



OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 2 FUNCTIONAL SKILLS ENGLISH

09499/02

PRACTICE PAPER 2 – BR06 READING TASK AND ANSWER BOOKLET

TIME: 55 MINUTES

Your surname or family name

Your first forename (if any)

Your second forename (if any)

Date of birth

Centre name

Centre number

Your OCR candidate number

FOR EXAMINER USE ONLY	
Question No	Mark
R1	/3
R2	/3
R3	/4
R4	/3
R5	/4
R6	/4
R7	/4
Total	/25

YOU NEED

- This task and answer booklet.
- A pen with black ink **OR** access to a computer and printer to print out your responses which should be firmly attached to this booklet.

You may use a dictionary and spell/grammar check facilities but you must not ask anyone to help you.

INSTRUCTIONS FOR CANDIDATES

Do **NOT** open this booklet until you are told to do so by the supervisor.

Fill in all the boxes above. Make sure your personal details are entered correctly. Use **BLOCK LETTERS**.

- Write your answer to each question in the space provided in this answer booklet or attach your printouts to this booklet before handing in.
- Additional answer space can be found on pages 17 and 18.
- If you use extra paper, make sure that it has your name, candidate number, centre number and question number(s) on it and is securely attached to this booklet.
- When you have finished, hand this booklet to the supervisor.

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RESOURCE DOCUMENTS

Document 1 (page 5), Document 2 (page 7) and Document 3 (page 9) contain information to help you answer the Reading task.

- The resource documents are perforated along the left hand side. You can remove them from the Reading task and answer booklet.
- Please fold page 5, page 7 and page 9 along the perforated strip before removing them from the Reading task and answer booklet.
- You have **55 minutes** to read the resource documents and answer questions 1 to 7. You should spend about **5 – 10** minutes of this time reading the resource documents.

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Document 1

*In the current economic climate,
keeping your customers is vital to your business.*

Loyalty Solutions can help you!

***Our Customer Loyalty schemes could bring
major benefits to your business.***

We provide a safe yet flexible loyalty database, which will help you keep your customers. We provide the expertise to make sure you know exactly what your customers spend their money on and therefore what products or services you should offer. This will increase your sales and profits.

How do loyalty cards work?

Swiping a loyalty card is a way of capturing data. Every time the customer visits your shop the card is swiped, identifying the customer and the points they have built up. The tills use barcodes to identify each item bought.

Targeting customers

When a customer signs up, they provide details such as their name and address. They may also provide information about their work, number of children, whether they own a car, where they go on holiday and even dietary preferences.

How much toilet roll is bought can indicate how many people are living at that address. Other purchases may indicate if a customer enjoys cooking or might prefer to eat out. This information can be used to target your customers.

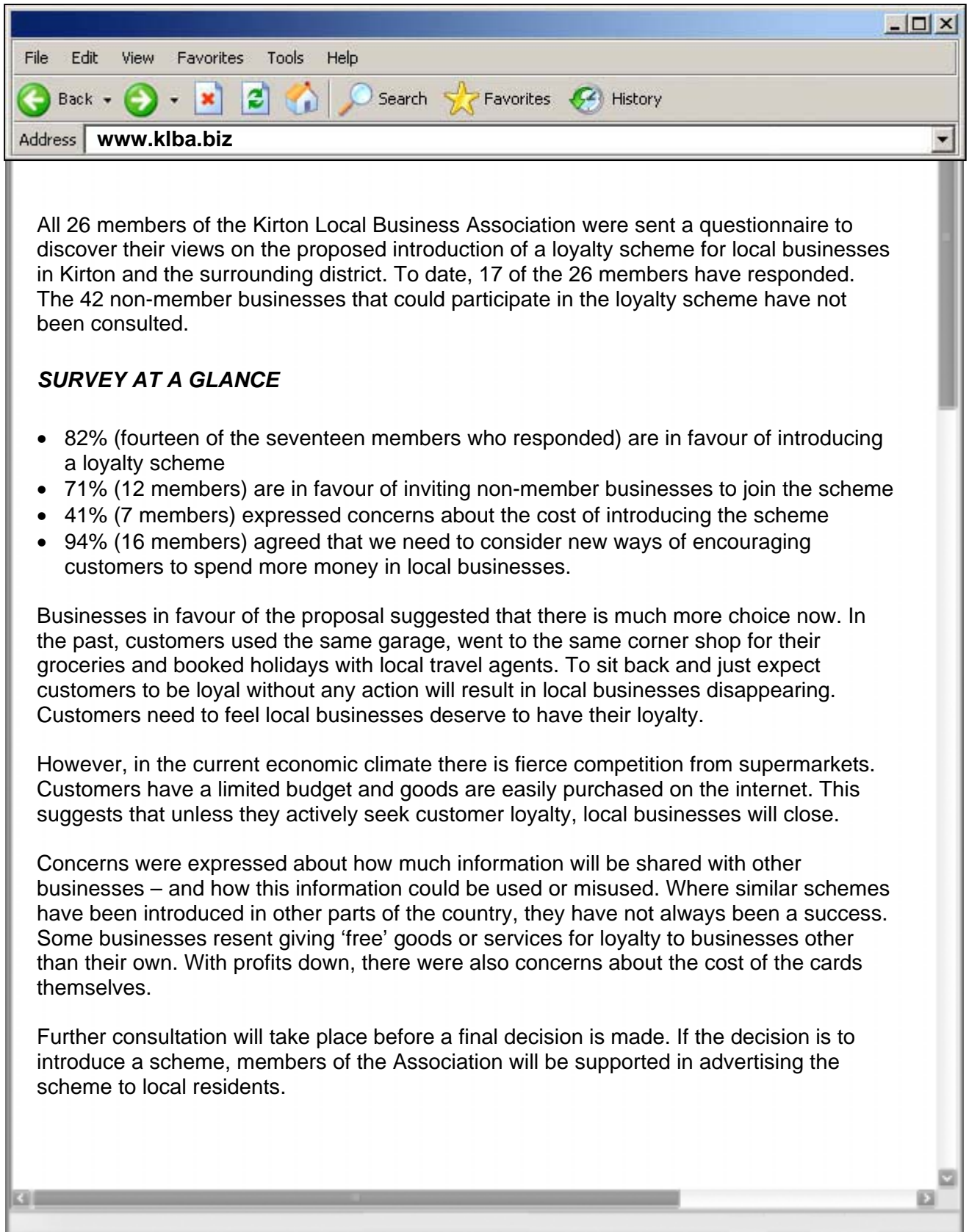
If a customer regularly buys garden magazines they could be sent special offers on garden products. Similarly if a customer often buys shampoo, vouchers offering money off hair gel can be sent (further increasing their loyalty), rather than for products of no interest.

Information can be shared with other businesses as long as Data Protection law is followed. This can benefit more than one business, especially if there is an agreement between local businesses.

For more information on how to secure the loyalty of your valued customers, contact Gary Akhtar now at Loyalty Solutions, FREEPOST Box 23, EA5 9MJ, or email gary@loyaltysolutions.biz.uk

Contact us today about Customer Loyalty schemes.

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Document 2

The screenshot shows a web browser window with the address bar containing www.klba.biz. The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help) and a toolbar with icons for Back, Forward, Stop, Refresh, Home, Search, Favorites, and History. The main content area displays the following text:

All 26 members of the Kirton Local Business Association were sent a questionnaire to discover their views on the proposed introduction of a loyalty scheme for local businesses in Kirton and the surrounding district. To date, 17 of the 26 members have responded. The 42 non-member businesses that could participate in the loyalty scheme have not been consulted.

SURVEY AT A GLANCE

- 82% (fourteen of the seventeen members who responded) are in favour of introducing a loyalty scheme
- 71% (12 members) are in favour of inviting non-member businesses to join the scheme
- 41% (7 members) expressed concerns about the cost of introducing the scheme
- 94% (16 members) agreed that we need to consider new ways of encouraging customers to spend more money in local businesses.

Businesses in favour of the proposal suggested that there is much more choice now. In the past, customers used the same garage, went to the same corner shop for their groceries and booked holidays with local travel agents. To sit back and just expect customers to be loyal without any action will result in local businesses disappearing. Customers need to feel local businesses deserve to have their loyalty.

However, in the current economic climate there is fierce competition from supermarkets. Customers have a limited budget and goods are easily purchased on the internet. This suggests that unless they actively seek customer loyalty, local businesses will close.

Concerns were expressed about how much information will be shared with other businesses – and how this information could be used or misused. Where similar schemes have been introduced in other parts of the country, they have not always been a success. Some businesses resent giving ‘free’ goods or services for loyalty to businesses other than their own. With profits down, there were also concerns about the cost of the cards themselves.

Further consultation will take place before a final decision is made. If the decision is to introduce a scheme, members of the Association will be supported in advertising the scheme to local residents.

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Have Your Say

In last week's Echo, we published a proposal from The Kirton Local Business Association to introduce a loyalty scheme in our area. Here are just some of the comments you sent us.

FANTASTIC SAVINGS

I have three different loyalty cards and save up points to use when my family visit in December. This is a fantastic way of saving – just by buying the shopping I would have bought anyway. Shops give me money-off vouchers to use or they let me know about new things they sell that I'm interested in.

Loyalty schemes are great – and most people agree. I read that 85% of people in the UK use loyalty cards and on average each person has three.

Louise, Market Street, Kirton

OVERPRICED PRODUCTS

It doesn't take a genius to work out that loyalty cards are a con. Most products are overpriced compared to shops without loyalty schemes. All you are getting back is 1p for every pound you spend. Big deal!

Deepak, Central Estate, Kirton

LOOKING AFTER PERSONAL DETAILS

I never understand why the people who object to things like ID cards are the same people who quite happily hand over personal information to shops offering loyalty schemes. I'm not giving someone all that information just for a few points.

Lia, address supplied

FREE COFFEE IS THRILLING

I love my coffee-shop loyalty card, more than anything else in the world! Yesterday I woke early, jumped out of bed, brushed my teeth, got dressed and ran for the bus. I couldn't focus on anything. I carefully checked my card for the umpteenth time. Stamp, stamp, stamp, stamp, stamp, stamp, stamp, stamp. Nine of them. Phew. Finally got off the bus and ran to the coffee shop, breathless, panting. I claimed my free cup of coffee and felt on top of the world. I have proved myself to be a regular and loyal customer. Now my life is complete!

Adam, New Road, Kirton

What do you think?

Send your comments to the Editor:
editor@kirtonecho.co.uk

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TASK AND ANSWER PAGES

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READING TASK (25 marks)**INFORMATION**

You have **55 minutes** to read the resource documents and answer questions 1 to 7. You should spend about **5 – 10** minutes of this time reading the resource documents.

Answer **all** the questions using information from the documents.

You do **not** need to write in sentences.

Scenario

You help out at The Kirton Echo, a local newspaper, and have been asked to investigate the introduction of a loyalty scheme to shops in the area. As part of your investigation, you read the 'Loyalty Solutions' advertisement (Document 1), the survey results webpage (Document 2) and the 'Have Your Say' page from the newspaper (Document 3).

1 What is the purpose of **each** of the three documents?

(3 marks)

2 Explain what the term 'economic climate' means, as used in Documents 1 and 2. Give **two** examples that demonstrate the current economic climate.

(3 marks)

[Turn over

- 3** Compare and contrast the views expressed by businesses on the use of Loyalty Cards in Document 2 with the views of Louise and Adam in Document 3.

(4 marks)

- 4** Based on the information in the documents, do you think that loyalty schemes benefit customers? Give reasons for your answer.

(3 marks)

5 Describe the techniques used by the writers to persuade the reader in

a) Document 1

(2 marks)

and

b) Document 3

(2 marks)

6 Which of the three documents do you think contains the **most** evidence of bias? Give evidence to support your answer and explain why being aware of bias is important when making decisions about introducing a loyalty scheme.

(4 marks)

7 Compare and contrast Loyalty Solutions' claim that it is beneficial to target customers with the views of Deepak and Lia on loyalty schemes.

(4 marks)

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

**OCR FUNCTIONAL SKILLS
QUALIFICATION IN ENGLISH AT LEVEL 2**

**This assessment may be taken within these dates:
PRACTICE PAPER 2**

Mark Scheme

The maximum mark for the Reading paper is [25]

Functional Skills English L2 Mark Scheme – Reading (25 marks)

Reading (25 marks)

Q.	M/S Ref	Description	Type of Response	Mark allocation	Total marks
1	2R1	<p>Candidate has identified purposes e.g.</p> <p>Document 1</p> <p>a) to advertise Loyalty Solutions and their services</p> <p>b) to explain how loyalty cards work</p> <p>Document 2</p> <p>c) to summarise a business survey</p> <p>d) to express business opinion about loyalty schemes</p> <p>Document 3</p> <p>e) to demonstrate readers' views</p> <p>f) to show a mixed response to the proposal</p>	Closed	<p>1</p> <p>1</p> <p>(Max 1)</p> <p>1</p> <p>1</p> <p>(Max 1)</p> <p>1</p> <p>1</p> <p>(Max 1)</p>	3
2	2R1	<p>Economic Climate means the factors that influence how well a business does.</p> <p>Examples</p> <p>a) money is tight</p> <p>b) businesses are closing down</p> <p>c) fierce competition from supermarkets</p> <p>d) customers have limited budgets</p> <p>e) easy to purchase on the internet</p>	Closed	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>(Max 2)</p>	3
3	2R2	<p>Candidate has compared the views of Louise/Adam with those expressed by businesses on the use of Loyalty Cards</p> <ul style="list-style-type: none"> • some identification of the views from Louise/Adam or those expressed by businesses but no comparison • some identification of the views from Louise/Adam and those expressed by businesses but little or no comparison • reasonable comparison of the views of Louise/Adam and those expressed by businesses though at times implicit (eg by juxtaposing related points. For example Louise and Adam are both in favour of loyalty schemes. 82% of businesses are also in favour) • good and explicit comparison of the views of Louise/Adam and those expressed by businesses including specific examples from each (e.g. Both Louise/Adam and most businesses recognise that a loyalty scheme means regular custom. Louise/Adam focus on what they get from loyalty schemes whilst businesses are just as concerned about the cost) 	Open	<p>1</p> <p>2</p> <p>3</p> <p>4</p>	4

Q.	M/S Ref	Description	Type of Response	Mark allocation	Total marks
4	2R3	<p>Candidate offers judgement or opinion based on valid reasons from the documents eg: Yes - money off vouchers for future purchases which will save them money, keeping local shops because more people will use them, informed about new goods and services from local shops, makes future shopping easier No – too much information, invasion of privacy, trivial benefits, paying more for goods, hidden costs.</p> <ul style="list-style-type: none"> judgement offered with simple, brief reason reasons given for judgement but may lack detail or make only limited reference to documents detailed reasoning with clear support from documents 	Open	<p>1</p> <p>2</p> <p>3</p>	3
5a	2R3	<p>Candidate may consider the following points in Document 1 eg:</p> <ul style="list-style-type: none"> use of positive persuasive language to convince businesses repetition of positive messages eg slogan for emphasis addressing businesses directly to personalise appeal headings to emphasise key messages use of examples to support points made 	Open	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>(Max 2)</p>	4
5b		<p>Candidate may consider the following points in Document 3 eg:</p> <ul style="list-style-type: none"> statistics to reinforce messages irony to highlight absurdity use of personal viewpoints/experience to demonstrate pros and cons use of examples to support points made use of hyperbole to exaggerate 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>(Max 2)</p>		
6	2R3	<p>Candidates may focus on one document, or more than one document. Candidates may consider eg</p> <p>Document 1</p> <ul style="list-style-type: none"> advertiser has a vested interest in persuading others to purchase services positive language eg 'safe yet flexible' use of examples to confirm benefit 	Open		

Q.	M/S Ref	Description	Type of Response	Mark allocation	Total marks
		<p>Document 2</p> <ul style="list-style-type: none"> aimed at membership of the association based on only 17 responses out of 26 surveyed ignores input from non-member businesses <p>Document 3</p> <ul style="list-style-type: none"> expresses a range of personal views states that the response has been enormous, yet only includes four contributions language is forceful, eg Big Deal! or 'Now my life is complete!' document selected with a valid example or brief explanation document selected with valid reasonable explanation and/or examples document selected with a range of evidence and examples given from one or more documents <p>Explanation of why bias is important in making decisions (eg being sold a service without properly considering advantages or disadvantages)</p>		<p>1</p> <p>2</p> <p>3</p> <p>1</p>	4
7	2R2	<p>Candidate has compared the information given by Loyalty Solution with the views of Deepak/Lia on loyalty schemes</p> <ul style="list-style-type: none"> some identification of the information provided by Loyalty Solutions or those views expressed by Deepak/Lia but no comparison some identification of the information provided by Loyalty Solutions and those views expressed by Deepak/Lia but little or no comparison reasonable comparison of the claims made by Loyalty Solutions and those expressed by Deepak/Lia though at times implicit (e.g. by juxtaposing related points) good and explicit comparison of the claims of Loyalty Solutions and the views expressed by Deepak/Lia including specific examples from each. 	Open	<p>1</p> <p>2</p> <p>3</p> <p>4</p>	4
		Total available for Reading			25

Note to markers:

- where a candidate does not meet the minimum required for the award of 1 mark, 0 marks should be awarded. This applies to all mark scheme references.
- accept other valid points not identified in the mark scheme but which occur within the source documents.