

Mark Scheme (Results)

January 2012

Functional Skills English

Reading Level 2
E202

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Section A

Question Number	Answer	Mark
1	<p>NOTE: Although sentences are not required answers must include an appropriate verb or qualifier to identify the main purpose.</p> <p>Accept any reasonable answer about the effect 3D has had on the increased numbers attending the cinema based on the text using an appropriate verb.</p> <p>For example:</p> <ul style="list-style-type: none">• To argue that the introduction of 3D has/has not led to an increase in cinema attendance• To tell the reader that 3D might be why more people are visiting the cinema• To inform the reader that 3D has benefited the cinemas	(1)

Question Number	Answer	Mark
2	C - 2009	(1)

Question Number	Answer	Mark
3	B - 2009 cinema numbers were as high as 2002	(1)

Question Number	Answer	Mark
4	<ul style="list-style-type: none">• Cost (1)• Silly/3D glasses (1)• Feeling unwell (1) <p>One mark for each correct answer, up to a maximum of two marks.</p>	(2)

Question Number	Answer			Mark
5		Fact	Opinion	(3)
	One billion pounds was taken at the box office in 2009	✓		
	More people visit the cinema because of 3D		✓	
	We see the world in 3D	✓		
	In 20 years nearly every film will be made in 3D		✓	
	3D films are the future		✓	
	3D films will ensure the survival of cinema		✓	
<p>For 0 or 1 correct – 0 marks For 2 or 3 correct – 1 mark For 4 or 5 correct – 2 marks For 6 correct – 3 marks</p>				

Question Number	Answer	Mark
6	<p>Accept any reasonable answer about how the writer presents positive views of 3D based on the text up to a maximum of two marks.</p> <p>Answers may refer to:</p> <ul style="list-style-type: none"> • increase numbers of visitors at cinema may be due to 3D/impact on ticket sales • answer to cinema's survival • 3D is the future • we see the world in 3D so we would want to see films in 3D • any problems with 3D will be resolved in the future <p>NOTE Suitable quotes should be accepted as correct answers, eg 'persuaded many people ... to return'.</p>	(2)

Section B

Question Number	Answer	Mark
7	<p>NOTE: Although sentences are not required, answers must include an appropriate verb or qualifier to identify the main purpose.</p> <p>Accept any reasonable answer about how to book tickets online based on the text.</p> <p>For example:</p> <ul style="list-style-type: none"> • to give help/advice on booking tickets online • information about how to book tickets online 	(1)

Question Number	Answer	Mark
8	<p>Accept any reasonable answer about conveying information based on the text, up to a maximum of three marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none"> • image of padlock • film reel as border • question and answer (style) • use of italics for questions • use of 'white-on-black' • important information/facts in a box/banner • direct address of the reader 	(3)

Question Number	Answer	Mark
9	<ul style="list-style-type: none"> • offer a secure page (1) • information is encrypted (1) • information is confidential (1) <p>One mark for each correct answer, up to a maximum of two marks.</p>	(2)

Question Number	Answer	Mark
10	<p>(valid) email address (1)</p> <p>One mark for a correct answer.</p>	(1)

Question Number	Answer	Mark
11	<p>Accept any reasonable answer about collecting tickets from the cinema based on the text up to a maximum of three marks.</p> <p>Answers may include:</p> <ul style="list-style-type: none">• use the same (debit/credit) card as you used to book your tickets• collect tickets from collection points• collect tickets 20 minutes before film starts• tickets not collected 10 minutes after the film has started will be cancelled	(3)

Section C

Question Number	Answer	Mark
12	The Challenge	(1)

Question Number	Answer	Mark
13	Ironwoman	(1)

Question Number	Answer	Mark
14	<p>Accept any reasonable answers based on the text up to a maximum of three marks.</p> <p>Any film may be chosen but all reasons must refer only to the chosen film.</p> <p>Unique reasons for Monty:</p> <ul style="list-style-type: none"> • romantic comedy/romcom/comedy • shortest / only 95 mins • PG • late showing on Sat • showing twice on Sat • correct reference to the plot, eg choice between love and money <p>Unique reasons for Ironwoman:</p> <ul style="list-style-type: none"> • 3D • superhero • U / for everyone • only £7 for 6pm showing • showing twice on weekdays • correct reference to the plot, eg saving the Earth <p>Unique reasons for The Challenge:</p> <ul style="list-style-type: none"> • thriller • 12A/age restriction • 3 showings a day • Sunday special offer two tickets for £10 • early showing • the longest film/best value for money • correct reference to the plot, eg solving the most important case 	(3)

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