Mark Scheme

March 2017

Functional Skills English

Reading Level 2
E202

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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 / indicative content will not be exhaustive.

- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, a senior examiner must be consulted before a mark is given.

- Crossed out work should be marked **unless** the candidate has replaced it with an alternative response.

Question Number	Coverage and range	Answer	Mark
1	2.2.4	B – a tough audience to convince	**(1)**
2	2.2.4	Award **1 mark** for each relevant explanation, up to a maximum of **2 marks**. <table><tr><th>Phrase</th><th>Explanation</th></tr><tr><td>'expect a grilling'</td><td>you will be asked difficult questions / lots of questions / given a hard time / made to sweat / you should be ready for a tough time / interrogation</td></tr><tr><td>'nerves of steel'</td><td>tough / resilient / show no sign of fear / worry / strong nerves / confident **Do not accept**: answers that refer to being nervous / having lots of nerves but do not suggest that you need strong nerves</td></tr></table> **Accept** other explanations provided they show an understanding of the target phrases. **Do not accept** quotations from the text or the same explanation for both phrases.	**(2)**
3	2.2.3	Award 1 mark for a correct answer. For example: - to persuade / encourage the reader / people to take part in Dragons' Den - to give the reader information / advice / tell you about Dragons' Den / the TV show - to show that backing / finance / support for a new business can be obtained from the Dragons - to tell you about success stories **Do not accept:** 'to inform' or 'Dragons' Den' on their own or 'talk about' or 'about' as writing purposes.	**(1)**
4	2.2.5	Award 1 mark for a valid reason, based on Text B. For example: it gives figures / statistics / numbers / data on / profit of businesses run by charities	

		• it gives examples of (types of) businesses run by charities / tells you about charity shops / charity mail order catalogues / charity cafés / Big Issue • it gives you examples / ways of how charities earn money • it includes information from a charity shop manager / include an interview with a charity shop manager **Do not accept** answers that do no more than reword the question e.g. 'it tells you how charities make money'. **Do not accept** answers which refers to Lucy Jones / Lucy but do not identify she works for a charity.	**(1)**
5	2.2.4	A – raise a lot of money	**(1)**
6	2.2.3	C – a command	**(1)**
7	2.2.3	Award 1 mark for each valid method, up to a maximum of 2 marks. Award 1 mark for each valid and linked example, up to a maximum of 2 marks. • uses a (bold) heading / headline / title (1) 'Nina's no dreamer!' (1) • uses an exclamation (mark) (1) 'dreamer!' (1) • uses repetition (1) e.g. 'Nina' / 'business' (1) • uses figures / numbers (1) e.g. '14' / '£10,000' / 'five' / 'ten' (1) • uses colloquial expressions / slang (1) e.g. 'get-up-and-go' / 'see her go far' / 'follow in her footsteps' (1) • uses positive language / positive adjectives (1) e.g. 'brilliant' / 'energetic' / 'making things happen' / 'on the right path' (1) • uses quotations / direct speech (1) e.g. 'Starting a business…' / 'It took hard work…' (1) • uses assonance / alliteration (1) e.g. 'energetic entrepreneur' / 'make millions' (1) • makes reference to an award (1) 'NatWest Everywoman Awards 2014' (1) • uses rule of three (1) 'commitment, ambition and bravery' (1) • contrast (1) 'she believes in making things happen rather than dreaming about them' (1)	**(4)**

8	2.2.5	Award marks according to the marking criteria with reference to the indicative content.	
		General guidance	
		Answers should include relevant information about successful businesses or enterprises from Text A and Text B.	
		Indicative content	
		Answers may refer to: • Chance of securing investment from Dragons' Den (Text A) • Reggae Reggae Sauce / Levi Roots / worth over £30 million (Text A) • Razzamataz / children's dance, drama and singing franchise (Text A) • Magic Whiteboard / portable whiteboard in a roll (Text A) • Rapstrap / plastic straps (Text A) • Trunki / Rob Law / children's ride-on luggage (Text A) • charity shops (Text B) • Charity Retail Association (Text B) • Big Issue / street newspaper (Text B) • charity mail order catalogues (Text B) • Social Bite cafes (Text B)	
		Marking criteria	
		0	No rewardable material
		1 – 2	Imprecise idea(s) from the text(s) showing limited or no awareness of audience needs
		3 – 4	Relevant, reasonably precise idea(s) from both texts, showing awareness of audience needs
		5	Relevant, precise idea(s) from both texts, showing consistent awareness of audience needs
			(5)

| 9 | 2.2.4 | Award **1 mark** for **one** of the following quotations from Text A:
    • 'now worth over £30 million'
    • 'sell in their millions'
    • 'making a million'

Award **1 mark** for **one** of the following quotations from Text B:
    • 'profits of around £300 million a year'
    • 'Around 100,000 are sold each week'
    • 'sales generated over £5 million'

Accept minor copying errors and quotations without quotation marks. | **(2)** |
| 10 | 2.2.2 | Award marks according to the marking criteria with reference to the indicative content. | **(5)** |

Question 10 detail:

	General guidance
	Answers should explain relevant, similar ideas about what it takes to be successful in business from Text A and Text C.
	Indicative content
	Answers may refer to: • good ideas • initial investment • appropriate personal qualities / commitment / bravery / hard work • being able to employ own staff • profits
0	No rewardable material
1 – 2	Imprecise idea(s),with limited examples(s) or no examples
3 – 4	Relevant, reasonably precise idea(s) and linked examples
5	Relevant, precise ideas, with well-selected, linked examples

11	2.2.1	Award 1 mark for correctly identifying Text C / Text 3 / 'Nina's no dreamer!' Award 1 mark for a correct reason. Award 1 mark for a linked example.	
		<table><tr><td>**Reasons**</td><td>**Examples**</td></tr><tr><td rowspan="3">Focuses on a young entrepreneur / Nina Devani / tells you how she set up her business</td><td>'set up her own small business' / 'aged just 14'</td></tr><tr><td>'raised £10,000 to start her business'</td></tr><tr><td>'is a person we'll definitely be hearing more of in the future'</td></tr><tr><td rowspan="3">Gives details of a young entrepreneur's / Nina Devani's achievements / qualities</td><td>'Nina came up with a brilliant idea'</td></tr><tr><td>'profitable since launch'</td></tr><tr><td>'shortlisted for the NatWest Everywoman Awards 2014'</td></tr></table>	
			(3)
12	2.2.1	Award **1 mark** for each correct answer. Award a maximum of **1 mark** for reference to each text. Text A – 'employs around 80 people' Text B – '218,000 volunteers' / '2,000 sellers' / '45 workers' Text C – 'five employees' / 'ten consultants' **Notes** Accept appropriate quotation and / or paraphrase.	
			(3)
13		C – Texts A and C both show businesses need investment.	
			(1)

Mapping to Functional Skills Cover and Range for English Level 2

| Question | Fixed Marks | Open Marks | Mapping to standard Select, read, understand and compare texts and use them to gather information, ideas, arguments and opinions. | | | | |
			(L2.2.1) Select and use different types of texts to obtain and utilise relevant information	(L2.2.2) Read and summarise, succinctly, information / ideas from different sources	(L2.2.3) Identify the purposes of texts and comment on how meaning is conveyed	(L2.2.4) Detect point of view, implicit meaning and / or bias	(L2.2.5) Analyse texts in relation to audience needs and consider suitable responses
1	1					x	
2		2				xx	
3		1			x		
4		1					x
5	1					x	
6	1				x		
7		4			xxxx		
8		5					xxxxx
9	2					xx	
10		5		xxxxx			
11		3	xxx				
12		3	xxx				
13	1			x			
Total marks:			**6**	**6**	**6**	**6**	**6**
Total percentage:			**20**	**20**	**20**	**20**	**20**