

Pearson Edexcel Level 1 Award in Planning and Writing for Audience and Purpose (QCF) Sample Assessment Materials (SAMs)

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Introduction

Sample assessment materials (SAMs) provide learners and centres with specimen questions and mark schemes. These are used as the benchmark to develop the external assessment learners will take.

Planning and Writing for Audience and Purpose

The SAM for this unit has been provided for the following qualification:

- Pearson Edexcel Level 1 Award in Planning and Writing for Audience and Purpose (QCF).

Planning and Writing for Audience and Purpose – Sample assessment test and mark scheme

This sample assessment test and mark scheme is for the following qualification:

- Pearson Edexcel Level 1 Award in Planning and Writing for Audience and Purpose (QCF).

Pearson Edexcel

Award in Planning and Writing for Audience and Purpose (QCF) Level 1

Sample Assessment Material
Time: 1 hour

Paper Reference
XXX/XX

Resources: Dictionary/Bi-lingual dictionary	Total marks: 20
Centre Name:	
Centre Number:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Candidate's Name:	
Registration Number:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, center number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 20 marks.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

Question 1: Community Centre Makeover Weekend

This poster is displayed on the notice board.

Join us at the community centre makeover this weekend.

Our aims are to:

- cut the grass
- improve the football pitches
- decorate the main hall and all meeting rooms
- paint the old wooden chairs and tables.

Meet at the centre any time after 9 a.m. where we will give you what you need to help us.

We provide everything that is needed to make our community centre a better place, including paints and brushes.

Wear old clothing!

For more details, email:
community@communitycentre.web

Task:

You decide that this is a good idea and write an e-mail to your friends asking them to join you.

In your e-mail you must:

- give them details of the day
- tell them why you think this is a good idea
- ask them to join you.

Correct any errors, e.g. by putting a line through the text you wish to delete, then write in your correction(s) above or below the word, phrase or punctuation change.

(5)

New Message



From: You@yourmailbox.web
To: Yourfriends@mailbox.web
Subject: Community centre makeover

A large text area with horizontal dotted lines for writing the message content.



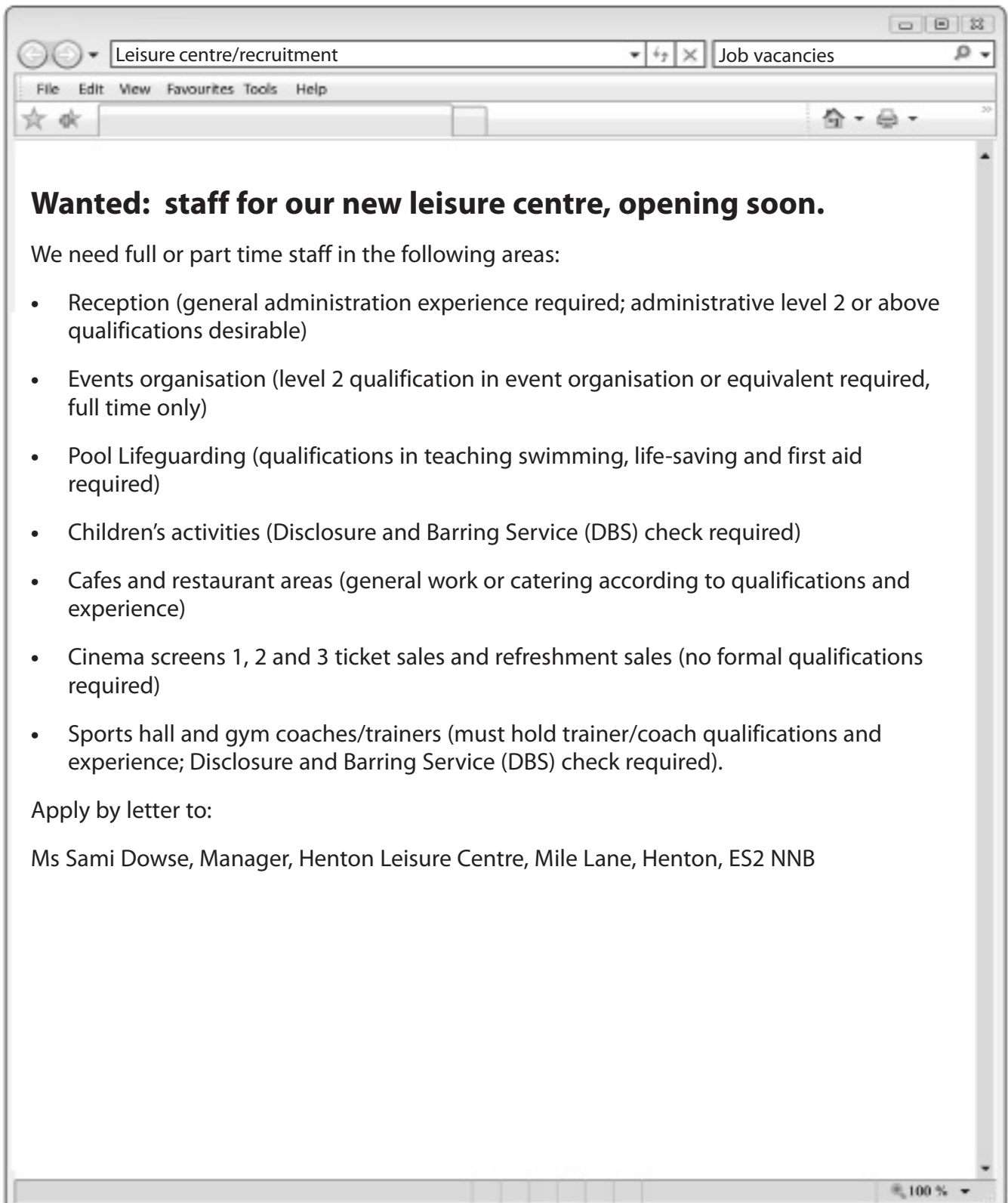
Page Sec At Ln Col REC TRK EXT OVR English (U.K)

(Total for Question 1 = 5 marks)

BLANK PAGE

Question 2: Henton Leisure Centre

Read the following advertisement for jobs at the new leisure centre:



The image shows a screenshot of a web browser window. The address bar contains 'Leisure centre/recruitment' and the page title is 'Job vacancies'. The browser has a menu bar with 'File', 'Edit', 'View', 'Favourites', 'Tools', and 'Help'. The main content area displays the following text:

Wanted: staff for our new leisure centre, opening soon.

We need full or part time staff in the following areas:

- Reception (general administration experience required; administrative level 2 or above qualifications desirable)
- Events organisation (level 2 qualification in event organisation or equivalent required, full time only)
- Pool Lifeguarding (qualifications in teaching swimming, life-saving and first aid required)
- Children's activities (Disclosure and Barring Service (DBS) check required)
- Cafes and restaurant areas (general work or catering according to qualifications and experience)
- Cinema screens 1, 2 and 3 ticket sales and refreshment sales (no formal qualifications required)
- Sports hall and gym coaches/trainers (must hold trainer/coach qualifications and experience; Disclosure and Barring Service (DBS) check required).

Apply by letter to:

Ms Sami Dowse, Manager, Henton Leisure Centre, Mile Lane, Henton, ES2 NNB

The browser window also shows a status bar at the bottom right with '100%' zoom level.

Task

Write a letter to Sami Dowse applying for one of the jobs listed above.

In your letter you must:

- state the job for which you are applying
- describe experience and qualities that you feel make you suitable for the job
- explain why the job interests you.

You may add any other details that would help your application.

You will be required to plan, draft and write your letter using the spaces provided.

Plan the requirements of your letter here.

Key points to cover	Sequence of points	Paragraphs?

(1)

Draft your letter here.

Correct any errors, e.g. by putting a line through the text you wish to delete, then write in your correction(s) above or below the word, phrase or punctuation change.

(6)

A large rectangular area containing 25 horizontal dotted lines for writing.

A large rectangular area with rounded corners, containing numerous horizontal dotted lines for writing.

Write your final letter here.

(5)

A large rectangular area with rounded corners, containing 25 horizontal dotted lines for writing.

Handwriting practice area with 25 horizontal dotted lines.

(Total for Question 2 = 12 marks)

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Question 3: Face Cream Advert

paragraph
order
mark up

Because Its For Everyone

96% of women and men who tried our 'Extra Moisture' said there skin felt much better! and that made them feel better in themselves.

'Extra Moisture' is made form goats milk and natural balms found in woodlands of the UK, There is no artificial ingredinets.

For years women and men are looking for the prefect product. One that would have be naturally scentless remove wrinkles and have no side affects.

Laura Elle has at last got THE product to meet demand. Is the perfect moisturising cream imporrtent for everyone.

Task 1

Laura Elle Products have asked you to proofread their latest advert.

Show the proofing changes required by marking up the advert by:

- a. UNDERLINING grammatical errors
- b. CIRCLING punctuation errors
- c. putting an '**S**' above spelling errors
- d. placing a '**1**' to show the first paragraph, **2** for the second and so on next to the text to show any paragraph order changes.

(2)

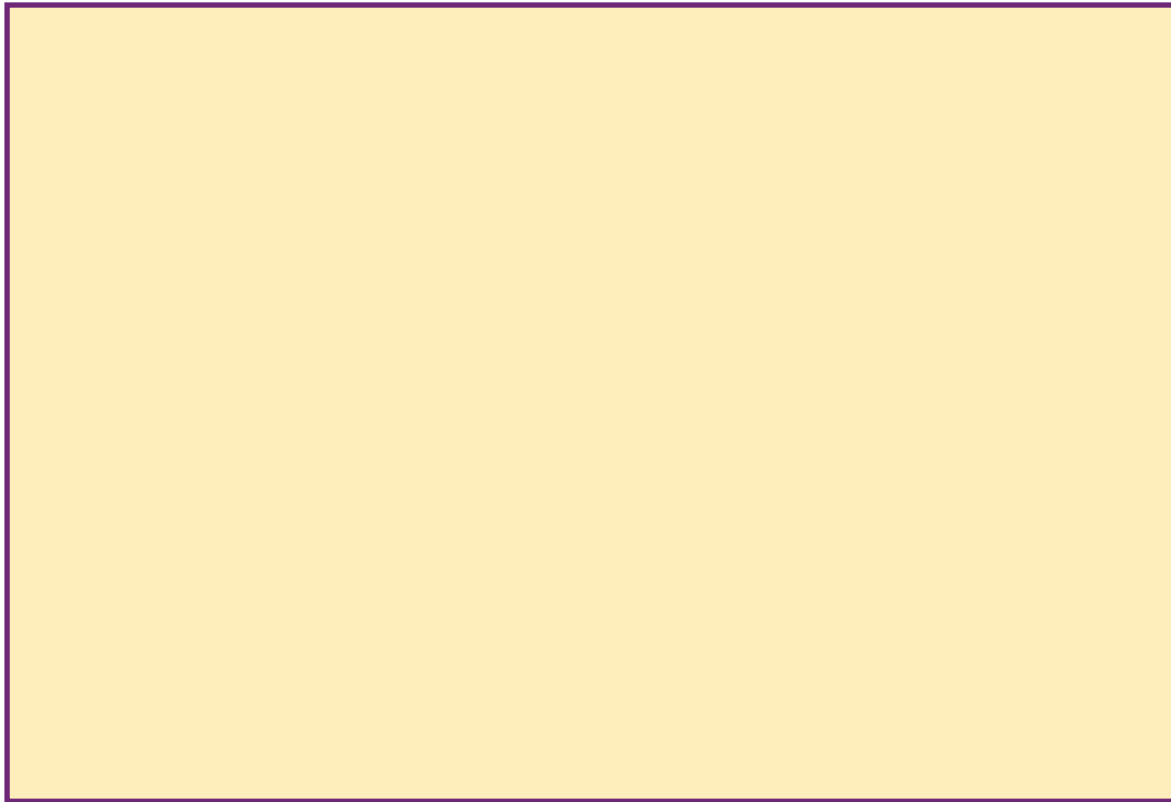
Task 2:

Re-write the advert to show the outcome of your proofing.

UNDERLINE text that should be in bold.

The use of colour is not required.

(1)



(Total for Question 3 = 3 marks)

TOTAL MARKS FOR PAPER = 20 MARKS

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General Marking Guidance

- All candidates must receive the same treatment. Assessors must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Assessors should mark according to the mark scheme.
- All marks on the mark scheme should be used appropriately.
- All marks on the mark scheme are designed to be awarded. Assessors should always award full marks if deserved, i.e. if the answer matches the mark scheme. Assessors should also be prepared to award zero marks if a candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When assessors are in doubt about applying the mark scheme to a candidate's response, the centre's internal verifier must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.

Marking grid for Unit: Planning and Writing for Audience and Purpose

Learning outcome 1: Question 1 (Community Centre Makeover Weekend email) and Question 2 (Henton Clothing job letter of application)	Email Task	Letter Task	Total mark:
<p>AC 1.1 Email Task Use language according to audience and purpose, including the use of Standard English, i.e. standard forms of spelling, punctuation and grammar. Amendments made to the email annotated as instructed in the assessment instructions must be accepted. Final version to contain no more than a total of three remaining errors. 1 mark</p>			
<p>AC1.2 Email Task Addresses the three content requirements for the email in the writing task, i.e. details of the day, why you think this is a good idea and ask them to join you. 1 mark</p>			
<p>AC1.2 Email Task Structures and sequences writing for an email to gain the interest of others to join in the community centre makeover. 1 mark</p>			
<p>AC1.3 Email Task Language used to support an informal and friendly tone, e.g .may contain a reference to some idioms the person has, e.g. 'they'll love your idea of colour matching'. Do not allow slang or use of text language. 1 mark</p>			
<p>AC1.3 Email Task Opens and closes the communication following Standard English conventions. Accept any reasonable informal inoffensive opening. Accept any reasonable closing for an informal e-mail, e.g. 'Thanks!', 'Let me know what you think'. Do not accept formal closing, e.g. 'Yours sincerely' or 'Yours faithfully'. 1 mark total for opening and closure of the email.</p>			
<p>AC 1.1 Letter Task Use language appropriate to audience and purpose, including the use of Standard English, i.e. standard forms of spelling, punctuation and grammar. Amendments made to the email annotated as instructed in the assessment instructions must be accepted. Final version to contain no more than a total of five remaining errors. 1 mark</p>			

AC1.2 Letter Task

Addresses all the requirements of the writing task, i.e. the letter states the job the application is for, describes the applicant's experience and qualities that make the applicant suitable for the job and explains why the job is of interest. Other details that would help support the job application may be included but this is not a requirement to achieve the mark.

1 mark

AC1.2 Letter Task

Structure and sequence writing according to conventions to apply for one of the jobs listed in the job advertisement. Refers to specifics in the job adverts e.g. swimming qualifications.

1 mark

AC1.3 Letter Task

Uses appropriate tone. Language use supports the formal tone required for a letter of application. Do not allow slang or use of text language.

1 mark

AC1.3 Letter Task

Opens and closes the communication following Standard English conventions.

Opens letter appropriately for a letter of application. Accept Dear Ms Dowse/Dear Madam.

Closes letter appropriately for a letter of application. Accept Yours sincerely for Ms Dowse or Yours faithfully for Dear Madam.

1 mark total for opening and closure of the letter.

Total number of marks achieved:

Total number of marks available for LO1: 10 marks. The candidate must achieve a minimum of 7 marks to achieve Learning Outcome 1.

Learning outcome 2: Question 2 (Henton Clothing job application letter: letter planning and draft copy of letter)	Total mark
<p>AC2.1 Evidence of a suitable plan appropriate to the task. Accept any form of planning but must show breakdown of essential information/points to include, and how these are to be organised in the draft letter. 1 mark.</p>	
<p>AC 2.2 The draft contains ideas/points from the plan. Accept points relevant for a letter of application for the chosen job in the draft that were not in the plan. 1 mark.</p>	
<p>AC 2.2 The draft uses points in logical sequence to support the application for one of the jobs advertised. 1 mark.</p>	
<p>AC 2.2 There is use of paragraphing to sequence ideas and points in the draft. Accept a minimum of one paragraph for each of the following:</p> <ul style="list-style-type: none"> • the letter states the job the application is for • describes the applicant's experience and qualities that make the applicant suitable for the job • explains why the job is of interest. <p>1 mark.</p>	
<p>AC 2.2 Draft uses language for the target audience (the prospective employer) and purpose (to apply for one of the jobs advertised). 1 mark.</p>	
<p>AC 2.2 Draft uses suitable style for the target audience (the prospective employer) and purpose (to apply for one of the jobs advertised). 1 mark.</p>	
<p>AC 2.2 The draft is clear to follow using formal letter layout conventions to include address, date plus an opening, closure, punctuation and grammar as required for a formal letter. 1 mark.</p>	
<p>Total number of marks achieved:</p>	

Total number of marks for LO2: 7 marks. The candidate must achieve a minimum of 5 marks to achieve Learning Outcome 2.

Learning outcome 3: Question 3 (Face cream advert proofing)

AC3.1 Proofread for meaning.

There is evidence that the draft advert has been proofread. Accept identification of paragraph order corrections to be made as instructed in task, i.e. re-organisation of paragraphing to improve sequence of the ideas, i.e. introduction, product details, close.

Award 1 mark.

AC3.2 Proofread for accuracy.

There is evidence that the draft has been read.

Must correctly identify:

- four spelling errors from the following: themselves, ingredinets, imporrtent, form, affects, prefect, there
- two grammatical errors from the following: 'There is no', 'are looking', 'One that would have'
- four punctuation errors from the following: ! mid sentence, comma after 'UK,' lack of a comma between scentless and remove, 'softness be', question mark instead of the full stop after 'for everyone,', apostrophe required for 'It's'

Award 1 mark.

AC3.3 Suitable revisions made.

There is evidence that the draft has been read and revisions made to produce the final version. Accept up to three errors in the final version, e.g. inappropriate paragraphing or no paragraphs, spelling, grammar, punctuation in their final version.

Award 1 mark.

Total number of marks achieved:

Total number of marks for LO3: 3 marks. The candidate must achieve a minimum of 2 marks to achieve Learning Outcome 2.

Total marks available for Unit = 20 marks.

Learning Outcome and Unit Achievement Record

Center Name:

Centre Number:

Candidate's Name:

Registration Number:

Assessor Name:

Signature:

Date Test Taken:

Learning outcome	Minimum LO mark required	LO Learner mark	Has the learner achieved the minimum LO mark? (✓/X)
1	7		
2	5		
3	2		
Total candidate mark			
Has the candidate achieved all LOs and a minimum of 14 marks to achieve the unit?			

The candidate must achieve the minimum mark required for each Learning Outcome and a minimum of 14 marks to achieve the unit.

DECLARATION

I confirm that the assessment was conducted properly and fairly and that the marks awarded are an accurate reflection of the performance of the candidate.

Assessor Signature

If this candidate has had any assistance during this test please state the nature of the assistance and who provided it

If there any special circumstances that may have had a negative effect on the candidate's performance in this test please give details.

If internally verified:

Internal Verifier's Name:

Signature:

Date:

LEARNING OUTCOME	MARKS AVAILABLE	ASSESSOR MARKS	IV MARKS
1	10		
2	7		
3	3		
Pass mark: minimum for each learning outcome met and a minimum total of 14 marks. Delete pass or fail as appropriate.		PASS – FAIL	PASS – FAIL

SAM Mark Scheme Coverage of Learning Outcomes

Task	LO 1	LO2	LO3	Total
1	5			5
2	5	7		12
3			3	3
Total marks available	10	7	3	20
Pass Mark	7	5	2	14

The candidate must achieve the minimum mark required for each Learning Outcome and a minimum of 14 marks to achieve the unit.

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