

**Pearson Edexcel
Functional Skills**

English

Level 2

Component 2: Reading

11 – 15 June 2018

Text Booklet

Paper Reference

E202/01

Do not return this Text Booklet with the question paper.

Information

- This Text Booklet contains the three texts required for the Level 2 Component 2: Reading examination.
- This Text Booklet must be securely destroyed by the centre immediately after the exam has been completed.
- Learners must not therefore write any responses to questions in this Text Booklet.
- Only answers given in the question paper booklet will be marked.

Advice

- Read all three texts before you attempt to answer the questions.

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Text A

The way forward?

Every year customers make millions of complaints. They complain about holidays, mobile phones, energy bills, bank accounts, or things they have bought they are not happy with. Until recently, this might have involved endless phone calls followed by a letter to the company. But, increasingly, it seems that 280 characters in a Twitter social media message are doing the job of 1,000 painstakingly written words. Yes, Twitter is the way to go if a company is driving you up the wall and you want someone to acknowledge your complaint.

Twitter is effective because, unlike emails, phone calls and letters, it can be public. Half a billion people around the world could see Twitter messages (known as tweets) and 15 million of them are in the UK. Anyone can find all the tweets that refer to a particular company. If someone agrees with a complaint, they can retweet it and it could go viral.

Annie Johnson, who uses social media regularly to complain, says: 'I tweeted about faulty goods and was offered money back instantly!' Twitter has become the platform of choice for making complaints. As a consequence, many companies have had to set up Twitter accounts to deal with customer tweets. Few companies will admit that Twitter can be a quicker way for customers to get complaints resolved. But, speaking off the record, one person from a well-known bank said that it was true.

For smaller companies, Twitter can be devastating. 'One negative tweet can cause us huge problems,' says Paul Brown, owner of a small cleaning firm. 'We ask people to contact us directly and only use social media publicly as a last resort. We always aim to put mistakes right.' Ahmed Khan agrees: 'I only use social media, including Twitter, if a company seems to be oblivious to my complaint. It does work though – one post about a poor meal and I got a voucher immediately!'



Text B

Don't let them get away with it!

It might just be me, but I think people in this country are far too willing to accept dodgy goods and rubbish service and far too reluctant to do anything about it. I regularly hear people say they have had atrocious food in a restaurant, but they didn't like to complain as it would spoil the evening. If we, as consumers, let companies and businesses get away with doing a bad job, they will carry on and we only have ourselves to blame.

I always complain about things I'm not happy with, whether it's goods or services. I present my complaints as 'feedback' that will help the company to improve what it does. Some people think complaining would be a waste of time as they'll be ignored. While I don't always get an immediate response, I usually hear from the company in the end and often get freebies of different kinds.

I keep a template letter on my laptop, together with a record of when I've complained, and received a response. I am polite – I don't rant or rave – and where possible, I include evidence, especially photographs. Whether it's a replacement or compensation, I always say what I want and make sure my requests are reasonable.

Sometimes I complain in person but usually I send an email, although I try to avoid attaching documents as people won't read them. Phone calls can work, but if I have to hold for a long time, I try something else. I only use Twitter as a last resort because it's not fair to go public and potentially harm a company's reputation without giving it a chance to put things right.

My partner thinks I am totally obsessed but I think it's important, even though it takes up a lot of my time. Mind you, he likes it when we have been offered free meals, and even a free weekend in a hotel! Sometimes just an apologetic response to a complaint is worth it as I feel someone has listened to me.



Text C

Making a complaint

Make sure your complaint is valid and know what you want to achieve

When complaining, all details must be accurate. Don't exaggerate. Read the small print and make sure you understand the terms and conditions, if relevant. Do specify what you want, e.g. your money refunded and avoid making unreasonable demands. If you complain by telephone keep a note of who you spoke to and when. Follow up the call with a letter restating your complaint.

Be organised – and get the details right

It is best to start with the customer services manager; use their name and correct title. Remember to include your full name, address and reference number. Look up consumer law and quote the relevant regulation so you can show you know your rights. If a faulty cooker breaches the Sale of Goods Act 1979, say so. Photocopy all relevant documents and attach them to back up your complaint. Whether you are writing or telephoning, remember to communicate clearly, and make sure your written English is correct. Try to make sure your complaint stands out from the hundreds companies receive.

Set a deadline

Give the company a deadline for sending a response. Keep a note of when you send letters and emails and to whom, and increase the pressure if there is no reply. Send all letters by recorded or special delivery so the firm cannot deny receiving them.

Choose your approach

Nowadays, social media, for example Facebook and Twitter, has become the quickest way to make a complaint but it is not necessarily the most effective or fair. Companies are becoming increasingly concerned about the harm done by inaccurate and public criticism. Choose the right approach for the situation and purpose. Most large companies are inundated with complaints, so you need to complain effectively to have maximum impact. Remember constructive courteous complaints get results.

Text C Adapted from © Guardian News and Media Ltd 18 February 2010



Write your name here

Surname

Other names

**Pearson Edexcel
Functional Skills**

Centre Number

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Candidate Number

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English

Level 2

Component 2: Reading

11 – 15 June 2018

Time: 60 minutes

Paper Reference

E202/01

**You MUST have the correct Text Booklet.
You may use a dictionary.**

Total Marks

My signature confirms that I will not discuss the content of the test with anyone until the end of the 5 day test window.

Signature: _____

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- **Sign the declaration.**
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 30.
- The marks for each question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- This question paper assesses your reading skills, not your writing skills.

Advice

- Read all three texts before you attempt to answer the questions.
- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Check your answers if you have time at the end.

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Context

You want to make a complaint and decide to find out more about the subject.

Instructions

Read Text A, Text B and Text C in the Text Booklet, then answer questions 1 – 13.

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DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

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DO NOT WRITE IN THIS AREA



Answer question 1 with a cross in the box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1 The writer of Text A believes that:
- A complaining by letter or phone can be time-consuming
 - B some people make too many complaints
 - C companies prefer to receive complaints by social media
 - D some people like writing letters of complaint

(Total for Question 1 = 1 mark)

- 2 In Text A, what do the following quotations suggest about people's view of some companies?

'driving you up the wall'

(1)

'oblivious to my complaint'

(1)

(Total for Question 2 = 2 marks)

- 3 What is the **main** purpose of Text A?

(Total for Question 3 = 1 mark)



4 Give **one** idea from Text B that would help someone to understand why people avoid complaining.

.....

.....

(Total for Question 4 = 1 mark)

Answer questions 5 and 6 with a cross in the box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

5 In Text B, the paragraph beginning 'It might just ...' implies that:

- A research shows goods and services in the UK are poor
- B it is the consumer's responsibility to make complaints
- C companies are always willing to improve what they do
- D people regularly complain about poor quality restaurants

(Total for Question 5 = 1 mark)

6 In Text B, 'dodgy goods and rubbish service' is an example of:

- A a simile
- B rule of three
- C an abbreviation
- D informal language

(Total for Question 6 = 1 mark)

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7 Identify **two** methods used by the writer of Text C to present ideas.

Give an example to support each answer.

1
.....
..... (2)

2
.....
..... (2)

(Total for Question 7 = 4 marks)

8 Your friend is not convinced that complaining is worthwhile.

Using Text A and Text B, explain to your friend why making complaints is worthwhile.

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(Total for Question 8 = 5 marks)

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DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



9 Give **one** quotation from Text A and **one** quotation from Text C that suggest companies receive a large amount of negative feedback.

Quotation from Text A

.....
..... (1)

Quotation from Text C

.....
..... (1)

(Total for Question 9 = 2 marks)

10 Use Text B and Text C to answer this question.

Explain how these texts have similar ideas about how to complain effectively.

Give examples from **both** texts to support your answer.

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(Total for Question 10 = 5 marks)

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DO NOT WRITE IN THIS AREA



11 You are preparing a presentation on why using social media to complain is effective.

Which text is the **most** useful when preparing your presentation?

Give **one** reason for your choice and **one** example to support your answer.

Text (1)

Reason (1)

Example (1)

(Total for Question 11 = 3 marks)

12 You are interested in whether complaints can be damaging for companies.

Identify **one** piece of evidence from **each** of the three texts that shows complaints can be damaging for companies.

Text A (1)

Text B (1)

Text C (1)

(Total for Question 12 = 3 marks)

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DO NOT WRITE IN THIS AREA



Answer question 13 with a cross in the box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

13 Which statement below is an accurate summary of points made in the texts?

- A Texts A and B both suggest that letters are a good way to complain.
- B Texts B and C both argue that we complain much too frequently.
- C Texts A and C both indicate that ways of complaining are changing.
- D Texts B and C both state that making complaints is quick and easy.

(Total for Question 13 = 1 mark)

TOTAL FOR PAPER = 30 MARKS

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