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Sample Assessment for Functional Skills English Writing Level 2

Social Media

Question Paper

Note:

These materials relate to the Functional Skills English assessments that will be in use from September 2015

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3748-014 Sample Assessment 3
Level 2 Functional Skills English
Writing
Social Media

Candidate Name (First, Middle, Last)

Candidate enrolment number

DOB (DDMMYYYY)

Candidate signature and declaration*

Assessment date (DDMMYYYY)

Centre number

General information:

- The duration of this paper is **1 hour, 20 minutes.**
- The maximum mark for each question is shown.
- The total number of marks available is 50.

General instructions:

- Read each question carefully.
- Answer **both** questions.
- Dictionaries, electronic grammar and spell checkers **are** permitted (internet access is **not** permitted).

* **I declare that I have no prior knowledge of the questions in this assessment and that I will not divulge to any person information about the questions.**

For examiner's use only	
Question	**Mark**
Total	

Question 1

ConsumerMagazine

Get paid for your opinions

Here at Consumer Magazine we are very interested in you, the consumer, and your opinions. We are offering £100 worth of high street vouchers to anyone who submits an article that we publish.

Our latest topic focuses on what people think about how we communicate with each other these days.

Were the old days of communicating by letter, face to face or talking on the phone better? Or is communicating through email and social media such as Facebook, Twitter and Instagram the way forward? Is the world a better place now because of current social media? Is life easier?

Email your article of 250-300 words to consumerresearch@cr.com

Terms and conditions

Only one submission per household. We reserve the right to withhold payment for inappropriate responses. Vouchers will be received within 30 days.

Your task: is to write an article giving your opinions on social media.

(24 marks)

Suggested word count 250 – 300 words.

You will be assessed on:

- presenting information clearly and concisely
- using an appropriate writing style
- using a range of sentence structures, including complex sentences and paragraphs to organise written communication effectively
- punctuating text accurately, including the use of commas, apostrophes and inverted commas where required
- ensuring writing is fit for purpose and audience, with accurate spelling and grammar that supports clear meaning.

You may use the space below for planning and drafting.

Question 1 – Write your article here

Question 2

Social Media and Digital Marketing Apprentice

An exciting opportunity for an apprentice with a love of Social Media to experience working in a 12-month apprenticeship for a well-established social and digital marketing group.

You will work in a team that promotes our clients and their brands through social media sites such as Facebook, Twitter, LinkedIn and YouTube.

Duties & Responsibilities

- Helping the team develop advertising campaigns
- Administration duties
- Communicating with clients
- Conducting research on the phone

Write a letter of application telling us about yourself and convincing us you could carry out the duties and responsibilities.

Send your application to: Social Media Direct, 15 Hunsworth Way, Sheffield, SF1 2JD

Your task: is to write a letter of application for the vacancy

(26 marks)

Suggested word count 250 – 300 words.

You will be assessed on:

- presenting information/ideas concisely, logically and persuasively
- using a range of sentence structures, including complex sentences and paragraphs to organise written communication effectively
- structuring and formatting information appropriately
- punctuating text accurately, including the use of commas, apostrophes and inverted commas where required
- ensuring writing is fit for purpose and audience, with accurate spelling and grammar that support clear meaning.

You may use the space below for planning and drafting.

Question 2 – Write your letter here

End of Assessment