

Working it out – Task 1

Scenario

You work at a local Citizens Advice Bureau and give advice to help people with their money, as well as legal, consumer and other problems. Lots of people ask for advice about goods ordered online. You decide to write an engaging Information Guide about shopping safely online.

Read the document and complete the writing activity.

Activity: Write an Information Guide

Write an engaging Information Guide for the general public about online shopping

Tell them:

- how to shop safely online
- their rights when shopping online.

Remember to think about how you should set out your guide. Write accurately in sentences and paragraphs and pay attention to correct spelling, punctuation and usage of grammar.

Also think about:

- the audience you are writing for and the level of formality
- the style and layout
- how to be as clear and informative as possible
- engaging your audience.

The source document contains useful content for this activity. You may choose to select and use any of it to inform your writing. You may also use your own ideas to complete this activity.

Marks available: 20

Source Document**Which? Consumer Rights**

You have the same rights online as you do if you buy in the shops and you also get extra protection when you shop online.

Right to cancel

You can cancel your order within seven working days from when you get the goods.

There are some items you can't return if you simply change your mind:

- CDs, DVDs or software if the seal is broken
- perishable items such as food and flowers
- personalised goods.

Returning unwanted goods

The online shop's terms should say who pays to return goods. If they don't, the shop must pay. If the terms say that you must pay to return goods, it must not be expensive or difficult to do so.

Returning faulty goods

If you have to return a faulty item, give the shop the chance to collect it or ask for the cost of postage back. Get proof of posting to show you sent it back on time.

Your protection

Shops must set out the stages you have to complete to place an order. You must also be given the chance to check details before placing the order. If the online shop confirms your order, you have a contract.

The online shop has to give details of who they are, an address and an email address.

Adapted from a *Which* article.

Mark scheme used by examiners:

Markers' Briefing Note

Marks in the English Writing component are awarded for 'independent construction of written text to communicate in a purposeful context'. Whilst the learner may use the content of the Source Documents and scenarios to inform their writing, the writing activities do not assess reading skills.

Learners are expected to produce an open response. Depending on the context of the activity, a learner may support either side of an argument, or adopt any well-reasoned stance, using the Source Documents, scenarios and /or their own ideas and experiences. What should be assessed is their ability to do so whilst meeting all the coverage and range criteria of the Writing Skill Standard.

Writing Activity: An information guide about buying online	Marks	Skill standard assessed
<p>Content: Award marks for each of the following, up to a maximum of 5 marks. The guide should:</p> <ul style="list-style-type: none"> present information about at least two aspects of shopping safely 1 mark only; present positive information about three or more aspects of shopping safely online 2 marks give information about rights when shopping online 1 mark; give detailed and engaging information about rights when shopping online 2 marks include any further plausible/reasonable information or details which focuses on the purpose of the guide – up to a maximum of 1 additional mark 	5	<p>2.3.1 Present information/ideas concisely, logically, and persuasively.</p> <p>2.3.2 Present information on complex subjects clearly and concisely.</p>

<p>Format, style and structure:</p> <p>Award 1 mark for each of the following, up to a maximum of 6 marks.</p> <p>The guide should:</p> <ul style="list-style-type: none"> • have clear structure with writing organised into appropriate paragraphs 1 mark • employ an appropriate format and style convention, with a heading and sub-headings 1 mark • use complete and complex sentences to convey thoughts and ideas 1 mark • include language and features suitable for the audience and purpose 1 mark • give a clear sense of purpose, employing language and a tone suitable to the audience and purpose 1 mark • be engaging 1 mark 	<p>6</p>	<p>2.3.3 Use a range of writing styles for different purposes.</p> <p>2.3.4 Use a range of sentence structures, including complex sentences, and paragraphs to organise written communication effectively</p>
<p>Punctuation:</p> <p>Note: a learner must write more than 150 words to gain more than 1 mark for punctuation. If the answer is written entirely in capitals, award 0.</p> <p>Use a 'best fit' policy to award the corresponding mark for one of the bulleted statements:</p> <ul style="list-style-type: none"> • Punctuation is almost totally accurate (i.e. a range of punctuation including full stops, capital letters, commas, question marks and speech marks is generally used accurately). • A range of punctuation including full stops, capital letters, commas, question marks and speech marks is used accurately most of the time (i.e. with at least 75% accuracy) • Punctuation is accurate at least 50% of the time (i.e. full stops and capital letters are sometimes used accurately). <p>(Zero marks can be awarded if there is no progression from Level 1)</p>	<p>3 (max)</p> <p>3</p> <p>2</p> <p>1</p>	<p>2.3.5 Punctuate written text using commas, apostrophes and inverted commas accurately.</p>
<p>Grammar:</p> <p>Note: a learner must write more than 150 words to gain more than 1 mark for grammar.</p> <p>Use a 'best fit' policy to award the corresponding mark for one of the bulleted statements:</p> <ul style="list-style-type: none"> • The grammar is almost totally accurate (i.e. subject-verb agreement, consistent use of tenses and pronouns; any errors stand out as untypical or 'one-off' mistakes). • The grammar is accurate at least 75% of the time (i.e. subject-verb agreement and consistent use of tenses and pronouns, although there may be some errors). • The grammar is at least 50% accurate, (i.e. there may be some basic grammatical errors in e.g. subject-verb agreement or consistency of tenses). <p>(Zero marks can be awarded if there is no progression from Level 1)</p>	<p>3 (max)</p> <p>3</p> <p>2</p> <p>1</p>	<p>2.3.6ii Ensure written work is fit for purpose and audience, with accurate spelling and grammar that support clear meaning in a range of text types.</p>

<p>Spelling:</p> <p>Note: a learner must write more than 150 words to gain more than 1 mark for spelling.</p> <p>Use a ‘best fit’ policy to award the corresponding mark for one of the bulleted statements. Base the judgement on the notes contained below which identify the particular words/skills desired at Level 2:</p> <ul style="list-style-type: none"> • The spelling of Level 2 words is almost totally accurate and meaning is clear (there may be one or two lapses). • The spelling of Level 2 words is usually accurate (with at least 75% accuracy) • The spelling of Level 2 words is accurate at least 50% of the time, but there are several lapses. <p>Notes</p> <p>At Level 2, a learner is expected to correctly spell words used most often in work, studies and daily life, including irregular words and familiar technical words such as:</p> <ul style="list-style-type: none"> ➤ Words using the <i>-ing, -ed, -ful or -less</i> suffixes: <i>disappointing, disinterested, eventful</i> ➤ Words containing a silent <i>k</i> or <i>w</i>: <i>know, knowledge, write, wrong</i>, ➤ Confusing pairs: <i>are/our, of/off, quite/quiet</i> ➤ <i>Oi</i> or <i>oy</i> confusions: <i>noisy, toilets, spoilt, enjoy, annoying</i>, ➤ Plurals ending in <i>s, sh, ch</i> and <i>x</i>: <i>coaches, lunches, approaches, sandwiches, benches</i> ➤ Common irregular plurals: <i>children, people, men, women</i> ➤ Irregular / commonly misspelled words: <i>acceptable, accommodation, definitely</i> ➤ Words ending in the <i>-ible</i>, or <i>-able</i> suffixes: <i>available, desirable, horrible, incredible, irresponsible, visible, unacceptable</i> ➤ Irregular plurals: <i>bases, themselves</i>. <p>Learners should also be able to spell Level 1 words correctly. At Level 2, a learner is expected to correctly spell regular, common words used most often in work, studies and daily life such as:</p> <ul style="list-style-type: none"> ➤ Words using the <i>-ly, -er, -age</i> suffixes: <i>completely, quieter, village, damage, average, heritage</i> ➤ Homophones: <i>four/for, were/we’re, their/they’re/there, sights/sites</i> ➤ Single vowels + consonant: <i>family, surprise, most</i> ➤ Two different vowels in the middle of a word: <i>failure, break, true</i> ➤ Unstressed vowels: <i>different, general, offering</i> ➤ <i>ie</i> or <i>ei</i> confusions: <i>receive, height, either, leisure, believe, field, pier</i> ➤ Pluralising words ending in <i>y, f, fe</i> or <i>o</i>: <i>families, photos, lorries, valley, journey, life</i>. <p>(Zero marks can be awarded if there is no progression from Level 1)</p>	<p>3 (max)</p> <p>3</p> <p>2</p> <p>1</p>	<p>2.3.6i</p> <p>Ensure written work is fit for purpose and audience, with accurate spelling and grammar that support clear meaning in a range of text types.</p>
<p>Total marks available</p>	<p>20</p>	

Learner response:**Learner A**

When you buy something via internet, you might not get what you wanted. As a consumer you should know about what you can do in that situation.

First of all you have right to cancel your order in 7 working days since you get the goods. CD, DVD or software if the seal is broken, food, flowers, personalised things - you can't return.

You have the right to return the unwanted or broken products. Always keep your receipt and send it back on time.

You also must remember to check all information about an order and the company where you buy products from.

You should react as quickly as possible when the product looks different than you expected or different to the brochures.

Examiner comment:

Learner A - Marks awarded

Content:

- present information about at least two aspects of shopping *safely* online (1), present positive information about three or more aspects of shopping *safely* online (0)
- give information about *rights* when shopping online (1) give detailed *and engaging* information about rights when shopping online (0)
- include any further plausible/reasonable information or details which focuses on the purpose of the guide (1).

Content total: 3

Format, style and structure:

- has clear structure with writing organised into appropriate paragraphs (0)
- employs an appropriate format and style convention, with a heading and sub-headings (0)
- uses complete and complex sentences to convey thoughts and ideas (0)
- includes language and features suitable for the audience and purpose (1)
- gives a clear sense of purpose, employing suitable language and tone (1)
- is engaging (0)

Format, style and structure total: 2

Spelling, punctuation and grammar:

- Spelling: 1
- Punctuation: 1
- Grammar: 1

SPAG total: 3

Total mark: 8

Overall comment:

The learner has not really addressed structural and formatting issues and the response is too short (under 100 words) for the opportunity to gain full SPAG marks.

Learner response:

Learner B

Your Rights Online

This is a short guide as to the rights YOU have when purchasing products online.

In this guide I'll explain key points as to the services companies are lawfully obliged to give you when purchasing one of their products online.

Extra Protection When Booking Online - The Sales of Goods Act
When you purchase a product from a company online, the product must match the description provided on the website, they must be of a good enough quality as proposed by the site and they must fit the purpose that the company state the product(s) provide.

Companies must provide you with details as to who they are, where they are located and a contact no./email. This is to ensure you, the customer, that you know exactly who you're dealing with and have the option to contact the company if any issues with their service/product arise.

When purchasing a product online stages are set, these stages must be clear and you must be given the opportunity to check over the details of the product your purchasing before placing the order. Once you have confirmed the product you will then be abided by the companies terms & conditions, it is advised that these be read before confirming any purchase.

Examiner comment:

Learner B - Marks awarded

Content:

- present information about at least *two* aspects of shopping *safely* online (1), present positive information about three or more aspects of shopping *safely* online (0)
- give information about *rights* when shopping online (1) give detailed *and engaging* information about rights when shopping online (1)
- include any further plausible/reasonable information or details which focuses on the purpose of the guide (1)

Content total: 4

Format, style and structure:

- has clear structure with writing organised into appropriate paragraphs (1)
- employs an appropriate format and style convention, with a heading and sub-headings (0)
- uses complete and complex sentences to convey thoughts and ideas (1)
- includes language and features suitable for the audience and purpose (1)
- gives a clear sense of purpose, employing suitable language and tone (1)
- is engaging (0)

Format, style and structure total: 4

Spelling, punctuation and grammar:

- Spelling: **2** (There aren't a huge number of spelling errors but there are sufficient at Level 2 to incur a penalty)
- Punctuation: **2** (The same can be said for punctuation)
- Grammar: **3**

SPAG total: 7

Total mark: 15

Overall comment:

The learner has written a full and considered answer. Content, format, style and structure are all good, although not exceptional.

Learner response:

Learner C

BUYING GOODS ONLINE: WHAT ARE YOUR RIGHTS?

With the world of technology fast developing and the consumer market fast becoming a more interactive and internet based scene, more and more of us are doing our shopping online. Whilst a lot of purchases online can be done with no problems at all, on other occasions you may need/wish to return items. Whether this is because you have changed your mind or because a product that you have purchased is faulty this article aims to answer questions like: what are my rights as a customer returning a faulty item?

"I HAVE PURCHASED A PRODUCT WHICH IS FAULTY, WHAT CAN I DO?"

If you place an order with a company online you have a right to be able to cancel that order within seven working days of receiving the item. The returns policy should be made clear by the company that you have ordered it from. It can sometimes be worth ringing them to check what their returns policy is. You shouldn't have to pay for the returns, however, if you do then it shouldn't be expensive or difficult to return. Once the items are returned the company that you have purchased it from must give you a full refund, so long as no damage has happened to the items. You can't return the following items if you have changed your mind:

- CDs, DVDs or any software that has had the seal broken on it*
- Perishable items such as flowers or food*
- Personalised goods*

The law allows you a "reasonable time" to return faulty products. This usually about three to four weeks, but does depend on how obvious the fault is.

If an item you have purchased goes wrong within six months, the retailer must prove the goods weren't faulty when sold and the fault was caused by you. If it is after six months, then you must prove it was the item that was faulty.

CONCLUSION

In summary, you have rights as a consumer to return items you're not happy with. It is up to the company to co-operate with you to allow the successful return of items. By law, they must replace faulty products or even refund you. Should you want to return a product, be confident and don't take no for an answer.

Examiner comment:

Learner C - Marks awarded

Content:

- present information about at least *two* aspects of shopping *safely* online (1), present positive information about *three* or more aspects of shopping *safely* online (1)
- give information about *rights* when shopping online (1) give detailed *and engaging* information about rights when shopping online (1)
- include any further plausible/reasonable information or details which focuses on the purpose of the guide (1)

Content total: 5

Format, style and structure:

- has clear structure with writing organised into appropriate paragraphs (1)
- employs an appropriate format and style convention, with a heading and sub-headings (1)
- uses complete and complex sentences to convey thoughts and ideas (1)
- includes language and features suitable for the audience and purpose (1)
- gives a clear sense of purpose, employing suitable language and tone (1)
- is engaging (1)

Format, style and structure total: 6

Spelling, punctuation and grammar

- Spelling: 2 (Obvious typos, like 'reutrn' have been ignored).
- Punctuation: 2
- Grammar: 3

SPAG total: 7

Total mark: 18

Overall comment:

Learner C has written a full and considered answer. Content, format, style and structure are all excellent. There aren't a great deal of spelling, punctuation or grammar errors but unfortunately the system for SPAG works against those who write more because they have a greater chance of making SPAG errors. We try to take this into account when marking SPAG. Similarly, we tend to penalise those who gain with SPAG marks by not writing very much at all. Learners need to write about 150 words or more at Level 2 to have the opportunity of scoring full SPAG marks.