Sample Assessment for Functional Skills English Reading Level 2

Mobile Phones
Mark Scheme

Note:
These materials relate to the Functional Skills English assessments that will be in use from September 2015
Marking Scheme

Mobile Phones
<table>
<thead>
<tr>
<th>Marking Scheme</th>
<th>Maximum marks</th>
<th>Coverage and Range</th>
<th>Fixed/Open response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 What is meant by the term “flagship” when describing West View Store?</td>
<td>1 mark</td>
<td>2.2.4</td>
<td>Fixed</td>
</tr>
<tr>
<td>best store / leading store / high profile / most important / biggest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(accept similar wording or other justified explanation)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 What does Joanna Grange believe is the essential skill the sales team need to provide fantastic customer service? Provide three separate quotations from the text to justify your answer.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To match handsets to customers’ lifestyles (accept similar wording)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 mark for correct identification</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three of the following examples of supporting evidence:</td>
<td>4 marks</td>
<td>2.2.5</td>
<td>Open</td>
</tr>
<tr>
<td>• crucially, making sure we provide the best possible mobile phones to suit a person’s lifestyle for their budget</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• our job is to match the handset to the individual.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• matching the right product with an individual will ensure the on-going success of our company</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• We make sure each customer leaves our stores with the best mobile phone for their lifestyle</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 mark for each example (accept direct quotes or paraphrasing)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If essential skill identified is incorrect, no marks can be awarded for supporting evidence.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3 Identify two language techniques used by the author to put pressure on the new employee. Support your answers with quotes from the text.

One language technique identified with no example (1 mark)
One language technique identified with example (2 marks)
Two language techniques identified with no examples (2 marks)
Two language techniques identified with an example of one of them (3 marks)
Two language techniques identified with an example for each (4 marks)

**Demanding tone:**
- Work hard and you will be an asset
- Brush up on your customer service skills
- The market place is changing, our job is to match the handset.

**Encouraging tone:**
- You have done exceptionally well to gain a position here.
- Congratulations on your new position.

**Formal tone:**
- You should be proud to have gained this position with the company and I hope you will understand the kind of team members we require.
- We strive to be the best in the business and I hope you will be a key part of the company’s success.

**Reinforcing (high expectations):**
- The hard work starts now.
- Work hard and you will be an asset, we strive to be the best in the business.

**Repetition:**
- Matching phone to lifestyle, product knowledge, customer service

**Bias:**
- The very best in the business

**Question:**
- eg, Can you master that?

**Metaphors:**
- eg, strong foundations

**Imperative:**
- eg, you will, work hard

(accept any other justifiable technique with supporting evidence and any other examples of techniques listed above)
### 4 Describe how the author uses four different layout features to enhance communication.

Four from:

- **Title**: to draw the reader's eye / to give a hint of the topic
- **Larger font / different sized fonts**: to distinguish separate parts of the text / to facilitate navigation / to draw the eye
- **Bold**: for emphasis / to draw the eye
- **Links / tabs**: to encourage further reading
- **Paragraphs**: to facilitate easier reading / break up the text
- **Subheadings**: to explain what paragraphs are about
- **Image**: to inform the reader about the content / make it more interesting

(one mark for each correct description – maximum 4 marks)

(0 marks awarded for features)

(accept any other justifiable explanations of features’ functions)

<table>
<thead>
<tr>
<th>4 marks</th>
<th>2.2.3</th>
<th>Open</th>
</tr>
</thead>
</table>

### 5 Provide examples from the text that show the author has a negative view of sales people.

three from:

- There is a danger you could be easily swayed
- Pushy sales advisor
- Don't let the sales team gloss over the boring bits
- Don't let a savvy salesman convince you
- Only pay for what you want, not what the sales assistants want

(accept similar wording)

(one mark for each – maximum 3 marks)

<table>
<thead>
<tr>
<th>3 marks</th>
<th>2.2.4</th>
<th>Open</th>
</tr>
</thead>
</table>

Identify and give examples of two language techniques being used in the text and explain how they help to convey meaning.

<table>
<thead>
<tr>
<th>Example Description</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alliteration</strong></td>
<td>Stylish, smart, superfast smartphones, big is beautiful, fabulous photos, savvy salesman sell, crystal clear</td>
</tr>
<tr>
<td><strong>Rhetorical question</strong></td>
<td>Is a smartphone for you? What will you be using your phone for?</td>
</tr>
<tr>
<td><strong>Colloquial expressions</strong></td>
<td>drink the juice, word of warning, snap happy, swanky video player, do your homework.</td>
</tr>
<tr>
<td><strong>Bias</strong></td>
<td>Danger, pushy, savvy</td>
</tr>
<tr>
<td><strong>Positive vocabulary</strong></td>
<td>Stylish, smart, superfast</td>
</tr>
<tr>
<td><strong>Rule of three</strong></td>
<td>Stylish, smart, superfast</td>
</tr>
</tbody>
</table>

Accept any other justifiable technique with accompanying example, explanation.

Do not award any marks if the example of the technique quoted is incorrect.
7
Give four opinions presented as fact from Document 3.

Four from:
- brave new world
- the world’s smartest smart phone
- best display on the market.
- superior sound quality
- star shattering sound
- processed at the speed of light
- slim, sleek, space age handset
- we know that once you have tried it you won’t give it back
- space race

(1 mark for each – maximum 4 marks)
(accept similar wording)
### Identify the purpose of Document 3 and provide supporting evidence from the text.

**Purpose of text identified (1 mark)**

Purpose: to advertise / persuade / promote

(accept similar wording)

**Valid reason from text to support the answer (1 mark)**

Examples of supporting evidence:

- title
- use of exaggerated language
- brave new world
- bullet points
- instructional tone
- use of imperative
- join the space race
- order now
- links
- contact details
- hyperbole
- the world's smartest smartphone
- speed of light
- star shattering
- superlatives
- smartest
- superior
- dedicated sales team
- customer reviews
- Sell

I have just tried the Galactica One and I love it! As a self-confessed selfie snapper, I love the automatic face recognition feature built in to the camera.

I think the sound quality of the music player is fantastic. Rock and Roll!

(accept similar wording)

(accept any other justifiable supporting evidence)

**Award mark for correct identification of purpose even if supporting answer is incorrect. Do not award any marks if identified purpose is incorrect.**

2 marks | 2.2.3 | Open
9 Using Documents 2 and 3, summarise the positive qualities of the camera on the Galactica One.

Four from:

- 7 inch screen / big screen / big (screen) is beautiful (doc 2)
- 48 hour battery life (doc 2)
- 13 megapixel camera (doc 3)
- Automatic face recognition (doc 3)
- Lens attachment (doc 3)

(accept similar wording)

(one mark for each – maximum 4 marks)

| 4 marks | 2.2.2 | Open |

10 According to Joanna Grange, how can you prepare for your job at Must Have Mobiles before starting?

Brush up on customer service skills
independent comparison websites
read customer reviews

(accept similar wording)

(one mark for each – maximum 4 marks)

| 3 marks | 2.2.1 | Fixed |

11 According to Documents 2 and 3, how can a customer can find out more about the Galactica One?

Four from:

- Gadget Man review (clicking the link) (doc 2)
- Sales person (doc 2)
- Months trial (doc 3)
- Online www.galacticaone.co.uk (doc 3)
- In-store sales team / Must Have Mobiles / dedicated sales team (doc 3)

(accept similar wording)

(one mark for each – maximum 4 marks)

| 4 marks | 2.2.2 | Fixed |
What terms and conditions are associated with the Galactica One?

Three from:
Minimum 24 month contract
£40 per month minimum tariff
Mandatory direct debit
Not available on pay as you go

(accept similar wording)

(one mark for each – maximum 3 marks)

Total available marks for Reading assessment | 40 | 3.7.2

Candidate marks

*Indicative pass mark | *28 marks out of 40

*Sample assessments are not subject to a mark scheme finalisation process, where around 200 completed scripts are required for review to draw out additional answers. Please award additional marks as appropriate to any other justifiable answers.