

Level 3 Award in Text Production



International
Qualifications from EDI

Annual Qualification Review

2011

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INTRODUCTION

The annual qualification review provides qualification-specific support and guidance to centres. This information is designed to help teachers preparing to teach the subject and to help candidates preparing to take the examination.

The reviews are published in September and, in this case, take into account candidate performance, demonstrated in the Series 3 2011 examination. Global pass rates are published so you can measure the performance of your centre against these.

The review identifies candidate strengths and weaknesses by syllabus topic area and provides examples of good and poorer candidate responses. It should therefore be read in conjunction with details of the structure and learning objectives contained within the syllabus for this qualification found on the website.

The review also identifies any actual or proposed changes to the syllabus or question types together with their implications.

PASS RATE STATISTICS

The following statistics are based on the performance of candidates who took this qualification between 1 October 2010 and 31 August 2011.

Global pass rate 58.66%

Grade distributions

Pass	35.97%
Credit	34.90%
Distinction	29.13%

GENERAL STRENGTHS AND WEAKNESSES

STRENGTHS

- Accuracy of word processed work
- Inclusion of accurate information from In-tray documents
- Attractive and consistent display

WEAKNESSES

- Failure to complete four documents
- Poor proof-reading
- Non-expansion or incorrect expansion of abbreviations and contractions

TEACHING POINTS BY SYLLABUS TOPIC

Syllabus Topic 1 – Following instructions

- Candidates should read the whole paper and the In-tray documents through carefully before starting to produce their documents – this will encourage consistency
- Candidates should make sure that they understand the correction signs and abbreviations which will be used – these are listed in the syllabus
- Candidates should check that the information on the In-tray documents is inserted in the correct place in each document

Syllabus Topic 2 - Production

- Candidates should check and practise the layout of documents such as invitations, press releases, agendas and itineraries as any of these might be required in the examination
- Candidates should ensure that they use the letterheaded paper when producing letters and when otherwise instructed
- Candidates should practise producing documents with a continuation page; the page number and additional details should appear at the top of the second page of a letter, but the page number may appear in the footer on other types of document

Syllabus Topic 3 – Presentation

- Candidates are advised to use the fully blocked style of display with open punctuation because this is the easiest display to use
- Candidates should display dates and times consistently within each document, irrespective of how they are displayed in the manuscript copy
- Candidates should not add extra features (such as images, WordArt or fancy fonts) because these are not requested, do not appear in the syllabus and take time away from the production of accurate documents

Syllabus Topic 4 – Transcription

- Candidates should read through the whole paper before starting work and pencil in the items which are missing and which can be found on the In-tray documents or the Candidate Information Sheet
- Candidates should ensure that they follow instructions regarding routing and enclosures
- It is helpful to have a calendar to hand in the examination as dates will be needed and these must be accurate
- Candidates should provide an employer/candidate reference on all documents unless otherwise instructed. These are normally the initials of the employer, oblique, initials of the candidate, e.g. MB/PS

FURTHER GUIDANCE

Candidates fail this examination because their work is not accurate. They are advised to

- Check unfamiliar words in a dictionary
- Read through the whole document before starting to word process the document
- Proofread each paragraph as it is completed
- Use a spellcheck on every document

Candidates also fail the examination because they do not have time to complete all four tasks. They should therefore

- Try to increase their speed and accuracy by learning to touch type – this means that less time is taken looking at the keys and losing concentration
- Practise using sample and past papers of a similar length (950 words) so that they learn to produce quality documents without error and within time constraints
- Plan each document before starting to use the word processor. If missing details have been identified in advance of typing, this should result in a faster production rate

Many candidates have problems with abbreviations and contractions and lose marks directly as a result of getting them wrong. To prepare for the examination, candidates are advised to

- Study the syllabus carefully and learn the abbreviations that are listed on page 11
- Practise using these abbreviations in documents so that they become familiar with their use

EXAMPLES OF CANDIDATE RESPONSES

These examples are taken from the Series 3 2011 question paper.

This is Document 1:

Document 1

Prepare this letter to Dawiel Hutchinson.
Copy to Dorian Fox

Dear D—

Thank you for completing an Enquiry Form ^{at our stand} at the Motor Show last mth. I hope you had a ^{great} good time.

I note from yr form that ~~you're~~ ^{you're} interested in becoming a with Athena Driving Academy. At the moment we're recruiting ^{trainees} trainees for our next ^{course} course which will ^{commence} ~~start~~ in Sept. see form

The Driving standards Agency sets out the ^{following} ~~conditions~~ ^{conditions} of entry to driving instructor training. You must ^{be able to} ~~prove~~ ^{prove} that you

- 3 ~~*~~ hv not bn disqualified from driving during the last 4 years
- 1 ~~*~~ are over 21 years of age
- 2 ~~*~~ hv held a full UK driving licence for at least 4 years
- 4 can read a car no plate at a distance of 27.5 metres

rearrange & use bullets/asterisks here instead of numbers

If you ~~can~~ ^{can} satisfy the ^{above} ~~criteria~~ ^{criteria}, we shd be delighted to welcome you on ^{to} our course. There are 3 modules ~~in total~~ ^{in total} & the total cost will be £ . You'll be tested on yr theoretical knowledge, yr driving ^{ability} ~~skills~~ ^{skills}

close up

See email

* your ability to ^{instruct} ~~teach~~ ^{to drive} others. On successful completion of the course, you may^{*} be able to purchase an Athena franchise. (X) [If you'd like to learn more about ~~the~~ ~~course~~, please contact Dorian Fox on 020 8302 0261 extension _____. Alternatively, you could email him at _____. He'll be happy to give you further info & arrange an interview.

I wish you well in yr new ~~new~~ career.

Yrs _____

Insert at (X)

I enclose a copy of our latest info sheet on franchise opps.

Candidates will need to refer to In-tray Document 1 for the following information

IN-TRAY DOCUMENT 1

MOTOR SHOW ENQUIRY FORM

Enquiry For	ATHENA DRIVING ACADEMY
Stand No	Aisle G Stand 14
Nature of Enquiry	Would like to know how to become a <u>driving instructor</u> with ADA - has already taken an Advanced Driving Course
Name of Enquirer	Mr Daniel Hutchinson
Address of Enquirer	Flat 3 Marshall Court 76 Westerham Road SEVENOAKS TN16 7BC
Contact Telephone	07771 329 875
Preferred Method of Contact	Telephone / Email / Letter ✓
Details Taken By	Rosie Walters

They will also need to refer to the Candidate Instruction Sheet for the following information:

Dorian Fox is a Marketing Executive. His telephone extension is 382 and his email address is dorian.fox@athenahouse.co.uk

No other information is needed.

The following documents were produced by 3 candidates in the Series 3 2011 examination.

Answer A shows a Fail response

Answer B shows a Pass response

Answer C shows a Distinction response

Answer A – Fail response

ANSWER A

Athena House Group

Athena House West Street London SW1Y 2AR

Tel: +44 (0) 181 302 0261 Fax: +44 (0) 181 302 4169 email: athena@inti.co.uk

3 June 2011

DH/CCC

Flat 3
Marshall Court
76 Westerham Road
SEVENOAKS
TN16 7BC

Dear Daniel Hutchinson

Thank you for your completing an Enquiry Form at our stand at the Motor Show last month. I hope you had a great time. I note from your form that you are interest in becoming a driving instructor with Athena Driving Academy. At the moment we are recruiting trainees for our next course which will commence in September.

The Driving Standard Agency sets out the following conditions of entry to driving instructor training. You must be able to prove that you

- Are over 21 years of age
- Have held a full UK driving license for at least 4 years
- Have not been disqualified from driving during the last 4 years
- Can read a car no plate or a distance of 27.5 metres

If you can satisfy the above criteria, we should be delighted to welcome you onto our course. There are 3 modules and the total cost will be £ 10,400. You will be tested on your theoretical knowledge, your driving ability and your ability to instruct others to drive. On successful completion of the course, you may be able to purchase an Athena Franchise. I enclose a copy of our latest information sheet on franchise opps.

If you had like to learn more, please contact Dorian Fox on 020 8302 0261 extension 382. Alternatively, you could email him at dorian.fox@athenahouse.co.uk. He will be happy to give you further information and arrange an interview.

Yours sincerely

MICHELLE BEASLEY (Miss)
Marketing Director

Copy to Dorian Fox, Marketing Executive
Enc

3 June 2011

This document has a few good points:

- The document is attractively displayed
- Most of the information is included
- Dorian Fox's contact details have been included

However, there are many more weaknesses. For example:

- Daniel's name does not appear in the address block
- His full name is used as a salutation
- The bullet points do not begin with a lower case letter
- The total cost figure is incorrect
- Two abbreviations (no and opps) have not been expanded
- The candidate has omitted the final sentence (8 words)
- The candidate has not displayed Michelle Beasley's name as instructed
- There are 8 additional errors

Athena House Group

Athena House West Street London SW1Y 2AR

Tel: +44 (0) 20 8302 0261 Fax: +44 (0) 20 8302 4169 email: athena@intl.co.uk

Flat 3
Marshall Court
76 Westerham Road
SEVENOAKS
TN16 7BC

3 June 2011

Dear Daniel Hutchinson

Thank you for completing an Enquiry Form at our stand at the Motor Show last month. I hope you had a great time. I note from your form that you are interested in becoming a driving instructor with Athena Driving Academy. At the moment we are recruiting trainees for our next course which will commence in September.

The Driving Standard Agency sets out the following conditions of entry to driving instructor training. You must be able to prove that you

- Are over 21 years of age
- Have held a full UK driving licence for at least four years
- Have not been disqualified from driving during the last four years
- Can read a car number plate at a distance of 27.5 metres

If you can satisfy the above criteria, we should be delighted to welcome you onto our course. There are three modules and the total cost will be £2,750. You will be tested on your theoretical knowledge, your driving ability and your ability to instruct others to drive. On successful completion of the course, you may be able to purchase an Athena franchise. I enclose a copy of our latest information on franchise opportunities.

If you would like to learn more, please contact Dorian Fox on 020 8302 0261 extension 382. Alternatively, you could email him at dorian.fox@athenahouse.co.uk. He will be happy to give you further information and arrange an interview.

I wish you well in your new career.

Yours sincerely

MICHELLE BEASLEY
Marketing Director

This document has several faults. These include:

- There is no reference
- Daniel's name does not appear in the address block
- The bulleted list does not start with a lower case letter
- The candidate has not indicated the enclosure
- The candidate has not indicated the routing

However, the overall impression is good. For example:

- The candidate has displayed Michelle Beasley's name correctly
- There is equal spacing between paragraphs
- There are only 2 typographical errors in the document
- All abbreviations and contractions have been expanded correctly
- The letter is mailable in its current format

Athena House Group

Athena House West Street London SW1Y 2AR

Tel: +44 (0) 181 302 0261 Fax: +44 (0) 181 302 4169 email: athena@inti.co.uk

MB/IS

3 June 2011

Daniel Hutchinson
Flat 3
Marshall Court
76 Westerham Road
SEVENOAKS
TN16 7BC

Dear Daniel

Thank you for completing an Enquiry Form at our stand at the Motor Show last month. I hope you had a great time. I note from your form that you are interested in becoming a driving instructor with Athena Driving Academy. At the moment we are recruiting trainees for our next course which will commence in September.

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If you would like to learn more, please contact Dorian Fox on 020 8302 0261 extension 382. Alternatively, you could email him at dorian.fox@athenahouse.co.uk. He will be happy to give you further information and arrange an interview.

I wish you well in your new career.

Yours sincerely

MICHELLE BEASLEY
Marketing Director

Enc

Copy: Dorian Fox, Marketing Executive

This is an example of an almost perfect document. There are only 3 minor errors:

- There is no Mr before Daniel's name
- The word 'your' has been omitted in paragraph 3 (your ability)
- A capital F has been used for franchise

The remainder of the document is perfect. It can be seen that:

- There are no spelling or typographical errors
- The display is very attractive
- The line spacing is accurate and consistent
- All details have been included in the correct places
- The reference and the date have been included
- This document could be used in a real-life situation

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and performance

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