

Functional Skills Level 2 English Writing Sample Paper 3

Worked Example – good pass

Question 1

You work in the Head Office of a large high street clothes retailer that has many branches throughout England. One of your responsibilities is to visit the company's shops as a mystery shopper and to report back to the Head Office on your experience.

Your task: write a report to give to your Manager about your visit to one of the shops.

Your report should include:

- details of your visit
- appearance and tidiness of the store
- availability of staff to help you
- customer service skills and attitude of the staff
- stock availability.

We suggest you write about 300 words.

(27 marks)

A report into a competitor's store

Date: 01/03/2020

This report will cover the findings of a visit to a competitor's store. It will look at the following areas:

- Appearance and tidiness of the store
- Availability of staff to help
- Customer service skills and attitude of the staff
- Stock availability.

The store visited was Honley's Fashion on Ranston Road. The visit was on Saturday the 29th of February, at 2.30pm.

Appearance and tidiness of the store

The window displays were well presented, showing a mix of men's and ladies clothes. They also had posters advertising up to 75% off some clothes. 75% was in huge orange letters, but the 'up to' was so small it could hardly be seen.

The inside of the store was very bright and had a lot of space. There were displays of clothes on different types of display stand. This made it feel like you were looking at something new in every direction that you looked.

Availability of staff to help

There was one member of staff always at the front door, asking if the customer needed any help with anything. There were also two other staff on the shop floor and two more behind the tills. What was really good was that the staff came up to me to ask if I needed help.

Customer Service skills and attitude

The staff were very friendly and all of them smiled when they came up to a customer. They were very helpful and even suggested other items I could try that would match the first thing I was trying.

Stock availability

I made a point of asking if they had different sizes of the trousers I was trying on and they had every size I asked for apart from a size 8.

Overall

This is a good store that has lots of stock and very good staff.

Worked Example – Sample Paper 3 Level 2 – Good Pass

Marks

Question 1	Band 4	Band 3	Band 2	Band 1	
	Consistently	Most of the time	Some of the time	Limited	
Communicates information, ideas and opinions clearly, coherently and effectively	✓				
Writes text of appropriate detail and length	✓				
Uses appropriate format and structure and paragraphing	✓				
Conveys clear meaning and establishes cohesion	✓				
Uses language and register appropriate to audience and purpose	✓				
Constructs complex sentences	✓				
Overall band	Band 4				
Composition Marks	(12-15)	(8-11)	(4-7)	(0-3)	15

Question 1	Consistently accurate at appropriate level 4 marks	Accurate most of the time 3 marks	Accurate some of the time 2 marks	Limited accuracy 1 mark	Insufficient evidence 0 marks	
Spelling	4					
Punctuation	4					
Grammar	4					
SPaG Total						
SPaG mark + composition mark						27

Commentary

This is a functional report that addresses the requirements of the task fully.

Format and structuring of the report are strong, with a clear title, the date, an introduction that makes use of bullet points, clear subheadings to mark new report topics and a brief concluding sentence.

All information is clearly communicated, and the cohesion is aided by organisational markers within the text and the overall format and structure. The length is suitable and close to the guidance given in the question brief, and the language and register are wholly appropriate to the task and the level.

Worked Example – Sample Paper 3 Level 2 – Good Pass

Spelling, punctuation and grammar are all very strong, with only the occasional spelling error and one missing apostrophe. Where required, commas were used to separate independent clauses, and there were two occasions when apostrophes were correctly used.

Question 2

You work for WeSell2U, an online seller of films, books and TV box sets. When a sequel to a film or a book is due to be released, or a new episode of a TV drama is coming out, your company posts a blog explaining what happened previously and describing the main characters.

Your task: write a narrative that outlines the plot of your favourite film, book or an episode of a TV series, to tell potential customers of the WeSell2U website what happened.

We suggest you write about 300 words.

(27 marks)

Game of Thrones – Season 9 Coming Soon

That's right – this exciting news is brought to you by WeSell2U, your one-stop online retailer for all films, books and TV box sets.

Everyone thought Season 8 was the climax to the hugely popular fantasy drama. But let's look back and see what happened. Daenerys, the rightful Queen to the Iron Throne, brought her army to the aid of John Snow and the armies in the north. Her two remaining dragons were thought to be the final pieces in the puzzle that would help mankind defeat the army of the dead. But in the end, it was a single thrust of a dragonglass blade by Arya Stark into the Prince of the Dead to instantly lay waste his whole army that saved the day.

All that remained was to finally, once and for all (or so we thought) sort out who would sit on The Iron Throne and rule the Seven Kingdoms. Would it be Cersei Lannister who betrayed those in the north by refusing to join in the fight against the dead, or would it be Daenerys Targaryen who has always believed herself to be the rightful Queen of the Seven Kingdoms?

But wait, it turned out that John Snow, her former love, was actually her nephew and the rightful heir to the throne. The dragons burn the whole city of Kings' Landing, including much of the civilian population, to John Snow's horror. However, Daenerys finds out that John Snow released Cersei's brother from captivity, betraying Daenerys. Would that clear her way to the throne? Well, just in case you haven't seen Season 8 yet (also available from We Sell2U), I won't reveal everything!

Question 2	Band 4	Band 3	Band 2	Band 1	
	Consistently	Most of the time	Some of the time	Limited	
Communicates information, ideas and opinions clearly, coherently and effectively	✓				
Writes text of appropriate detail and length	✓				
Uses appropriate format and structure and paragraphing	✓				
Conveys clear meaning and establishes cohesion	✓				
Uses language and register appropriate to audience and purpose	✓				
Constructs complex sentences	✓				
Overall band	Band 4				
Composition Marks	(12-15)	(8-11)	(4-7)	(0-3)	15

Question 2	Consistently accurate at appropriate level 4 marks	Accurate most of the time 3 marks	Accurate some of the time 2 marks	Limited accuracy 1 mark	Insufficient evidence 0 marks	
Spelling	4					
Punctuation	4					
Grammar	4					
SPaG Total						12
SPaG mark + composition mark						27

Overall mark for question 2	27
Overall mark for question 1	27
FINAL MARK	54

Commentary

A very strong response. It addresses the brief very well and adapts its language to suit the purpose and audience. Complex sentences are well constructed, and cohesion and coherence are established through logical sequencing, a maintenance of register and organisational markers. Detail is thorough and the length is suitable to the task and very close to the suggested word count.

Spelling, punctuation and grammar are also very strong, with only the very occasional error in the use of commas. A range of punctuation markers have been successfully used throughout.