



## KEY SKILLS COMMUNICATION

### Level 4 - Private Finance Initiative

Tuesday 15 November 2005

# Final Mark Scheme

#### Part A - short-answer questions

Q1 Identify three methods the writer of Document 1 employs to argue against the Private Finance Initiative.			
Criteria	Marking guide	Marks	Max Marks
4.2.1	<p>Candidate has <b>identified</b> the methods employed, eg</p> <ul style="list-style-type: none"> <li>a) points relating to the use of contrast (eg public service ethos vs hard nosed profit motive; heart vs balance sheet)</li> <li>b) emotive language</li> <li>c) points relating to content - warns of dangers of PFI - for example private companies will cut services; use of expert opinion to argue against PFI; use of statistics</li> <li>d) points relating to presentation (eg the use of italics)</li> <li>e) points relating to structure (eg the listing of objections)</li> </ul> <p>Accept other relevant methods from the document.</p>	1 mark per method (max of 3 marks)	
4.2.2	<p>Candidate has communicated accurately the relevant information on the writer's choices, using own words and effectively using a form, structure and style that suits the purpose.</p>	Up to 3 marks	<b>3 marks</b>
<b>Total for question</b>			<b>3 marks</b>
<b>Total for question</b>			<b>6 marks</b>

**Q2 Evaluate the extent to which Documents 2, 3 and 5 could be used by supporters of PFI.**

Criteria	Marking guide	Marks	Max Marks
4.2.1	<p>Candidate has <b>evaluated</b> the usefulness of Documents 2, 3 and 5 to supporters of PFI: the evaluation could include a consideration of eg.</p> <p><b>Doc 2</b> is useful because doc gives a range of arguments for PPPs but it states that projects must be well-funded in partnership with public sector and have high standards. PFI works better for roads and prisons than hospitals and schools.</p> <p><b>Doc 3</b> is useful because states that fewer delays and cost overruns with PFI but it mentions previous NAO report which cast doubts upon PFI.</p> <p><b>Doc 5</b> is useful because most of those questioned feel PFI leads to value for money and extra services but those from the public sector are less supportive.</p> <p>Accept any other valid point.</p>	<p>Up to 2 marks</p> <p>Up to 2 marks</p> <p>Up to 2 marks</p>	<p><b>6 marks</b></p>
4.2.2	<p>Candidate has communicated accurately the relevant information, using own words and effectively using a form, structure and style that suits the purpose.</p>	<p>Up to 3 marks</p>	<p><b>3 marks</b></p>
<b>Total for question</b>			<b>9 marks</b>

**Q3** Write a short article for a broadsheet newspaper (maximum 400 words) informing the readership of how successfully Gordon Brown's speech (Document 6) addresses the concerns about PFI as outlined in Document 4.

Criteria	Marking guide	Marks	Max Marks
4.2.1	<p>Candidate has effectively <b>synthesised</b> the relevant information from Documents 4 and 6 and brought it together coherently when considering how successfully the speech addresses the concerns. The information used might include, eg</p> <p>PFI has caused problems within the Labour Party (Doc 4) and Brown criticises sterile arguments of the past (Doc 6).</p> <p>PFI is unpopular (Doc 4) and Brown tries to make PFI sound patriotic (Doc 6).</p> <p>Seen as creeping privatisation (Doc 4) and Brown criticises knee-jerk anti-market sentiment (Doc 6).</p> <p>PFI may be more costly than alternatives (Doc 4) and Brown says markets are a means of advancing the public interest and increase efficiency (Doc 6).</p> <p>NB. Candidate could argue that the speech addresses the main concerns successfully, or that it is not successful because of the lack of facts or the abrasive tone.</p>	Up to 5 marks	5 marks
4.2.2	<p>Candidate has used an appropriate article format (must include heading).</p> <p>Candidate has used an appropriately formal style and tone.</p> <p>Candidate has used a clear structure to convey information eg. no more than 400 words, paragraphs, coherent linking of information.</p>	<p>1 mark</p> <p>Up to 2 marks</p> <p>Up to 3 marks</p>	6 marks
<b>Total for question</b>			<b>11 marks</b>

**Total for Part A 26**

**Part B - extended-answer question**

**Q4** A Health Authority is planning to build and operate a new hospital using the PFI.

As a researcher for the Health Authority, you have been asked to write a report for the Director of Health who will have to defend the plan at a public consultation meeting.

You have been asked to predict the main objections likely to be raised at the public consultation meeting and to provide effective answers to these objections.

The answers must demonstrate that the Health Authority has considered the issues sympathetically and objectively.

Base your report on the information and opinions in the documents.

Coverage	Marking guide	Marks	Max Marks
4.3.1	<p>Candidate has <b>organised</b> and <b>clearly presented</b> relevant information ie</p> <ul style="list-style-type: none"> <li>• appropriate report format (minimum heading and subheading)</li> <li>• additional structuring/organisation used (eg paragraphs, bullet points, numbering, progressive indentation)</li> <li>• arguments are well-ordered and logically structured so that, for example, answers are clearly linked to possible objections to PFI</li> </ul> <p>Candidate has used appropriate facts and examples from the documents to illustrate the arguments.</p> <p>Candidate has considered the issues in a way that suits the purpose, subject and audience.</p>	<p>1 mark</p> <p>Up to 2 marks</p> <p>Up to 3 marks</p> <p>Up to 3 marks</p> <p>Up to 3 marks</p>	<p><b>12 marks</b></p>
4.3.2	<p>Candidate has effectively used own words including a wide and varied use of vocabulary to make fine distinctions and achieve emphasis.</p> <p>Candidate has used linguistic techniques which could be used to persuade the potential audience of the validity of the viewpoints expressed and engage them eg rhetorical questions, repetition, example, irony.</p>	<p>Up to 3 marks</p> <p>Up to 3 marks</p>	<p><b>6 marks</b></p>

4.3.2	<p>Spelling, punctuation and grammar</p> <p><b>Band 1</b> The candidate spells, punctuates and uses the rules of grammar with almost faultless accuracy, ie</p> <p>Virtually all spelling, including that of irregular words, is usually correct. Any errors stand out as untypical or 'one-off' slips</p> <p>Punctuation is accurate and is used to vary pace, clarify meaning, avoid ambiguity and create deliberate effects</p> <p>Grammar is accurate and gives appropriate variation in sentence structure.</p> <p><b>Band 2</b> The candidate uses a wide range of grammatical structures and punctuation. Their spelling, punctuation and grammar are accurate to publishing standards.</p>	<p>1 - 4 marks</p> <p>5 - 6 marks</p>	<p><b>Max 6 marks</b></p>
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**Total for Part B 24**

**TOTAL MARKS FOR TEST 50**