

Working it out – Task 1

Source Document

Dear Customer

Welcome to shopping with Amazon. We are writing to let you know that the following item has been sent using Royal Mail.

Your order #219-0389390-6305940 (received April 8, 2011)

Quantity	Item	Price
1	Toshiba SD1010 DVD Player	£29.97
Dispatched via Royal Mail Special Delivery: (arrival date: April 11, 2011).		
Item Subtotal:	£29.97	
Delivery and handling:	£2.07	
Total:	£32.04	
This completes your order.		

Your right to cancel

At Amazon.co.uk we want you to be delighted every time you shop with us. Occasionally, though, we know you may want to return items. Read more about our Returns Policy at: <http://www.amazon.co.uk/returns-policy/>.

Further, under the United Kingdom's Distance Selling Regulations, we want you to know that you have the right to cancel the contract for the purchase of any of these items within a period of seven working days, beginning with the day after the day on which the item is delivered. This is known as the 'cooling off' period and applies to all of our products.

However, we are very sorry that we cannot accept cancellations of contracts for the purchase of video, DVD, audio, video games and software products where the item has been unsealed. Please note also that we are unable to accept cancellation of, or returns for, digital items once downloading has commenced. Otherwise, we can accept returns of a complete product, which is unused and in an "as new" condition.

Our Returns Support Centre will guide you through our Returns Policy and, where relevant, provide you with a printable personalised return label.

To cancel this contract, please pack the relevant item securely, attach your personalised return label and send it to us with the delivery slip so that we receive it within seven working days after the day of the date that the item was delivered to you or, in the case of large items delivered by our specialist couriers, contact Amazon.co.uk customer services within seven working days after the date that the item was delivered to you to discuss the return.

For your protection, where you are returning an item to us, we recommend that you use a recorded-delivery service. Please note that you will be responsible for the costs of returning the goods to us unless we delivered the item to you in error or the item is faulty. If we do not receive the item back from you, we may arrange for collection of the item from your residence at your cost.

As soon as we receive notice of your cancellation of this order, we will refund the purchase price for that item.

We hope you find this information useful and thank you for shopping with Amazon.

Question 1. Comment on how the language used in the **document** tries to connect with the customer.

1 mark available

Mark scheme used by examiners:

Reading	Marks	Coverage & Range (FS Criteria)	Fixed or Open
Accept any one from the following:	1	223	0
<ul style="list-style-type: none"> • It is personalised. • It uses 'you' a lot. • It makes the customer feel that there is good personal service or contact. • Friendly tone. <p><i>Or similar wording.</i></p>			

Learner responses

Learner A:

The email is quite informal for a big company like Amazon. X

0 marks awarded

Learner B:

The language used in document 1 is to inform X

0 marks awarded

Learner C:

The language is personalised and descriptive on how they explain the rights to cancel. ✓

1 mark awarded

Learner D:

It is friendly and says 'you' a lot. ✓

1 mark awarded

Examiner comment:

Learners A and B gave a completely incorrect answer and therefore were awarded no marks. Learners C and D both gave correct responses and so gained the available mark for this question.

Question 2. Give **two** examples of how the language is used to connect with the customer.

2 marks available

Mark scheme used by examiners:

Reading	Marks	Coverage & Range	Fixed or Open
Accept two from the following:	2	223	0
<ul style="list-style-type: none"> We want you to be delighted. We are very sorry. Welcome to shopping with Amazon. Thank you for shopping with Amazon. We hope you find this information useful. <p><i>Or similar wording or phrases from the text that show how language connects with the customer.</i></p>			

Learner responses

Learner A:

Your right to cancel ✘
It's full of instructions ✘

0 marks awarded

Learner B:

Thank you for shopping with Amazon. ✓
We want you to be delighted every time you shop with us. We provide you with a prepaid label. ✓

2 marks awarded

Learner C:

Welcome to shopping with Amazon. We hope you find this information helpful.



1 mark awarded

Examiner comment:

Learner A gave a completely incorrect answer and therefore was awarded no marks. Learners B and C correctly identified two examples of how language is used and so gained both the available marks for this question.

Question 3. In your own words explain the general process of returning unwanted goods to Amazon as described in the document.

3 marks available

Mark scheme used by examiners:

Reading	Marks	Coverage & Range	Fixed or Open
All three of these for 3 marks:	3	222	F
<ul style="list-style-type: none"> • Attach a personalised pre-paid return label. • Send it to us with the delivery slip. • Within seven working days. <p><i>Or similar wording.</i></p>			

Learner responses

Learner A:

Contact Amazon, pack unwanted goods safely and securely, use pre-paid postage and sent it back to them. ✓

1 mark awarded

Learner B:

Print off the pre-paid return label and post it back to Amazon. If you sent it back in thirty days you won't have to pay anything. ✓

1 mark awarded

Learner C:

Get the postage free return label, follow the return instruction, pack it, attach the label send it within 7 working days and you'll get a refund afterwards. ✓
 ✓

2 marks awarded

Learner D:

Pack the item securely, attached the prepaid personalised return label and return to Amazon with the delivery slip within 7 working days. When they receive it you will be refunded. ✓✓✓

3 marks awarded

Examiner comment:

Learners A and B gave just one part of the return process and so were awarded one mark each. Learner C named two parts of the return process and so gained two marks. Learner D fully described return process and was awarded all three of the available marks for this question.

Question 4. Amazon says that under the UK Distance Selling Regulations (DSRs) you have the right to return unwanted products. What are the exceptions to this rule?

2 marks available

Mark scheme used by examiners:

Reading	Marks	Coverage & Range	Fixed or Open
Accept:	2	225	F
<ul style="list-style-type: none"> • Unsealed video, DVD, audio, videogames and software products. • Digital items once downloading has commenced. <p><i>Or similar wording.</i></p>			

Learner responses

Learner A:

videos ✘

0 marks awarded

Learner B:

Video, DVD, audio, video games and software products. Digital items once downloading has commenced. ✔

1 mark awarded

Learner C:

Video, DVD, audio, video games and software products once the seal has broken. Digital items once downloading has commenced. ✔ ✔

2 marks awarded

Examiner comment:

Learner A was unable to give a correct answer so was awarded zero marks. Learner B named one correct exception and so gained one mark. Learner C gave both exceptions correctly and was awarded both of the available marks for this question.

Chief Examiner exam tips:

Read the wording of multiple choice questions carefully – learners may be asked to choose more than one response.

Identify the purpose of a text. Do not give an overview or comment on the text that focuses on content. Answers should be limited to the purpose – for example: to advise about x, to persuade about y, to advertise and so on.