

Mark Scheme

July 2016

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, ie 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 – encourage the reader to think more about what food they buy	(1)

Question Number	Answer	Mark
2	C – price all items more clearly	(1)

Question Number	Answer	Mark
3	D – £12 billion worth of food is wasted every year in the UK.	(1)

Question Number	Answer	Mark
4	<ul style="list-style-type: none"> • easily taken in • supermarkets encourage us to spend / buy more • supermarkets have clever ways • think we are getting a bargain / value for money • special offers / discounts / Buy One, Get One Free <p>One mark for a correct answer.</p>	(1)

Question Number	Answer	Mark
5	<p>Accept any reasonable answer stating features of Text A, up to a maximum of two marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> • heading / title / headline • image / illustration / picture • bold / capitalisation / block capitals • large font • question and answer / question • direct address • statistics / figures / numbers / percentages 	(2)

Question Number	Answer	Mark
6	<p>Accept any reasonable answer, based on the text, identifying ways that supermarkets encourage customers to buy more, up to a maximum of two marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> • (special) offers • discounts • Buy One, Get One Free • Buy One - Get the Second Half Price • Three for the Price of Two • Bigger Pack, Better Value • money-off vouchers 	(2)

Question Number	Answer	Mark
7	<p>Accept any reasonable answer, based on the text, to identify things that 'clever shoppers' do, up to a maximum of two marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> • use a discount calculating app • compare prices • have a list • buy only what you need • go to <u>several</u> stores / avoid one big supermarket shop • buy cheaper brands • never shop when hungry • <u>ignore</u> special offers / money-off vouchers (unless on list) <p>NB: If the response answers the question, a verb may not be necessary.</p>	(2)

Section B

Question Number	Answer	Mark
8	C – discourage the reader from buying without thinking	(1)

Question Number	Answer	Mark
9	B – 90% of people regularly buy things on impulse. D – 50% of impulse buyers feel guilty the next day. One mark for each correct answer.	(2)

Question Number	Answer	Mark
10	By using a credit card we: <ul style="list-style-type: none"> • buy more • do not see our money • little sense of the cost By not using a credit card we: <ul style="list-style-type: none"> • buy less • see our money • have a sense of the cost One mark for each correct answer, up to a maximum of two marks.	(2)

Question Number	Answer	Mark
11	Accept any reasonable answer about why people buy goods on impulse, based on the text, up to a maximum of two marks. Answers may include: <ul style="list-style-type: none"> • we see and we want • see goods at the checkout • price is reduced / a bargain / on sale • do not want to miss the opportunity / someone else will get the item • idea of 'saving' money • getting new things • collecting things • feel happy / good Note: Do not accept ' feel happy or sad '	(2)

Question Number	Answer	Mark
12	<ul style="list-style-type: none"> • chocolate (bar) One mark for the correct answer.	(1)

Question Number	Answer	Mark
13	<p>Accept any reasonable answer identifying ways to avoid impulse buying, based on the text, up to a maximum of two marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none">• plan how / when to shop / what to buy / plan a shopping trip / make a list• only buy things that will be used• do not buy just because it seems a bargain / on sale• do not buy when feeling particularly happy / sad• budget <p>Note: Do not accept 'not using a credit card'</p>	(2)

Mapping to Functional Skills Coverage and Range for English Level 1

Question	Fixed Marks	Open Marks	Mapping to standard			
			Read and understand a range of straightforward texts.			
			(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	
Total marks:			6	6	4	4
Total percentage:			30%	30%	20%	20%