Mark Scheme Final

Set 30

Functional Skills English

Reading Level 2
ENR02

PEARSON

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/indicative content will not be exhaustive.

- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, a senior examiner must be consulted before a mark is given.

- Crossed out work should be marked **unless** the candidate has replaced it with an alternative response.

Question Number	Coverage and range	Answer	Mark
1	(L 2.2.4)	D - high street stores will close if online spending increases	**(1)**
2	(L 2.2.4)	Award 1 mark for any valid explanation to a maximum of 2 marks. <table><tr><th>Phrase</th><th>Explanations</th></tr><tr><td>'a kind of shopping revolution'</td><td>• (completely) changed shopping • shopping will never be the same again • put the shopper in charge of shopping **Do not accept:** responses which only describe features / advantages of online shopping.</td></tr><tr><td>'a Golden Age of shopping'</td><td>• best time ever to shop • made shopping a great experience • you can shop when and where you want • you can shop anywhere around the world • there's massive choice</td></tr></table>	**(2)**
3	(L 2.2.4)	Award 1 mark for a correct answer. For example: • to tell the reader about online shopping • to inform the reader about the growth in online shopping / future trends • to tell you how shopping has changed / become easier • to explain the benefits of online shopping **Do not accept**: to persuade / encourage as appropriate purposes.	**(1)**
4	(L 2.2.5)	Award 1 mark for a valid reason, based on Text B. • it gives information on how to check if a site is secure / purpose of the padlock / 's' in 'https' • it tells you what to do before you make a payment • it gives advice on how to stay safe	

		when shopping online **Do not accept**: it tells you how to keep your computer safe / or direct lift from the text (eg staying safe) / responses which rework the question (eg to avoid online fraud).	**(1)**
5	(L 2.2.4)	C - online reviews give useful information	**(1)**
6	(L 2.2.3)	A – 'You should check for a small padlock'	**(1)**

7	(L 2.2.3)	Award 1 mark for each valid way up to a maximum of 2 marks. Award 1 mark for each valid and linked explanation / example up to a maximum of 2 marks. - uses positive language (1) eg 'brilliant' / 'passionate' (1) - use of exclamations (1) eg 'there's no delivery cost either' (1) - uses numbers / figures to show what is on offer (1) eg 'discounts of up to 10%' / 'saves me at least £5 a week' (1) - uses a rhetorical question (1) eg 'I wonder if any of these people have actually been to their local town centre recently?' (1) - stresses benefits / good reasons / advantages (1) eg 'try before you buy' / 'discounts' / 'special offers' (1) - stresses disadvantages of online shopping (1) eg 'internet fraud' (1) - uses direct address to the reader (1) eg 'you will become' / 'make sure you're part of it' / 'check it out' (1) - uses exaggeration / hyperbole (1) eg 'spending a fortune' (1) - use of repetition (1) eg 'local' (1) - uses a picture of 3 people shopping (1) eg friends who are smiling and having fun (1) - uses own experience / opinions (1) eg 'wouldn't shop anywhere else' (1)	**(4)**

8	(L 2.2.5)	Award marks according to the marking criteria with reference to the indicative content.	
		General guidance	
		Answers should include relevant advice to a friend on how he can save money on shopping bills, using Text B and Text C.	
		Indicative content	
		Answers may refer to: • shop around (Text B) • use a price comparison website (Text B) • use vouchers / sign up for email newsletters (Text B) • check delivery costs (Text B) • use a loyalty card (to get discounts) (Text C) • check online (for latest offers) (Text C) • get advice from shopkeepers (Text C)	
		Marking criteria	
		0 — No rewardable material	
		1 – 2 — Imprecise idea(s) from the text(s) showing limited or no awareness of audience needs	
		3 – 4 — Relevant, reasonably precise idea(s) from both texts, showing awareness of audience needs	
		5 — Relevant, precise idea(s) from both texts, showing consistent awareness of audience needs	**(5)**

| 9 | (L 2.2.4) | Award 1 mark for the following quotation from Text A:
• 'The widespread use of home computers' / 'high speed broadband connections'

Award 1 mark for the following quotation from Text C:
• 'more of us can now shop 'on the move' by using smartphones / tablets'

Accept minor copying errors and quotes without quotation marks. | **(2)** |

10	(L 2.2.2)	Award marks according to the marking criteria with reference to the indicative content.	
		General guidance	
		Answers should explain relevant similar ideas, from Text A and Text B, about difficulties people may experience when shopping on the high street.	
		Indicative content	
		Indicative content for similarities Answers may refer to: • problems of opening times • problems with parking • issues with sales / shop staff • limited range of goods compared to internet • cost of travel	
		0 — No rewardable material	**(5)**
		1 - 2 — Imprecise idea(s), with limited example(s) or no examples	
		3 – 4 — Relevant, reasonably precise idea(s) and linked example(s)	
		5 — Relevant, precise ideas, with well-selected, linked examples	

11	(L 2.2.1)	Award 1 mark for correctly identifying Text A / Giving the title Online Shopping. Award 1 mark for the correct reason. Award 1 mark for a linked example. **Do not accept:**	

Reasons	Examples
gives you information about increased spending	'gone from virtually non-existent'
	'worth billions of pounds each year' **Do not accept:** 'We've changed the way we go shopping'
suggests that growth will continue	'(the forecast is that) the amount spent shopping online will keep increasing every year'
	'online shopping will become an even more central part of our lives'
tells you that retailers are moving from the high street to the internet	'most big retailers now also sell through websites'
	'the number of retailers offering goods online'

(3)

12	(L 2.2.1)	Award 1 mark for each correct answer. Award a maximum of 1 mark for reference to each text. Text A – 'online shopping won't ever completely eliminate the high street' / 'times when we prefer to go into a shop and select items' / 'these shops are part of any community (from newsagents to supermarkets)' Text B – 'If something is also available on the high street then it's worth checking the prices here too' Text C – 'There's a bright future for the local high street' **Note:** Accept appropriate quotation and/or paraphrase.	**(3)**
13	(L 2.2.2)	D - Texts B and C both inform you about delivery charges.	**(1)**

Mapping to Functional Skills Cover and Range for English Level 2

Question	Fixed Marks	Open Marks	Mapping to standard: Select, read, understand and compare texts and use them to gather information, ideas, arguments and opinions.				
			(L2.2.1) Select and use different types of texts to obtain and utilise relevant information	(L2.2.2) Read and summarise, succinctly, information /ideas from different sources	(L2.2.3) Identify the purposes of texts and comment on how meaning is conveyed	(L2.2.4) Detect point of view, implicit meaning and/or bias	(L2.2.5) Analyse texts in relation to audience needs and consider suitable responses
1	1					X	
2		2				XX	
3		1			X		
4		1					X
5	1					X	
6	1				X		
7		4			XXXX		
8		5					XXXXX
9	2					XX	
10		5		XXXXX			
11		3	XXX				
12		3	XXX				
13	1			X			
Total marks:			6	6	6	6	6
Total percentage:			20	20	20	20	20