



Mark Scheme

Series 4 2014  
**Results**

Pearson LCCI Level 2  
Text Production (ASE20078)

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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, i.e. 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.

## SISKIN PARKWAY GROUP

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Telephone +44 (0) 2476 516505 Website [www.siskinparkway.com](http://www.siskinparkway.com)

LD/

18 November 2014

Dear Client

### MIDDLE ENGLAND FLOWER SHOW – 2015

Your thoughts may be on Christmas. Here at Siskin Parkway Group, however, we are working on arrangements for next year's Middle England Flower Show which will again take place at Boston Park, Birmingham from Wednesday until Saturday, 20-23 May 2015.

Your evaluation of this year's Show indicated your enjoyment. For this reason, we are giving you advance notice of next year's Show with the opportunity to purchase tickets until the end of December at a reduced price. Discounted tickets are available **now** online at [www.midenglandflowershow.com](http://www.midenglandflowershow.com) or by completing the enclosed form which also offers the chance to enter our free competition to win afternoon tea for two people at the Henley Restaurant during the Show.

Our garden designers have already submitted plans for their show gardens which, next year, will be more exciting than ever. We shall have more exhibitors than in 2014 and our gardening experts will be there to offer advice on all your gardening needs. The enclosed information sheet gives more details.

In these cold, dark days of winter, we invite you to look forward to the sunshine of early spring and take advantage of our discounted early booking offer.

We look forward to hearing from you as soon as possible.

Yours sincerely

Lucy Dawkin  
Marketing Director

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## MIDDLE ENGLAND FLOWER SHOW: 20-23 MAY 2015

More than 100 exhibitors have already booked space for the Show and plans are under way for our show gardens. Come along and enjoy the following:

### 1 PLANT VILLAGE

Exhibitors include countrywide, award-winning nurseries. There will be plants for sale and advice from growers on how to ensure the best results.

### 2 TV GARDENING EXPERTS

Tom Saunders, Jack Woodfield and Georgia Fletcher will be there to answer your questions and give tips and advice on:

- raised beds
- container growing
- cultivating fruit trees
- growing your own vegetables
- pruning, composting and mulching

### 3 SHOW GARDENS

There will be approximately 15 show gardens. All designers will be aiming to achieve Gold Medal standard so the gardens will be spectacular.

### 4 JOHN LAMPTON, MIDLAND RADIO

Not to be missed! John invites you to join him in the main arena at 1130 hours and 1500 hours each day. Listen to his jovial presentation about his work at Aston House, his time at Midland Radio and benefit from his expertise in a question and answer session.

### 5 FOOD AND DRINK

Local produce will be available from several farm shops. Numerous food stalls will offer speciality fast foods. Whetstone's Wine Company will have two champagne bars. Experience fine dining in the Henley Restaurant for lunch and/or afternoon tea; pre-booking recommended.

*For further updates, please access our website, [www.midenglandflowershow.com](http://www.midenglandflowershow.com)*

LD/  
18 November 2014

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**MIDDLE ENGLAND FLOWER SHOW – EARLY BOOKING FORM**

Discounted early booking tickets for the Middle England Flower Show, 20-23 May 2015, are available now until 31 December 2014. Early booking tickets are priced at £15 per adult and £10 for each child between 3 and 16 years.

**Maximum 4 tickets per applicant.**

Date on which I wish to attend .....

Please send me ..... tickets for the Middle England Flower Show

Name .....

Address .....

..... Postcode .....

Home telephone number .....

I enclose my cheque for £ .....

Please charge to my debit/credit card number ..... Expiry date .....

Signed ..... Date .....

***(Cheques to be made payable to Middle England Flower Show)***

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**COMPETITION ENTRY FORM**

Please enter me for your free competition to win Afternoon Tea for Two at the Henley Restaurant.

Name .....

Address .....

..... Postcode .....

Home telephone number .....

**Please send form to: Middle England Flower Show, Freepost 525, Coventry CV3 3XX to arrive no later than 31 December 2014.**

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MEMORANDUM

To James Hilton, Managing Director

From Lucy Dawkin, Marketing Director

Ref LD/

Date 18 November 2014

STAFF CHRISTMAS FUNCTION

As requested, I visited Mountview Hotel in Warwick last week to discuss the possibility of a Christmas lunch there for all staff. Could you let me know of a date and time when you would be available for a meeting to follow up on this? I would like Rachel Tassoni to attend too.

Mountview Hotel can accommodate all staff for a Christmas lunch on Friday 19 December 2014 but it is expensive. In view of the current constraints on our business, I think it might be wise to think of an alternative. Rachel and I have already discussed this and feel that an alternative might be to ask staff to organise their own departmental Christmas functions at their own expense with, perhaps, a donation from Directors to each department to offset some of the costs.

Copy: Rachel Tassoni, Finance Manager

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