

# Worked Example for Functional Skills English Reading Level 2

## Sample Assessment 2 – Mobile Phones

Strong Pass

**Note:**

**These materials relate to the Functional Skills English assessments that will be in use from September 2015**

# 3748-013

## Level 2 Functional Skills English

### Reading

### Sample Assessment

Mobile Phones

**Candidate Name (First, Middle, Last)**

Candidate enrolment number

DOB (DDMMYYYY)

Candidate signature and declaration\*

Assessment date (DDMMYYYY)

Centre number

### General information

- The duration of this paper is **1 hour**.
- Answer **all** the questions.
- The maximum marks for each question are shown.
- The maximum number of marks is **40**.

### General instructions

- Read each question carefully.
- You do not need to write in complete sentences.
- You will not be assessed on spelling, punctuation and grammar.
- Dictionaries **are** allowed.

**\*I declare that I have no prior knowledge of the questions in this assessment and that I will not divulge to any person information about the questions.**



**Scenario**

You are about to start a new job as a Customer Service Advisor at Must Have Mobiles. To help you prepare for the job you read the following three documents:

- a letter (**Document 1**)
- a webpage (**Document 2**)
- an in-store poster (**Document 3**).

Read the documents in the source booklet and answer the questions.

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Questions 1 to 3 are about **Document 1**.

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- 1 What is meant by the term “flagship” when describing West View Store? **1 mark**

It means the main store of the group that acts as a shop window for all its other stores ✓

Acceptable explanation

1 mark

- 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. **4 marks**

To be able to match up the correct mobile phone according to the customer's lifestyle. ✓ The quotes which support this are:

“We make sure each customer leaves our stores with the best mobile phone for their lifestyle” ✓

“Our job is to match the handset to the individual.” ✓

“crucially, making sure we provide the best possible mobile phones to suit a person's lifestyle for their budget” ✓

4 marks

The candidate has correctly identified the essential skill and provided three separate quotes to support this. The source document contains numerous references to matching the phone to a person's lifestyle; the repetition and reinforcing of this point by Joanna Grange should lead the candidate to deduce that it is the essential skill.

- 3 Identify **two** language techniques used by the author to put pressure on the new employee. Support your answer with quotes from the text. **4 marks**

She has used questions ✓ that may make the reader think that they will have a tricky task-“Can you master that?” ✓

She also makes the point that they will not be a good employee unless they work hard, so she is reinforcing ✓ the idea that it will be hard work: “Work hard and you will be an asset.” ✓

4 marks

It is important that the candidate provides named techniques, rather than just the quotes from the text. In this instance, the candidate has identified the use of questions and reinforcing a particular idea and has supplied direct quotes which provide appropriate evidence.

Questions 4 to 6 are about **Document 2**.

- 4 Describe how the author uses four different layout features to enhance communication. **4 marks**

Larger font size ✓ is used in the title ✓ so this stands out and tells you straight away what the article is about – gadgets

The author has also used sub-headings ✓ and these allow the reader to know what the paragraph ✓ below is.

4 marks

The candidate has been awarded four marks here. The question asks for four layout features and the candidate has provided four: larger font size; title; sub-headings; paragraphs. Markers are told to award marks for answers that may or may not be inadvertently written down by the candidates.

- 5 Provide examples from the text that show the author has a negative view of sales people. **3 marks**

Pushy sales advisor ✓ and don't let a savvy salesman convince you. ✓

.....  
.....

2 marks

Only two examples provided. Amount of marks available is indicative of the number of responses required.



- 6 Identify and give examples of **two** language techniques being used in the text and explain how they help to convey meaning. **4 marks**

First chosen technique and example from text

The tone of the writing is quite informal, for instance when they write 'drink the juice' ✓

Explanation of technique

This helps the writer to appeal to a younger audience because it doesn't appear too stuffy ✓

Second chosen technique and example from text

A second technique is using rhetorical questions. Eg IS a smartphone for you? ✓

Explanation of technique

It makes the reader think and answer the question for themselves and also makes the reader want to read on. ✓

4 marks

It is important candidates read the questions carefully. In this instance, they are being asked to identify a technique and provide an example AND then to explain how the example helps to convey meaning.

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Questions 7 and 8 are about **Document 3**.

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7 Give **four** opinions presented as fact from document 3.

**4 marks**

We know that once you have tried it you won't give it back ✓

Star shattering sound ✓

The world's smartest smartphone ✓

Best display on the market ✓

4 marks

8 Identify the purpose of document 3 and provide supporting evidence from the text.

**2 marks**

The purpose of the document is to persuade people to buy the phone ✓. I can tell this because of the language used, which is all positive and biased ✓. For instance, they say things like the world's smartest smartphone

2 marks

Number of marks available should indicate to the candidate that only one example is needed.

Questions 9 to 12 are about one, some or all of **Documents 1 – 3**.

- 9 Using Documents 2 and 3, summarise the positive qualities of the camera on the Galactica One. **4 marks**

It has a very big screen and is 13 megapixel ✓ It also has automatic face recognition, ✓ a lens attachment ✓ and 48 hour battery life. ✓

.....

.....

**4 marks**  
 The question asks for a summary, but does not dictate how this summary should look. In effect, the candidate has listed four positive qualities, so receives four marks.

- 10 According to Joanna Grange, how can you prepare for your job at Must Have Mobiles before starting? **3 marks**

She has suggested that I go on comparison websites ✓ so I can compare mobile phones. She also says I should read customer reviews ✓ and brush up on customer service skills. ✓

**3 marks**  
 Correct identification of suggestions. Candidate has written in complete sentences, but this is not required.



11 According to Documents 2 and 3, how can a customer find out more about the Galactica One? **4 marks**

*Click on the links on the website ✓ or speak to a salesperson. ✓*

2 marks

Candidate has referenced only one document. This may be a failure to read the question properly, or an inability to find the salient parts in Document 3. Once again, the availability of four marks should inform the candidate of the number of responses required.

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.....  
.....

12 What terms and conditions are associated with the Galactica One? **3 marks**

*24 month contract as a minimum ✓ and have to pay by direct debit. ✓*

.....  
.....

2 marks

One mark has been dropped, as only two conditions have been listed.

**End of Assessment**

This is a strong pass. The candidate has achieved 36 marks out of a possible 40. In the main, the candidate has read and understood the questions and, where required, has provided explanations of responses or appropriate quotations from the text to support answers. Marks have been dropped for failing to provide the required number of responses against some questions; the marks available are indicative of the number of responses required.



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