- an estimate of how much business travel could be replaced by video conferencing
- an explanation of the benefits these changes might bring
- recommendations for the kind of technology and training that would be necessary.

- A** Your response should be split into several paragraphs. Write a plan for a four or five paragraph response to the above task.
- B** Write a topic sentence (the first, explanatory sentence in each paragraph) for each of your paragraphs.
- C** Write the complete response. Click [here](#) to see a sample answer when you have finished writing your own response.