



Mark Scheme

Sample Assessment Materials

Pearson LCCI
Level 1 Award in Text Production (VRQ)
(ASE20077)

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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 be 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 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.

MEMORANDUM

To All Staff

From Elliot Harmston, Store Manager

Ref EH/

Date Today's

EMPLOYEE OF THE YEAR

Next month we will be having our annual competition for Employee of the Year. Staff will be given the opportunity to nominate a colleague who they feel has given outstanding service during the past year. This year we are also giving our customers the opportunity to vote for the member of staff whom they feel has given them good customer service.

The winner of the award will receive a weekend for two in a four-star hotel in Edinburgh, including evening meal on the first night. The prize also includes first class rail travel to Edinburgh from your nearest mainline railway station.

The procedure for staff to nominate a colleague is to collect a nomination slip from their line manager and, once completed, post it in the box located in the Staff Restaurant. For customers who wish to nominate a member of staff there will be nomination slips against each of the tills. They will then be asked to put the slip in the postal boxes located next to the main entrance. Closing date for nominations will be the last Friday of next month.

Judging of the competition will take place during the first two weeks following the closing date, with the winner being notified at the quarterly staff meeting. The judges' names will be revealed once judging begins.

With such a hard working and committed staff I am sure there will be many of you being nominated for the award and so I would like to take this opportunity to wish you all good luck.

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SISKIN PARKWAY GROUP

Siskin House Middlemarch Business Park COVENTRY CV3 4PE United Kingdom

Telephone +44 (0) 2476 516505 Website www.siskinparkway.com

EH/

Today's date

Printing for All
12 Chestnut Avenue
COVENTRY
CV2 3PW

Dear Sirs

PRINTING OF POSTERS AND INFORMATION SHEETS

We are currently planning an advertising campaign that will involve radio advertisements, posters and information sheets to announce the opening of our new Household Department at our store in Coventry. We have used your organisation before and were very satisfied with the quality and service we received. I have enclosed a draft outline of the posters and information sheets that we would like printing and would therefore like you to quote for:

Design and preparation of printing plate for poster
1000 A3 posters (full colour)
1000 A5 posters (full colour)
Design and preparation of printing plate for information sheet
5000 A3 information sheets (full colour)
5000 A5 information sheets (full colour)

We would like to launch the advertising campaign two weeks before the opening of the new Household Department on Saturday (date). When submitting your quotation please let me know whether you would be able to complete the work within this time frame.

I look forward to hearing from you.

Yours faithfully

ELLIOT HARMSTON
STORE MANAGER

Enc

Copy: Graham Walsh, Accounts Department

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SISKIN PARKWAY GROUP

is delighted to announce the grand opening of the

NEW HOUSEHOLD DEPARTMENT IN THEIR COVENTRY STORE

The Mayor of Coventry, Joseph Greenhalgh, will officially open the new department

on

SATURDAY (date)

The first 100 visitors to the department will receive a £10 gift voucher, valid for one month, which can be spent in any department within the store.

There will also be:

Demonstrations throughout the day of our new kitchen gadgets

Free gifts

Coffee and biscuits for all visitors (or soft drink)

10% discount on all purchases made in the household department over £20

The opportunity for children to have their photograph taken with Jemima from the children's TV show 'Jemima and the Tiny Tots'

Why not come and see for yourself what is on offer?

We can be found at

12 Market Place
COVENTRY

We will be open from 1000 – 1800

Further demonstrations and special offers on a large number of household items, including electrical goods, will be available all week.

ET/
Today's date

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