

Working it out – Task 2

Scenario

You bought a washing machine online which arrived damaged, 10 days ago.

You have tried to phone and email the company you bought it from to explain the problem but they have not replied.

The company is **Washdirect**: Unit 12, Harper's Lane, Bradford BA20 4PH.

Your order number is WEB157906. The washing machine was a Beko, model MA060.

Activity:

A letter of complaint

Plan and write a letter to the company, complaining about the situation.

Your letter should:

- briefly describe the situation
- say what you would like to happen

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

In your letter, you should consider:

- your audience and the correct level of formality
- how to include all the necessary information to make a convincing complaint
- how to use language and tone that expresses your opinion

You can select and use any of the material in the scenario for your writing. You should 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: A letter of complaint	Marks	Skill standard assessed
<p>Content:</p> <p>Award 1 mark for each of the following, up to a maximum of 5 marks</p> <p>The letter should:</p> <ul style="list-style-type: none"> • explain why the learner is writing 1 mark • refer to the order number WEB157906 and product details 1 mark • explain what has happened so far 1 mark • clarify what the learner would like to happen now, eg the item should be replaced or the money refunded 1 mark • include any further plausible information or details which focuses on the purpose of the letter, eg that they would like a reply 1 mark. 	<p>5 (max)</p>	<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 letter should:</p> <ul style="list-style-type: none"> include language and features suitable for the formal audience and purpose 1 mark include the sender's address, the recipient's address and the date 1 mark have a formal salutation (it may address the recipient by name i.e. Dear Sir/Madam or learners may invent a name for the organiser) and a formal closing (i.e. Yours sincerely/faithfully, following the conventions of formal letter writing regarding appropriate closings for the chosen salutation) 1 mark give a clear sense of purpose, employing language and a tone suitable to the formal audience and purpose 1 mark have a clear structure with writing organised into appropriate paragraphs, (the opening lines of the letter should make the purpose of writing clear) 1 mark use complete and complex sentences to convey ideas 1 mark 	<p>6 (max)</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>

Grammar:

Note: a learner must write more than 150 words to gain more than 1 mark for grammar.

Use a 'best fit' policy to award the corresponding mark for **one** of the bulleted statements:

- 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).

(Zero marks can be awarded if there is no progression from Level 1)

3
(max)

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.

3

2

1

<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 1, 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

27 Ashton Boulevard
Milton Keys
MK49 5XQ
Unit 12

Harpers Lane
Bradford
BA20 4PH

Dear WashDirect.com

I purchased a product from your company, A Beko MAo6o Washing Machine (ORDER NUMBER WEB157906), This had arrived damaged 10 days ago and since then I have tried a lot to phone and email you but have no reply. So within this time I have had no washing machine, i have had to borrow friends and family members washing machines. I have tried to contact you within 28 days, i feel i am entitled to a full refund as i have proof of the purchase and have not been able to use as it has arrived damaged. If you where to do so it would be much appreciated but if you have not replied to either me within a reasonable time frame then i am afriad i will have to take maters into court.

Yours Faithfully
Morgan Smith

Examiner comment:

Learner A - Marks awarded

Content:

- explain why the learner is writing (1)
- refer to the order number WEB157906 and product details (1)
- explain what has happened so far (1)
- clarify what the learner would like to happen now eg the item should be replaced or the money refunded (1)
- include any further plausible information or details which focuses on the purpose of the letter eg that they would like a reply, though any functional response is acceptable (1)

Content total: 5

Format, style and structure:

- include language and features suitable for the formal audience and purpose (1)
- include the sender's address, the recipient's address and the date (0)
- have a formal salutation and matching close (0)
- give a clear sense of purpose, employing language and a tone suitable to the formal audience and purpose (1)
- have a clear structure with writing organised into appropriate paragraphs (the opening lines of the letter should make the purpose of writing clear) (0)
- use complete and complex sentences to convey ideas (0).

Format, style and structure total: 2

Spelling, punctuation and grammar:

- Spelling: **1** (This is not a long piece – it's only marginally over 150 words – yet there are a lot of spelling errors of relatively simple words for Level 2).
- Punctuation: **1** (Again there are a lot of errors here for a relatively short response. Commas have been used instead of full-stops and at Level 2 learners are expected to understand the use of possessive apostrophes. The continual non-capitalisation of the first person singular may be due to lack of practice with non-auto-correct software and is something it might be wise for centres to focus on).
- Grammar: **2** (There aren't a huge amount of grammar errors but there are sufficient at Level 2 to impose a penalty. There are errors of tense and missing words).

SPAG total: 4

Total mark: 11

Overall comment:

The learner has done well on content, but format, style and structure have let the learner down. Also, the SPAG is not good enough for Level 2.

Learner response:

Learner B

21 Ashtree Road
Bortchester
Lane
Milton Keynes
MK4 95XY

Unit 12
Harpers

Bradford
BA20 4PH

22/04/2015

Dear customer service manager

I recently bought a washing machine from you and am left distrougth after the washing machine that I bought was delivered 10 days ago badly damaged which has left mer angry and upset. I feel that its right that I write to you as you havent replied to any phone calls or emails what I sent to you.

I feel that I need some communication from your company and some explaning as I have spent a lot of money which is my hard earned wages and now you have left me our of money and with a faulty washing machine aswell. On you website you have told us that you have an email in which we can talk to you and a contact number in which we have called but there has been no reply.

On your website also it says that if the product is below standards then you can get a refund or an exchanged item but I am unable to get either as I havnt had a reply after emailing and calling serveral times.

Yours faithfully
Irma Pany

Examiner comment:

Learner B - Marks awarded

Content:

- explain why the learner is writing (1)
- refer to the order number WEB157906 and product details (0)
- explain what has happened so far (1)
- clarify what the learner would like to happen now eg the item should be replaced or the money refunded (0)
- include any further plausible information or details which focuses on the purpose of the letter eg that they would like a reply, though any functional response is acceptable (0)

Content total: 2

Format, style and structure:

- include language and features suitable for the formal audience and purpose (1)
- include the sender's address, the recipient's address and the date (1)
- have a formal salutation and matching close (0)
- give a clear sense of purpose, employing language and a tone suitable to the formal audience and purpose (0)
- have a clear structure with writing organised into appropriate paragraphs (the opening lines of the letter should make the purpose of writing clear)(1)
- use complete and complex sentences to convey ideas (0)

Format, style and structure total: 3

Spelling, punctuation and grammar

- Spelling: 2
- Punctuation: 2 (Although this wasn't the only type of error, understanding abbreviation apostrophes is a Level 1 skill).
- Grammar: 2

SPAG total: 6

Total mark: 11

Overall comment:

Some of the structure and formatting is good but the learner has focused too much on how they feel and has omitted some important elements of content.

Learner response:

Learner C

21 Ashtree Road
Milton Keynes
MK49 5XY
07947512299
tracy@hotmail.co.uk
Washdirect
Unit 12
Harpers Lane
Bradford
BA20 4PH
01432303496
26th Jan 2016

Order Number: WEB157906

Dear Sir or Madam,
I am writing because I have received faulty goods from you.
I bought the washing machine, and have tried phoning and emails to yourselves about the faulty goods but have had no reply. I bought the washing machine 10 days ago and it arrived damaged. On your order confirmation email it states that I can return goods within 28 days for a full refund and that I should ring customer services to arrange a collection. I have also tried to get in contact with yourselves to see if there is another way around the situation by arranging a replacement machine but again I have had no reply.

I am not happy with the service you have provided, not only for the damaged goods, but also how your company has dealt with the situation by not replying to my emails and phone calls. I would like someone from your company to contact me and explain what the problem has been and also with an outcome for the situation. My phone number and email are on the top of the letter.

Yours Faithfully
Shahid Nadeem

Examiner comment:

Learner C - Marks awarded

Content:

- explain why the learner is writing (1)
- refer to the order number WEB157906 and product details (1)
- explain what has happened so far (1)
- clarify what the learner would like to happen now eg the item should be replaced or the money refunded (0)
- include any further plausible information or details which focuses on the purpose of the letter eg that they would like a reply, though any functional response is acceptable (1)

Content total: 4

Format, style and structure:

- include language and features suitable for the formal audience and purpose (1)
- include the sender's address, the recipient's address and the date (1)
- have a formal salutation and matching close (1)
- give a clear sense of purpose, employing language and a tone suitable to the formal audience and purpose (1)
- have a clear structure with writing organised into appropriate paragraphs. (The opening lines of the letter should make the purpose of writing clear) (1)
- use complete and complex sentences to convey ideas (1)

Format, style and structure total: 6

Spelling, punctuation and grammar:

- Spelling: 3
- Punctuation: 3
- Grammar: 3

SPAG total: 9

Total mark: 19

Overall comment:

This is an excellent response and indicates a very able learner.