

# 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**

# Functional Skills English Level 2

## Reading

Sample Assessment 2

3748-013

### Marking Scheme

Mobile Phones



Marking Scheme	Maximum marks	Coverage and Range	Fixed/Open response
<p>1</p> <p>What is meant by the term “flagship” when describing West View Store?</p> <p>best store / leading store / high profile / most important / biggest</p> <p>(accept similar wording or other justified explanation)</p>	1 mark	2.2.4	Fixed
<p>2</p> <p>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.</p> <p>To match handsets to customers' lifestyles (accept similar wording)</p> <p>1 mark for correct identification</p> <p>Three of the following examples of supporting evidence:</p> <ul style="list-style-type: none"> <li>• crucially, making sure we provide the best possible mobile phones to suit a person's lifestyle for their budget</li> <li>• our job is to match the handset to the individual.</li> <li>• matching the right product with an individual will ensure the on-going success of our company</li> <li>• We make sure each customer leaves our stores with the best mobile phone for their lifestyle</li> </ul> <p>1 mark for each example (accept direct quotes or paraphrasing)</p> <p>If essential skill identified is incorrect, no marks can be awarded for supporting evidence.</p>	4 marks	2.2.5	Open

<p>3 Identify two language techniques used by the author to put pressure on the new employee. Support your answers with quotes from the text.</p> <p>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)</p> <p><b>Demanding tone:</b>  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.</p> <p><b>Encouraging tone:</b>  You have done exceptionally well to gain a position here.  Congratulations on your new position.</p> <p><b>Formal tone:</b>  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.</p> <p>We strive to be the best in the business and I hope you will be a key part of the company's success.</p> <p><b>Reinforcing (high expectations):</b>  The hard work starts now.  Work hard and you will be an asset, we strive to be the best in the business.</p> <p><b>Repetition:</b>  Matching phone to lifestyle, product knowledge, customer service</p> <p><b>Bias:</b>  The very best in the business</p> <p><b>Question:</b>  eg, Can you master that?</p> <p><b>Metaphors:</b>  eg, strong foundations</p> <p><b>Imperative:</b>  eg, you will, work hard  (accept any other justifiable technique with supporting evidence and any other examples of techniques listed above)</p>	<p>4 marks</p>	<p>2.2.5</p>	<p>Open</p>
---	----------------	--------------	-------------

**Commented [O1]:** We can re-word this question at moderation.

<p>4</p> <p>Describe how the author uses four different layout features to enhance communication.</p> <p>Four from:</p> <p>Title: to draw the reader's eye / to give a hint of the topic</p> <p>Larger font / different sized fonts: to distinguish separate parts of the text / to facilitate navigation / to draw the eye</p> <p>Bold: for emphasis / to draw the eye</p> <p>Links / tabs: to encourage further reading</p> <p>Paragraphs: to facilitate easier reading / break up the text</p> <p>Subheadings: to explain what paragraphs are about</p> <p>Image: to inform the reader about the content / make it more interesting</p> <p>(one mark for each correct <b>description</b> – maximum 4 marks)</p> <p>(0 marks awarded for <b>features</b>)</p> <p>(accept any other justifiable explanations of features' functions)</p>	4 marks	2.2.3	Open
<p>5</p> <p>Provide examples from the text that show the author has a negative view of sales people.</p> <p>three from:</p> <ul style="list-style-type: none"> <li>• There is a danger you could be easily swayed</li> <li>• Pushy sales advisor</li> <li>• Don't let the sales team gloss over the boring bits</li> <li>• Don't let a savvy salesman convince you</li> <li>• Only pay for what you want, not what the sales assistants want</li> </ul> <p>(accept similar wording)</p> <p>(one mark for each – maximum 3 marks)</p>	3 marks	2.2.4	Open

<p>6</p> <p>Identify and give examples of two language techniques being used in the text and explain how they help to convey meaning.</p> <p>One example of a technique with no explanation (1 mark)  One example of a technique with explanation (2 marks)  Two examples of techniques with no explanations (2 marks)  Two examples of techniques with an explanation of one of them (3 marks)  Two examples of techniques with explanations of both (4 marks)</p> <p><b>Alliteration</b>  Stylish, smart, super fast smartphones , big is beautiful, fabulous photos, savvy salesman sell, crystal clear  <b>Explanation:</b>  Draws attention to the phrases, emphasises the authors view</p> <p><b>Rhetorical question:</b>  Is a smartphone for you? What will you be using your phone for?  <b>Explanation:</b>  Used to emphasise the fact that you should think about what phone you choose.</p> <p><b>Colloquial expressions:</b>  drink the juice , word of warning , snap happy, swanky video player, do your homework.  <b>Explanation:</b>  Reduces the formality of the language.</p> <p><b>Bias:</b>  Danger, pushy, savvy  <b>Explanation:</b>  Emphasises a specific viewpoint.</p> <p><b>Positive vocabulary:</b>  Stylish, smart, superfast  <b>Explanation:</b>  Encouraging, exciting and persuasive to the reader</p> <p><b>Rule of three:</b>  Stylish, smart, superfast  <b>Explanation:</b>  Maximises the effect of the use of adjectives</p> <p>Accept any other justifiable technique with accompanying example, explanation  Accept any other justifiable explanation  Do not award any marks if the example of the technique quoted is incorrect.</p>	<p>4 marks</p>	<p>2.2.3</p>	<p>Open</p>
---	----------------	--------------	-------------

<p>7 Give four opinions presented as fact from Document 3.</p> <p>Four from:</p> <ul style="list-style-type: none"> <li>• brave new world</li> <li>• the world's smartest smart phone</li> <li>• best display on the market.</li> <li>• superior sound quality</li> <li>• star shattering sound</li> <li>• processed at the speed of light</li> <li>• slim, sleek, space age handset</li> <li>• we know that once you have tried it you won't give it back</li> <li>• space race</li> </ul> <p>(1 mark for each – maximum 4 marks) (accept similar wording)</p>	4 marks	2.2.4	Fixed
---	---------	-------	-------

<p>8 Identify the purpose of Document 2 and provide supporting evidence from the text.</p> <p><b>Purpose of text identified (1 mark)</b></p> <p>Purpose: to advertise / persuade / promote</p> <p>(accept similar wording)</p> <p><b>Valid reason from text to support the answer (1 mark)</b></p> <p>Examples of supporting evidence:</p> <p>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</p> <p>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</p> <p>I think the sound quality of the music player is fantastic. Rock and Roll!</p> <p>(accept similar wording)</p> <p>(accept any other justifiable supporting evidence)</p> <p><i>Award mark for correct identification of purpose even if supporting answer is incorrect. Do not award any marks if identified purpose is incorrect.</i></p>	<p>2 marks</p>	<p>2.2.3</p>	<p>Open</p>
--	----------------	--------------	-------------



<p>9</p> <p>Using Documents 2 and 3, summarise the positive qualities of the camera on the Galactica One.</p> <p>Four from:</p> <p>7 inch screen / big screen / big (screen) is beautiful (doc 2) 48 hour battery life (doc 2)</p> <p>13 megapixel camera (doc 3) Automatic face recognition (doc 3) Lens attachment ( doc 3)</p> <p>(accept similar wording)</p> <p>(one mark for each – maximum 4 marks)</p>	4 marks	2.2.2	Open
<p>10</p> <p>According to Joanna Grange, how can you prepare for your job at Must Have Mobiles before starting?</p> <p>Brush up on customer service skills independent comparison websites read customer reviews</p> <p>(accept similar wording)</p> <p>(one mark for each – maximum 4 marks)</p>	3 marks	2.2.1	Fixed
<p>11</p> <p>According to Documents 2 and 3, how can a customer can find out more about the Galactica One?</p> <p>Four from:</p> <ul style="list-style-type: none"> <li>• Gadget Man review (clicking the link) (doc 2)</li> <li>• Sales person (doc 2)</li> <li>• Months trial (doc 3)</li> <li>• Online <a href="http://www.galacticaone.co.uk">www.galacticaone.co.uk</a> (doc 3)</li> <li>• In- store sales team / Must Have Mobiles / dedicated sales team (doc 3)</li> </ul> <p>(accept similar wording)</p> <p>(one mark for each – maximum 4 marks)</p>	4 marks	2.2.2	Fixed

<p>12</p> <p>What terms and conditions are associated with the Galactica One?</p> <p>Three from:</p> <p>Minimum 24 month contract  £40 per month minimum tariff  Mandatory direct debit  Not available on pay as you go</p> <p>(accept similar wording)</p> <p>(one mark for each – maximum 3 marks)</p>	3 marks	2.2.1	Fixed
<b>Total available marks for Reading assessment</b>	<b>40</b>		
<b>Candidate marks</b>			37.5% Fixed 62.5 %Open

**This page is intentionally blank**

---

**Published by City & Guilds**  
**1 Giltspur Street**  
**London**  
**EC1A 9DD**  
**T +44 (0)20 7294 2800**  
**F +44 (0)20 7294 2400**  
**[www.cityandguilds.com](http://www.cityandguilds.com)**

**City & Guilds is a registered charity  
established to promote education  
and training**

