



Pearson LCCI
Level 3 Award in Text
Production
(ASE20079)

Annual Qualification
Review
2014/2015

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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 take into account candidate performance, demonstrated in both on demand and series examinations, over the preceding 12 months. 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 sat this qualification between 1 October 2014 and 31 August 2015.

Global pass rate 40.4%

Grade distributions of candidates achieving pass or higher

Pass 20.7%

Merit 2.4%

Distinction 17.3%

* This figure excludes absences on the day of the exam

GENERAL STRENGTHS AND WEAKNESSES

Strengths

- Accuracy of word processed work
- Inclusion of correct information from in-tray documents
- Consistent display
- Completion of all tasks within time allowance

Weaknesses

- Failure to follow instructions relating to the display of text
- Incorrect expansion of abbreviations and contractions
- Omitted words, sentences and paragraphs
- Failure to complete all tasks within the time allowance
- Lack of attention to detail

TEACHING POINTS BY SYLLABUS TOPIC

Syllabus Topic 1 – Following instructions

- Candidates should read the whole paper through carefully before commencing work on the documents; this should lead to a consistent approach to the display of dates, times etc
- Candidates should take care to follow instructions in balloons at the top of tasks and within the tasks; each failure to follow an instruction will incur a penalty
- Candidates should ensure that they insert the information from in-tray documents in the correct place within each document
- Candidates must use the Siskin Parkway headed paper when instructed; the use of plain paper will be penalised

Syllabus Topic 2 – Production

- Candidates should ensure that they can display a range of documents (letters, memos, adverts, agendas, invitations etc) correctly as these may be required in the examination
- Candidates should, if possible, allow time to proofread their work carefully on screen before printing out; careful proofreading and the use of the spell check facility could have reduced a significant number of errors throughout the year
- Candidates should practise producing documents with a continuation page; it is imperative to know how to display the second page of a letter (at the top left hand side); on other documents the page number may be displayed in the footer (unless otherwise instructed)
- Candidates must also ensure that designations and salutations are used correctly; many candidates fail to use a designation; this will be penalised

Syllabus Topic 3 – Presentation

- Candidates are advised to present their work in blocked display style with open punctuation because this is the easiest display style to use

- Dates and times should be displayed consistently within each task; no penalty will be incurred if a different style is used in a separate document; a variety of styles may be used in the manuscript copy – the candidate is expected to be consistent
- Bullets, borders, specified font styles and symbols will be required as part of the syllabus; candidates should ensure that they are able to insert these correctly; penalties will be incurred if they are incorrectly presented
- Candidates should not add their own images, font styles and display features; the emphasis of the examination is on the presentation of business documents – some candidates' work was not professional in appearance

Syllabus Topic 4 - Transcription

- Candidates are advised to read through the whole examination paper before beginning to transcribe the manuscript; it may help to pencil in the items from the in-tray documents so that they will not be overlooked during transcription
- Instructions should be followed regarding routing and enclosures; full designations are needed with routing; enclosures should be expressed as singular or plural, depending on the quantity of documents involved
- Candidates will need access to a calendar because an exact date will be required; a penalty will be incurred if the date given is incorrect
- Candidates must insert employer/candidate reference details and the date on all documents, unless otherwise instructed; failure to do so will incur a penalty. Reference details are usually displayed as the initials of the employer, oblique, initials of the candidate, e.g. GP/PS

Further Guidance

Candidates often fail this examination because their work is inaccurate and/or incomplete. They are advised to

- use a dictionary and consult it regularly
- proofread each paragraph as they transcribe the text
- use the spell check facility on every document

When preparing for the examination, candidates are advised to

- study the syllabus carefully and learn the abbreviations listed in Appendix C; no additional abbreviations will be used in any paper
- practise using past papers and other documents of a similar length (950 words) so that they become familiar with working at speed and producing accurate documents within the time allowance of 2 hours
- ensure that they are able to insert headers and footers, footnotes, page borders and bullets within their documents

EXAMPLES OF CANDIDATE RESPONSES

These examples are taken from the Series 3 2015 question paper. This is Task 3.

INSERT ASE20079 – S3 2015 – TASK 3

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

Mark Winterton is a Project Liaison Executive. His email address is mark.winterton@siskinfitness.co.uk and his telephone extension is 274.

No additional information is needed.

The following documents were produced by 3 candidates in the Series 3 2015 examination.

Answer A shows a Distinction response

Answer B shows a Pass response

Answer C shows a Fail response

ANSWER A

INSERT ASE20079 – S3 2015 – ANSWER A

This is an example of a perfect document. There are no errors which would affect mailability. The document is exactly as copy. It can be seen that:

- The font style and size is correct (Century Gothic 11 point)
- The margins have been set to 3.5 cm and full justification has been used
- The line spacing is correct
- The sections have been arranged in alphabetical order
- A footer has been included in the correct position
- There is equal spacing between sections
- A vertical space of 2.5 cm has been left
- Bullet points have been correctly inserted
- The reference and date have been omitted according to instructions

ANSWER B

INSERT ASE20079 – S3 2015 – ANSWER B

This document contains 9 errors. These include:

- The left margin does not measure 3.5 cm and full justification has not been used
- The page border is plain; a fancy border was requested
- The section headings have not been arranged into alphabetical order
- There are four incorrect spellings (practice, basketball, training, Mark Winterton's telephone number)
- The footer is not in the correct font style

However, the overall impression is good. For example:

- The main heading and sub-heading are displayed according to instructions
- The line spacing is correct
- The horizontal and vertical space is accurate
- The bulleted list has been correctly displayed

The document requires little amendment to become mailable.

ANSWER C

INSERT ASE20079 – S3 2015 – ANSWER C

This document has a few good points. These include:

- The correct font style and size has been used
- The margins are set at 3.5 cm
- The main headings are correctly displayed
- The bulleted list has been correctly displayed

However, on closer inspection, the document contains a significant number of errors and omissions which resulted in a Fail grade. These include:

- Double line spacing has not been used for the first paragraph
- Full justification has not been used
- The indented section has been indented from the left instead of from the right
- The section headings are not consistently displayed
- There is inconsistent spacing between sections
- There are six spelling/typographical errors (from, practice, shots, golf, meditation, several)
- There is no footer
- Two abbreviations have not been expanded (no, poss)
- A complete section been omitted (Soccer – 36 words)
- Spacing around hyphens is incorrect (fast-moving, push-ups)
- A vertical space of at least 2.5 cm has not been left
- A reference and date have been included

This document could not be sent out to a client.

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