

Intake written assessment 2013-2014



**INTAKE ASSESSMENT**  
**3 YEAR STUDY IBMS/IBEM**  
**VERSION 1**

**Introduction: (please read carefully)**

**Writing:**

Time: 60 minutes

There are two tasks, one of at least 150 words and the other of at least 250 words.

In Task 1, you have to look at a diagram or data of some kind and present the information in your own words.

In Task 2, you have to discuss a current issue, present and justify an opinion or analyse and assess a development or problem.

**MARKING**

Tasks are assessed according to the following criteria:

- Task Achievement (task 1): Have you satisfied all the requirements of the task? Have you presented a clear, accurate and relevant description of the information?
- Task Response (task 2): Have you discussed all parts of the task? Have you developed and supported relevant ideas and arguments, and made your position clear?
- Coherence and Cohesion (tasks 1 & 2): Is your writing well-organised? Is there a clear progression of information and ideas? Are sentences and paragraphs logically linked?
- Lexical Resource (tasks 1 & 2): Have you used a good variety of appropriate vocabulary? Is your spelling and word formation reasonably accurate?
- Grammatical range and accuracy (tasks 1 & 2): Have you used a good variety of structures? Is your grammar and punctuation accurate?

**Task 1: Comparing and describing data**

The graph below shows the turnover in £m for three kinds of retail outlet, all owned by the same company, during a three-year period.

Using information from the graph, write a short report comparing the changes in turnover in the company's three types of outlet. Conclude with your own short analysis. Write at least 150 words



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## Task 2: Essay writing (justifying an opinion)

You should spend about 40 minutes on this task.

Write about the following topic:

*Is the Eurozone crisis over?*

*A leading member of the European Central Bank (ECB) is reluctant to say anything as strong as that and who can blame him? But he does see an improvement, especially compared with the first half of last year. He says it is becoming manageable.*

*There is, however, a recurrent public debate going on about whether austerity measures to cut the deficit countries have built up is becoming counterproductive.*

*An anti-austerity backlash*

*Across Europe there is growing resistance to austerity. Unemployment is rising, benefits are being cut, taxes are rising and people are having less money in their pockets. The future of the Eurozone may well be determined by whether Europe's people have the patience to see if cutting deficits at a time of recession delivers.<sup>1</sup>*

*Do you agree with the ECB that the Eurozone crisis is becoming manageable? Or do you think that the anti-austerity measures will backfire and therefore disagree with the ECB?*

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words

Tips: Highlight the key points

- Decide on your overall response: Do you mainly agree or disagree, and why?
- Make notes of all the aspects of the topic you can think of.
- Write your essay, taking care to give reasons and link ideas logically using structure below:
  - Opening paragraph
    - Introduce topic
    - Provide background information
  - Middle paragraph
    - Analyse evidence
    - Start a new paragraph for each point
    - Give reasons/examples to illustrate your views
  - Closing paragraph

<sup>1</sup><http://www.bbc.co.uk/news/world-europe-20795528> (accessed 16/03/2013)

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- State your overall conclusion