

## Writing: The Exam – Answers

### 1. Model Answers:

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Q1.

Sally Dent  
41 Kings Road  
London  
SW1 NAR

20th February 2023

Wainwright Electronics  
34 Grosvenor Road  
Harrogate  
HG1 1AF

Dear Sir/Madam,

I am writing to you regarding a games console I recently purchased through your company's website; Wainwright Electronics. Upon receiving the package, the console appeared to be in working order, however since the second use I have noticed some problems have arisen. I have been unable to contact you using the usual channels of email and telephone, therefore I am writing to you.

The problems with the television are as follows: the button does not light up when the console is switched on, the fan is very loud and overheats the machine, the connection to my television's HDMI port is unstable and, every night between 8 and 9pm, the machine will not switch on at all!

I have so far attempted to fix the problem by calling and emailing the company, however, as stated above, I have been unable to contact you through these channels. I have also tried visiting different websites and forums to try and find out if other people have been able to fix such issues. However, I have not been able to discover anyone experiencing these same issues.

I am writing to request a full refund for the machine. It is not in full working order, and as I have only had the console a matter of weeks, I am aware that I am well within the stated warranty period.

I look forward to hearing from you.

Yours Faithfully,

Sally Dent

#### Examiner's report:

- Ideas and information are **communicated clearly** and effectively, constructed using appropriate **paragraphs** and **organisational markers** such as 'also' and 'however'.
  - The answer includes an appropriate level of **detail** to fully answer the question.
  - The student has included **formatting features** commonly used in letters, and has adapted their tone to match the **purpose** of the text.
  - The student has adopted a **formal** tone, and 'Yours Faithfully' is used as the recipient is unknown to the sender.
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Q2.

## Help stop animal testing! Charity bake sale to fund stop animal testing charities.

Every day, thousands of defenceless animals are locked up in cages and abused in the most horrendous ways, all because of human greed. This problem is only getting worse. This is a completely unnecessary evil, as animal testing is not needed for our household toiletries and cleaning supplies. Animal testing can be eradicated; science has evolved, and we no longer need to use these poor animals to test on due to the development of more humane methods.

### Details:

- Date: Saturday 30th April 2023
- Location: Hopworth Community Centre
- Time: 10am-1pm

On Saturday, will be holding a charity bake sale to raise money for various charities against animal testing. The bake sale has been organised by me, and some of the members of the local community, and we would love for anyone else who is interested in helping out on the day, or providing some delicious baked goods, to get involved! If you are interested in helping out by either baking or working on the stall with us, get in touch by giving me a call on 07714524857.

If you can't commit to helping man the bake sale, or baking, then why not come along and purchase some sweet treats in the name of a great cause? There is car parking available for free outside the community centre, and a bus stop a short 2-minute walk away. Pets and children are more than welcome - the more the merrier!

### Examiner's report:

- The student has **communicated** their ideas and information effectively and included enough **detail** to fulfil the question.
  - The formatting of the answer is suited to a leaflet. It includes **presentational features** such as bullet points and a heading, as well as paragraphs and **organisational markers** such as 'On Saturday' which organise the text for the reader.
  - The student has used an array of varied **punctuation** such as a semicolon and an exclamation mark.
  - The answer's **language** and **register** are adapted to suit the **audience** and **purpose** of the leaflet, which is to persuade and inform.
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Q3.

17th August 2022

### Happy Hippos Review

By Beth Alan

I recently had the pleasure of attending the new restaurant 'Happy Hippos' in York this past Saturday. I visited with a group of friends and, on the whole, we had a **whale of a time!**

The evening began with a round of drinks, which were served to us very promptly. We each chose one of their signature cocktails - my choice was the Wallowing Wanderer, and we enjoyed them very much. I would describe the drink as a fruity pineapple flavour, which was perfect for the summer evening. My friends also told me that they were impressed by their drinks.

Then, our mains arrived. I ordered the vegan burger, with extra pickles and extra 'Happy Hippos Special Sauce'. It was absolutely delicious! The burger was perfectly cooked and piping hot, and the sauce was divine. A perfect amalgamation of sweet and savoury, I nearly asked them for the recipe.

We were all extremely pleased with the service we received throughout the evening, until we ordered our desserts. Unfortunately, this was the point where the experience took a turn for the worse. After we had ordered our desserts, we waited 45 minutes for them to arrive! We alerted the staff twice that we had been waiting for quite some time, however it was still 45 minutes before we were able to tuck into our scrumptious desserts. Once they arrived, they were delightful, but the wait had rather dampened our spirits.

Overall, the food we enjoyed while at Happy Hippos was simply divine, however the service towards the end of our meal was disappointing. The restaurant could have made our experience better by offering us some form of discount for our wasted time, or simply by making the service better. Despite this, I would still recommend Happy Hippos, as the food we had was very tasty indeed, and the majority of the service we received was good.

#### Examiner's report:

- The student has communicated their ideas and information **clearly**, and the answer is written in the style of a restaurant review. There are appropriate **formatting features** such as a heading and author attribution.
  - The student has included the level of **detail** asked for by the answer, describing what they liked and disliked about the restaurant, what the restaurant could do to improve the experience, and whether they would recommend the restaurant.
  - **Varied punctuation** has been used, for example exclamation marks and commas, and within this, the sentence length and structure has also been varied.
  - **Spelling** and **grammar** are accurately employed throughout, along with well-organised paragraphs.
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Q4.

## The Clean Eating Machine

Quick tips to get you on track and keep you there

27th March 2022  
By Theodora Burr

You may be reading this while struggling with maintaining a healthy lifestyle. If this is you, I know I can say that I have been there.

By the end of this article, I hope you have a clearer idea of what a healthy diet entails, and what small changes you can make to your diet to cement healthier habits.

A healthy diet is a balanced one. It is important to consume all the food groups in relative equal proportion. I think everyone is aware of the five fruits and vegetables a day rule, however, were you aware of the importance of legumes such as lentils and beans in your diet?

A daily healthy, balanced diet includes the following:

- 5 fruits and vegetables
- Legumes such as beans and lentils
- Low-fat items such as low-fat cheese and low-fat milk
- Keeping saturated fat intake to a minimum
- Protein-rich foods such as seafood, lean meats, eggs, beans, peas and soya
- Nuts and seeds which are a source of healthy fat and protein
- Keeping your diet low in unnatural sugar

Now, all of this might seem not only overwhelming, but also completely unattainable. However, healthy eating is not an all-or-nothing venture. You do not need to do all of these things, every day, to follow a healthy diet! My recommendation would be to make small changes to your diet, for example making a conscious effort to eat more fruits and vegetables. This way, you can slowly build healthier habits into your daily diet. Why not try swapping out your high-fat cheese for a reduced fat alternative? Eating more protein can help you to feel fuller for longer, therefore reducing the urges you may have to snack on sugary chocolate or sweets.

In my own life, I find small changes such as these really help me to incorporate healthier elements into my diet, sometimes without even realising!

### Examiner's report:

- The student has used appropriate **presentational features** for an article, such as a headline, subheading, author attribution and date.
- A sufficient level of **detail** has been included in order to fulfil the question, and the content has been **communicated effectively** and clearly.
- Paragraphs and **chronological organisational markers** such as 'Now' have been used in order to structure the text in an accessible way for the reader.
- **Personal pronouns** such as 'you' have been employed in line with the audience of a fitness magazine, in order to directly appeal to the reader.
- Paragraphs and sentences are **varied in length** and structure to make the text engaging to the reader.

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Q5.

## Mobile phone usage

By Verity Breech

29th September 2022

This report will cover what I personally use my mobile phone for, why it is important to me, and what the most useful aspect of my phone is.

### Staying in contact with friends and family

The main reason why I use my phone is to stay in contact with friends and family. I use the text messaging feature to chat with my friends and family, including sending picture messages to keep up to date with each others' lives. As I have an iPhone, I also find it useful and enjoyable to use the FaceTime feature to engage in video calls with my family and friends. This is particularly important to me as I live quite far away from my family, so using my phone in this way helps me feel close to them when I cannot be with them physically. Since I have moved away, I have noticed a 40% increase in my screen time for the FaceTime app.

### Social media

Another aspect of my phone use which is important to me is social media. Frequently, I use apps such as Facebook, Twitter, Instagram and LinkedIn. The purpose of this is not only to stay in contact and up to date with what my friends are doing, but also to network in the working world. As my job is in the creative industry, I use LinkedIn and other social networking sites to advertise our brand. I also use these sites to connect with potential collaborators and colleagues in my profession. Social media is very important to me both professionally and personally, and my phone makes it even easier for me to use social media.

### News and current affairs

Additionally, my phone is very useful to me in staying up to date with the latest current affairs and news stories. Personally, I find it extremely important to stay in-the-know regarding the news, and current affairs such as politics. This is especially important in the ever-changing current political landscape. I use my phone to set up Google alerts on my favourite topics, and it notifies me when there is something new to report on these.

Overall, the most important aspect of my phone to me, is keeping touch with friends and family. However, I use my phone for a wide variety of things, including to network professionally, and stay up to date with important news.

### Examiner's report:

- The student has used **presentational and formatting features** consistent with a **report**, such as statistics, an introduction, subheadings, a heading and author attribution.
- **Organisational markers** are employed to guide the reader through the text, for example 'Additionally' and 'Overall'.
- The student has adopted a **formal tone** in line with a report, and the punctuation reflects this, as there is a lack of exclamation marks or other more informal punctuation.
- The student has fulfilled the requirements of the question by providing enough detail and **communicating this effectively**.
- **Complex sentences** are employed which add to the level of formality in the text.

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Q6.

Chloe Thorntons  
Cleverly Terrace  
London  
Kensington and Chelsea  
SW1 6GJ

16th May 2022

Highfield Tennis Club  
Newland Road  
Kensington and Chelsea  
London  
SW2 5NJ

Dear Kenneth Bryant,

I am writing in response to a letter I received from you asking for feedback from my recent session at your club. I enjoyed my time at the club very much indeed, and I would like to provide a review of my experience for you now.

Upon arrival at the club, I was greeted in a rather abrupt manner by the reception team. The receptionist, Debra, provided me with a locker key and a towel to use in the showers after my session. Before this, however, she struggled to find my booking and was quite rude and unwelcoming to me when she thought I had not booked in advance. Eventually, she found my booking, and I was allowed to proceed to the changing rooms. When I entered them, I was met with the pleasant sight of spotless floors and showers, and lovely spacious cubicles which I was happy to use to change into my tennis whites.

My session on the court was splendid. I could not fault my instructor, Stuart, and he was extremely helpful in assisting me in the areas I wanted to improve. Stuart was able to help me comprehensively with my serve and backhand, and I left the club feeling much more confident in my tennis ability!

Afterwards, I found it very pleasing indeed to enjoy a coffee and a green smoothie in the club's onsite cafe. It was an extremely relaxing and welcoming atmosphere, and the drinks I ordered were of top-notch quality too.

Overall, I had a pleasant experience at the club. However, my experience would have been better had I received a more welcoming and friendly reception upon entering. Nevertheless, I would return to the club, as the quality of the tutoring I received was highly impressive. In addition, the changing rooms and the cafe were of very high quality and cleanliness.

Yours Sincerely,  
Chloe Thorntons

**Examiner's report:**

- The student has used a variety of formatting features specific to a letter, for example the sender's and the recipient's addresses, the date and an appropriate sign off.
- The student has **read the question** carefully and has included enough **detail** to fulfil it.
- **Chronological organisational markers** are used effectively to describe the experience at the tennis club.
- **Paragraph and sentence length** are sufficiently **varied** and structured appropriately.
- The letter adopts a **formal tone** which is appropriate for the audience.
- Spelling, punctuation and grammar is accurately employed throughout.

## 2. Mark Scheme:

Writing Composition Total Marks Available- 18 60%				
Marks Available	3	2	1	0
SOS23: Clarity  Communicate information, ideas and opinions clearly, coherently and effectively	The answer is clear throughout with no ambiguity present.	The answer is mostly clear and would be understood by those reading it.  However, there may be occasional ambiguity or slight loss of meaning / clarity.	The answer has occasional clarity but overall lacks enough clarity to be functional.	The answer lacks clarity to the extent that it does not make sense.
SOS24: Detail  Write text of an appropriate level of detail (and, where word count is stated, of appropriate length) to meet the needs of purpose and audience	There is enough detail to fully meet the needs of purpose and audience.  The answer considers all aspects of the question and addresses any bullet point advice given.  Where a word count is given in the task, the length of the answer is within this word count.	There is enough detail to meet the needs of purpose and audience, although some non-essential detail may have been omitted.  Where a word count is given in the task, the length of the answer is within 20 words of this word count.	There is a real effort made to include relevant detail but there is insufficient detail in the answer to meet the needs of purpose and/or audience.  Where a word count is given in the task, the length of the answer is insufficient i.e. more than 50 words above or below this word count.	The answer lacks any relevant detail.
SOS25: Format  Organise writing for different purposes using appropriate format and structure	See Appendix 1.	See Appendix 1.	See Appendix 1.	There is no real effort to format, or the incorrect format has been used.
SOS26: Visual organisation  Convey clear meaning and establish cohesion using organisational markers effectively	The answer uses a range of fitting organisational / visual markers (e.g. bullet pointed lists, captions, display boxes, tables, sections, spacing etc)	The answer uses some organisational / visual markers.	There is a real effort made to use one or more organisational / visual markers.	There is no real effort to use organisational markers in the answer.

	to help convey meaning.			
SOS27: Register/ language  Use different language and register suited to audience	The response uses appropriate language and register which is completely suited to the audience specified in the question.	The response uses mostly fitting language and register which would be acceptable to the audience specified in the question.	The response includes some fitting language and is in a register which would not affront the audience specified in the question.	The language and/or register is inappropriate throughout the answer.
SOS28: Construction  Construct complex sentences consistently and accurately, using paragraphs where appropriate	The response includes complex sentences consistently and accurately.  The response has used paragraphs fittingly throughout.	The response includes some complex sentences.  There is a real effort made to divide content into fitting paragraphs.	There is a real effort made to write at least one complex sentence.  There is a real effort made to put related text together in paragraphs.	There is no real effort to use complex sentences or paragraphs.

Spelling, Punctuation and Grammar (SPaG)  
Total Marks Available- 12  
40%

Marks Available	4	3	2	1	0
SOS21  Spell words use in work, study and daily life including a range of specialist words	The student's spelling is consistently accurate, including complex and irregularly spelled words.  Candidate has used a broad variety of words used in work, study and daily life, including a range of specialist words.  Any errors stand out as unrepresentative, one-off errors.	The student's spelling is mostly accurate, although there may be some flaws in complex and irregularly spelt words.  Candidate has used a reasonable variety of words to suit the task.  There may be occasional repeated mistakes.	The student's spelling of simple straightforward words is accurate throughout.  There are flaws in less common or irregularly spelt words, which may be repeated throughout.	Some simple words are spelt correctly by the student.	The student's spelling is mostly faulty and affects the meaning of the text considerably.



<p>SOS22</p> <p>Punctuate correctly using a wide range of punctuation markers</p>	<p>The student's punctuation is accurate throughout.</p> <p>Candidate has used complex punctuation (e.g. colons, commas, inverted commas, apostrophes and quotation marks).</p> <p>Any flaws stand out as unrepresentative, one-off errors.</p>	<p>The student's punctuation is mostly accurate.</p> <p>Candidate has endeavoured to use more complex punctuation (e.g. colons, commas, apostrophes), although there may be errors.</p> <p>There are few or no flaws in sentence separation and the use of upper case for personal pronouns.</p>	<p>The student's punctuation at the beginning and end of sentences is mostly accurate.</p> <p>There are minimal attempts made to use more complex punctuation.</p> <p>Any flaws in the use of upper case for the personal pronoun stand out as unrepresentative errors</p>	<p>The student's punctuation of some simple sentences is correct.</p> <p>Some endeavour to use upper case for the personal pronoun.</p>	<p>The student's punctuation is mostly faulty and affects the meaning of the text considerably.</p>
<p>SOS20</p> <p>Use correct grammar and modality devices</p>	<p>The student's grammar is accurate throughout.</p> <p>Candidate has used complex grammar accurately (e.g. subject-verb agreement, consistent use of a variety of tenses, definite and indefinite articles) and modality devices appropriately (e.g. to express probability or desirability).</p> <p>Any errors stand out as unrepresentative, one-off errors.</p>	<p>The student's grammar is mostly accurate.</p> <p>Candidate has endeavoured to ensure subject-verb agreement is mostly accurate.</p> <p>There might not be a variety of tenses used but those that are correct, including the use of definite and indefinite articles. The candidate may not have used modality devices or not used them fittingly.</p>	<p>The student's basic grammar is correct e.g. the formation of the present tense and subject-verb agreement of straightforward simple nouns.</p> <p>There is some endeavour to use articles correctly but there might be flaws, inconsistencies and occasional omissions.</p>	<p>Some grammar is correct but there are frequent flaws or omissions.</p>	<p>The student's grammar is mostly faulty and affects the meaning of the text considerably.</p>

## Writing Appendix

Writing Appendix				
	Marks Available			
Format Required	3	2	1	0
Letter	<p>Sender's address (without name)</p> <p>Recipient address</p> <p>Date</p> <p>Greeting &amp; matching close followed by name of sender</p>	<p>Sender's address (with or without name) and any two of the following formatting features:</p> <p>Recipient address</p> <p>Date</p> <p>Greeting &amp; matching close followed by name of sender</p>	<p>Sender's address (with or without name) only</p>	<p>No real effort made to at format OR incorrect format used</p> <p>OR</p> <p>No sender's address (with or without a name)</p>
Formal Report	<p>Fitting title</p> <p>Fitting subheadings</p> <p>Any one of the following formatting features</p> <p>Numbered sections</p> <p>Bullet points</p> <p>Progressive indentation</p>	<p>Fitting title and any two of the following formatting features:</p> <p>Fitting sub-heading/s</p> <p>Numbered sections</p> <p>Bullet points</p> <p>Progressive indentation</p>	<p>Fitting title</p>	<p>No real effort made to format</p> <p>OR</p> <p>Incorrect format used</p> <p>OR</p> <p>No title</p>
Newspaper Article	<p>Fitting title</p> <p>Attribution</p> <p>Strapline</p> <p>Subheading/s</p>	<p>Fitting title and any two of the following formatting features:</p> <p>Attribution</p> <p>Strapline</p> <p>Subheading/s</p>	<p>Fitting title</p>	<p>No real effort made to format</p> <p>OR</p> <p>Incorrect format used</p> <p>OR</p> <p>No title</p>
Email	<p>To (email address)</p> <p>Subject</p> <p>Fitting greeting and close</p> <p>Name of sender at end</p>	<p>To (email address) and any two from the following:</p> <p>Subject</p> <p>Fitting greeting and close</p> <p>Name of sender at end</p>	<p>To (email address)</p>	<p>No real effort made to format</p> <p>OR</p> <p>Incorrect format used</p> <p>OR</p> <p>No inclusion of who the email is to</p>

Leaflet	Fitting title Subheadings Sections / paragraphs Contact details	Fitting title and any two of the following formatting features: Subheadings Sections/paragraphs	Fitting title	No real effort made to format OR Incorrect format used OR No sender's address (with or without name)
Review	Fitting title Date Sections / paragraphs Name and date	Fitting title and any two of the following formatting features: Sections/paragraphs Date Name	Fitting title	No real effort made to format OR Incorrect format used OR No inclusion of who the email is to