
Exemplar 6

INTRODUCTION

The following pages contain an extract from the portfolio of candidate XG, containing evidence for task b, described in the [Assessment Evidence Grid](#) for Unit 1: *Using ICT to Communicate*.

What you need to do:

Your evidence needs to include:
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b: six original communications for different purposes that demonstrate a range of writing and presentation styles and that would be communicated by different methods; one needs to be a presentation on different methods of communicating information and the technologies that support them, to include:

i [AO3] information sources, plans and annotated draft copies of documents/communications to show their development to meet their purpose [10];

ii [AO1] final versions of documents/communications that meet their purpose [10];

iii [AO1] use of a range of software tools and techniques to achieve the desired impact [10];

iv [AO4] an evaluation of the documents/communications produced and your performance in completing the task [7];
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v [AO2] descriptions of the technologies that support different methods of communication [6].

The extract is of only **one** document. Additional supporting material is provided in folder 'exemplar6 files'.

It should be assumed that the remaining documents were completed to the same level.

The commentary following the extract shows how the work has been assessed and the mark awarded.

Notes

The candidate has gone on to use the questionnaire to collect and analyse results. If a candidate chooses to create a questionnaire as one of their documents, they do not have to go on to use it. However, they may do so and present the results as another of their documents. In this case, they will need to plan, develop and create a coherent document for a specific purpose and audience. The results presented by this candidate do not meet this requirement.

Task Analysis

The task is to create a questionnaire for The Royal Oak Hotel to survey guests' views of the hotel services and facilities. And collect responses to the questionnaire and use them to produce a report to the hotel on the level of guest satisfaction.

The purpose of the questionnaire is to gain valuable information about guests' satisfaction with hotel services and facilities. Armed with the feedback gained from surveying the guests on a regular basis, the hotel will be able to improve their services and facilities that will turn the satisfied guests into loyal guests.

Questionnaire Design

The questionnaire will be designed based on the understanding of the following three aspects:

➤ **Contents**

The questionnaire to be designed will be used to survey guests' views of the hotel services and facilities. Therefore the questions included will make up the main part of the questionnaire and will be focused on the points about services and facilities. To make it clear to read and understand, the questions will be organised into two groups separately as "Guest Services" and "Accommodation Facilities". To fully cover the points which the hotel concerns about, there will expect more than 6 questions for each group. All of these questions will be designed as choice questions which are easy for the respondent to answer. To fully cover the range of answers, three options are given. By restricting the answer set, it is also easy to calculate percentages over the whole group of participants. In addition, some other questions are listed in a new group as supplementary information. These questions are either yes/no choice question or open format question which allow the participant to answer freely and may truly reflect the opinions of the participants.

Except the questions, a brief introduction is needed at the beginning of the questionnaire to describe the purpose of the survey. The introduction part should be concise and comprehensive.

To attract guests to be willing to participate, a hortative free prize draw is especially open for this survey. And a brief explanation of the activity is included. To enter the prize draw, detail contact information is certainly needed from guests. Therefore, information boxes are used here to keep participants contact information.

What's more, the contact information of the hotel is also listed to let the loyal guests and potential guests to contact the hotel.

➤ Page Layouts

Considering all the information that will be included in the questionnaire, the page layout will be firstly designed as illustrated in the draft (please refer to the document named “Draft”).

As you can see, the entire page layout is generally divided into four sections. They are:

1. Title

This part will appear at the first on the page. To make the title impressive, a few small illustrations and decoration lines are combined and inserted around the title.

2. Introduction

Following the title frame, the introductions of the questionnaire and the prize draw are described so that the guests understand the purpose of this survey and be encouraged to take the survey by the raffle.

3. Questionnaire Main Body

This is the most important part of the whole questionnaire. This part consists of four subsections which are arranged following the same order as listed here:

a) Contact Information

Several oblong information boxes are listed here to take the participants contact information.

b) Questions about Guest Services

There are 9 questions included in this section. The questions and answers are organized in a table with ten rows and 4 columns. The first column represents the question points. The following three columns represent the three different answer options. Each row comprises a question point and three answer options in sequence. The different answer options are represented as vivid cartoon faces with three different expressions which respectively mean good service quality, average service

quality, and poor service quality. To make the questionnaire look professionally, the borders of the tables and cells are made invisible.

c) Questions about Accommodation Facilities

After the question sets about guest services, there are seven questions for the accommodation facilities group. All of these questions are organised in the same format as the last questions group.

d) Other Information

As a supplementary section, this part consists of two yes/no choice questions and one open format question. A rectangle text box is included for the participants to fill in freely.

4. Hotel Contact Information

The contact information of the hotel is listed in an rectangle frame with decoration borders. A logo of the hotel is attached at the right side of the frame.

➤ Text Styles

The text style is the last important factors when designing a questionnaire. It must be able to draw the potential participants' attention. And also it must be appropriate for the surveyed subject.

For different information, different text styles will be used.

1. Title

The title must be the most noticeable part. Therefore, it is set into an artistic fond with large size. And to attract attention, the text colour is set as navy-blue so that the colour is neither too dark nor too flaring.

2. Subtitles

All the subtitles are set in bold with medium size to make them easy to read. Plus numbering is used to separate the different information into sections.

3. Plain Texts

All the other information is set as plain text in black with normal size except some sentences used as advertisements which are treated in normal size and different colour, also italic.

Questionnaire Refinements

Based on the design of first draft (please refer to the document named “Draft_1”), further improvements are made to achieve a consistent style and organise different types of information in a coherent and easy to read way. Also to avoid obvious errors, carefully checking the accuracy of the layout and content and proof-reading are performed as well.

➤ Refinement-1

In the first draft, the title was set in a very artistic font which was quite different from the other text styles. To make the whole questionnaire in a more consistent style, the title was reset into the same font as the other texts (refer to Draft_2 for details).

➤ Refinement-2

To make the subtitles and the conclusion more easy to read and more noticeable, their colour was changed to purple which is same with the advertisement (refer to Draft_3). The conclusion was also set into italic to echo the style of the advertisement.

➤ Refinement-3

The contact information was reorganised in a more professional and coherent way which makes the information very clear and easy to read (refer to Draft_4).

➤ Refinement-4

After the third refinement, there was a big blank space on the right side of the contact information box. A logo of the hotel then can be inserted here so that guests would be more impressed (refer to Draft_5).

➤ Refinement-5

After carefully checking the accuracy of layout and content of the questionnaire, the last thing is to unify the text size and font. All the plain texts were set in the same font and same size which make the whole questionnaire clear and consistent (refer to Draft_6).

Comment from assessor:

Candidate XG provided draft and final versions of a questionnaire. These pages can be found in the folder 'exemplar6 files' on this CD, or reached via the following hyperlinks:

[Plan.jpg](#)

[Draft 1 p1.jpg](#)

[Draft 1 p2.jpg](#)

[Draft 2 p1.jpg](#)

[Draft 2 p2.jpg](#)

[Draft 3 p1.jpg](#)

[Draft 3 p2.jpg](#)

[Draft 4 p1.jpg](#)

[Draft 4 p2.jpg](#)

[Draft 5 p1.jpg](#)

[Draft 5 p2.jpg](#)

[Draft 6 p1.jpg](#)




[Draft 6 p2.jpg](#)

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Questionnaire Results

One hundred responses of hotel questionnaire are summarised as following tables.

1) Was the attention you received from the following staff-members courteous and efficient?

			
Airport Representative	48	42	10
Front Desk / Receptionists	30	55	15
Bell Service	25	45	30
Room Attendants	50	40	10
Telephone Operators	47	45	8
Laundry Service	80	18	2
Business Centre	30	42	28
Shopping Arcade	10	35	55
Fitness Centre/ Swimming Pool	62	25	13

2) How would you rate your accommodation?

			
Bedroom Furnishings	43	20	37
Bathroom Fittings & Amenities	62	29	9
Hallway and Lobby Areas decor.	30	55	15
Cleanliness	47	43	10
Lighting	28	56	16
Heating/Cooling conditions	32	58	10
TV Program / In-house Movies	10	48	42

3) In the future, would you consider staying with us again?

Yes	No
73	27

4) Would you recommend this hotel to your friends?

Yes	No
68	32

5) If you wish to make any further comments or suggestions, please do so below:

Positive Comments	Negative Comments	N/A
26	18	56

Results Analysis

(See Results.xls)

From the summary of 100 responses of the questionnaire, we may say that the overall level of guest satisfaction of Royal Oak Hotel is satisfying.

In Q1. Guest Service part, our laundry service was rated very well and the rank of fitness centre/ pool were above the most of other services; airport representative, front desk/receptionists, telephone operators and room attendants received the average scores; unfortunately more than half of the feedback on the shopping arcade was rated as the poor; also there are segmentations of views for bell service and business centre, the good and the poor opinion each had around one third votes.

In Q2. Accommodation part, bathroom fittings & amenities were above the expectation; TV program/ In-house movies disappointed 42% guests; bedroom furnishings incurred different opinion segmentations; the other accommodation facilities were as expected.

In Q3, 73% of the guests would consider staying with us again in future.

In Q4, 68% of the guests would like to recommend Royal Oak Hotel to their friends.

In Q5, the 28% were positive appraisalment and the 16% were negative criticism. Totally 44% of participants gave the further comments in questionnaire.

Generally, our high standard service gained the customers' acknowledgements. However there are still some aspects which need to be improved a lot, e.g. shopping arcade and TV program etc. In the future, our hotel should attract more questionnaire responses to communicate with our clients effectively in order that we can acquire more accurate feedback on the level of guest satisfaction about hotel service and facilities.

Questionnaire Evaluation

This questionnaire achieved the objectives set by the task. The well-designed questions, layout and text styles were proved to be effective in gathering information about the overall performance of both hotel services and facilities. This questionnaire will be a rich source of valuable information for Royal Oak Hotel to assess the level of guests' satisfaction.

This questionnaire consisted of two pages. It might be a bit long for some busy customers. If it could be condensed to a single page, more guests would give out their opinion on our services through questionnaire.

In future, the following steps might be used to design and administer a similar questionnaire:

1. Defining the objectives of the questionnaire
2. Designing the questionnaire
3. Administering the questionnaire and collecting data
4. Analysing the results

COMMENTARY

Task b(i)

There is good evidence of planning – what will be included as well as layout. The design has been done on screen. The draft copies are not annotated, but the document on refinements explains the changes that were made at each stage. Proof-reading has also not been evidenced, but there are very few errors in the layout of the document. (Spelling and grammar are assessed as part of task a and should not take priority in the assessment of task b). The nature of the document means that there is little opportunity for organising different types of information, although there is good use of text boxes, tables and tick circles. No bibliography has been included. For these reasons a mark of **7** at the top of **Mark Band 2** can be awarded.

Task b(ii)

There is clear, easy to understand new information that fully meets Mark Band 1 requirements but there is little use of existing information. The only evidence of existing information is the piece of clipart used in the footer. This is not enough evidence for the adoption of existing information. The evidence provided meets **Mark Band 1** comfortably and a mark of **4** can be awarded.

Task b(iii)

There is good use of text styles, paragraph formatting and page layout. Tables, borders and graphics have been used to good effect. Although a header and footer have been used, there is no other evidence of the use of automated facilities which the candidate would need to demonstrate to achieve Mark Band 3. On this basis a mark of **7** at the top of **Mark Band 2** can be awarded.

Task b(iv)

The candidate has commented on the effectiveness of the questionnaire and suggested improvements. There are no comments on the candidate's actions and role in solving the problem. If this was expanded, the candidate could achieve Mark Band 2. However some attempt has been made to suggest how a similar task might be approached in the future. Therefore a mark of **2**, **Mark Band 1** can be awarded.

Task b(v)

This document does not provide any evidence for b(v).

How you will be assessed:					
Task	Assessment Objective	Mark Band 1	Mark Band 2	Mark Band 3	Mark Awarded
b(i)	AO3	You produce little planning for your work but show that you have checked the accuracy of the layout and content of your work, and proof-read it so few obvious errors remain; you list your information sources; [0 1 2 3]	you produce outline plans for your work and show, by presenting annotated draft copies, how you placed information in appropriate positions and ensured correct and meaningful content by carefully checking the accuracy of the layout and content of your work, and proof-reading it so few obvious errors remain; you list your information sources in an appropriate form; [4 5 6 7]	you produce detailed plans for your work and show, by presenting annotated draft copies, how you achieved a consistent style, made good use of standard formats and organised a variety of different types of information in a coherent and easy-to-read way, ensuring correct and meaningful content by carefully checking the accuracy of the layout and content of your work, and proof-reading it so few obvious errors remain; you list your information sources in detailed bibliography. [8 9 10]	7/10
b(ii)	AO1	You create new information that is clear, easy to understand, uses a suitable style and, where appropriate, common standards for layout, and is at a level that suits the intended recipient; [0 1 2 3 4]	you locate, use and adapt existing information to suit a presentation, combining it with information you have created; [5 6 7]	you locate, adapt and combine information to create coherent, easy to read communications of near-professional standard. [8 9 10]	4/10
b(iii)	AO1	You use text styles, page layout and paragraph formatting, and combine text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips to suit the purpose of each communication; [0 1 2 3]	you use text styles, page layout and paragraph formatting, and combine formatted text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips to suit the purpose of each communication and improve its impact; [4 5 6 7]	you use text styles, page layout and paragraph formatting, and combine formatted text, graphics (photographs, clip art, line drawings, graphs and charts), tables, borders, shading, sound and video clips, appropriately, to suit the purpose of each communication and improve its impact, showing effective skills in the appropriate use of software to automate aspects of your communications, such as creating templates for standard layouts. [8 9 10]	7/10
b(iv)	AO4	You comment on the effectiveness of your communications and suggest improvements; you comment on your actions and roles in solving the problem; [0 1 2]	you clearly identify good and not so good features of your communications, suggesting ways they could be improved; you include an analysis on your experiences in order to improve your own performance; [3 4]	you show that you identified strengths and weaknesses in your initial drafts and how you refined them to meet the purpose more closely; you include an analysis on your experiences suggesting how you might approach a similar task in future. [5 6 7]	2/7
b(v)	AO2	You briefly describe some methods used to communicate information and the technologies that support them; [0 1 2]	you describe most methods used to communicate information and the technologies that support them; [3 4]	you describe, in detail, most methods of communicating information and the technologies used to support them. [5 6]	n/a/6