

Mark Scheme

January 2017

Functional Skills English

Reading Level 1  
E102

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners 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.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the 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 examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

## Section A

Question Number	Answer	Mark
1	B – to explain the advantages and disadvantages of pop-up shops	(1)
2	C – added £2.1 billion to the UK economy last year	(1)
3	D – Pop-up shops use social media to attract customers.	(1)
4	<ul style="list-style-type: none"><li>• Sheffield</li></ul> <p><b>One</b> mark for the correct answer.</p>	(1)
5	Accept any reasonable answer stating features of Text A, up to a maximum of <b>two</b> marks.  Answers may include: <ul style="list-style-type: none"><li>• heading / title / headline</li><li>• image / photograph / picture</li><li>• statistics / percentages / numbers</li><li>• bold / large font / italics</li><li>• opinion</li><li>• question / question and answer</li></ul>	(2)

Question Number	Answer	Mark
6	<p>Accept any reasonable answer about reasons why your friend might enjoy going to a pop-up shop, based on the text, up to a maximum of <b>two</b> marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> <li>• something different / surprising / exciting</li> <li>• products / things not for sale in high street / big stores</li> <li>• unique products</li> <li>• limited-edition products</li> <li>• new brands</li> <li>• gift</li> </ul>	(2)

Question Number	Answer	Mark
7	<p>Accept any reasonable answer about disadvantages of buying from a pop-up shop, based on the text, up to a maximum of <b>two</b> marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> <li>• some do not accept credit cards</li> <li>• customer service may not be good</li> <li>• goods could be fake</li> <li>• goods can be stolen</li> <li>• cannot change your mind / most do not refund</li> <li>• shop is temporary / may not be there / disappear</li> </ul>	(2)

## Section B

Question Number	Answer	Mark
8	C – to inform the workers of plans to develop the company	(1)
9	B – Sales of blue shirts increased by 400%. F – Company sales increased by 300% in the last year.  <b>One</b> mark for each correct answer.	(2)
10	<ul style="list-style-type: none"> <li>• television / TV</li> <li>• films</li> <li>• social media</li> </ul> One mark for each correct answer, up to a maximum of <b>two</b> marks.	(2)
11	Accept any reasonable answer about evidence that different groups of people buy goods online in the middle of the night, based on the text, up to a maximum of <b>two</b> marks.  Answers include: <ul style="list-style-type: none"> <li>• people with smartphones / tablets</li> <li>• people who cannot sleep</li> <li>• workers on night shifts</li> <li>• parents of young children</li> <li>• compulsive shoppers</li> </ul>	(2)
12	<ul style="list-style-type: none"> <li>• respond quickly</li> <li>• respond to large / unexpected orders</li> </ul> <b>One</b> mark for a correct answer.	(1)

Question Number	Answer	Mark
13	<p>Accept any reasonable answer about how the company has lots of work for people, based on the text, up to a maximum of <b>two</b> marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"><li>• additional customer service staff</li><li>• more workers to process orders / work the night shift</li><li>• Marketing Manager</li><li>• can work additional hours / overtime</li></ul>	(2)

### Mapping to Functional Skills Coverage and Range for English Level 1

Question	Fixed Marks	Open Marks	Mapping to standard			
			(L1.2.1) Identify the main points and ideas and how they are presented in a variety of texts	(L1.2.2) Read and understand texts in detail	(L1.2.3) Utilise information contained in texts	(L1.2.4) Identify suitable responses to texts
1	1		x			
2	1			x		
3	1			x		
4	1			x		
5		2	xx			
6		2			xx	
7		2				xx
8	1		x			
9	2			xx		
10	2		xx			
11		2				xx
12	1			x		
13		2			xx	
<b>Total marks:</b>			<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>
Total percentage:			30%	30%	20%	20%