



FUNCTIONAL SKILLS ENGLISH

AQA | Edexcel | City & Guilds | Open Awards | NCFE | Highfield

Level 1

Reading: Specialist Words

Instructions

- Answer **all** questions.
- Answer questions on separate paper if required.

Information and Advice

- The marks for each question are shown in brackets – use this as a guide on how long to spend on each question.
- Read each question carefully before you answer it.
- Check your answers.

Webinar: **MARKETING** STRATEGIES

- GROW YOUR BUSINESS.
- UNDERSTAND YOUR CONSUMER BASE.
- MASTER SMO STRATEGIES TO EXPAND YOUR PRESENCE ON PLATFORMS LIKE FACEBOOK, TWITTER, AND INSTAGRAM.
- INCREASE YOUR SITE TRAFFIC AND POTENTIALLY DOUBLE YOUR REVENUE.
- LEARN ABOUT SEO, AND INCREASE GOOGLE TRAFFIC TO YOUR SITE.

TIME
08.00AM-11.00AM

DATE
23RD MARCH 2023



GO TO WWW.MARKETNOW.CO.UK TO BOOK YOUR PLACE.

Q1 What is being **advertised** in the source? **[1 mark]**

Q2 In your own words, identify **two** things that people will learn if they attend the event. **[2 marks]**

Q3 Which **specialist word** on the poster could be replaced with 'customer'? **[1 mark]**

Q4 Which two **specialist abbreviations** are used on the poster? **[2 marks]**

Q5 Who is the **audience** of the poster?

- a) Scientists
- b) Teachers
- c) Entrepreneurs/ Business owners

[1 mark]

Q6 What resource would you use to find out the **definition** of words on the poster?

- a) Thesaurus
- b) Dictaphone
- c) Dictionary

[1 mark]

Q7 Which of the following **specialist words** indicates that the event will be held **online**?

- a) Webinar
- b) Strategies
- c) Facebook

[1 mark]