

Sample Assessment for Functional Skills English Reading Level 2

Social Media

Question Paper

Note:

These materials relate to the Functional Skills English assessments that will be in use from September 2015

**3748-013 Sample Assessment
Level 2 Functional Skills English****Reading**

Social Media

Candidate Name (First, Middle, Last)

Candidate enrolment number

DOB (DDMMYYYY)

Candidate signature and declaration*

Assessment date (DDMMYYYY)

Centre number

General information

- The duration of this paper is **1 hour, 10 minutes**.
- Answer **all** the questions.
- The maximum marks for each question are shown.
- The maximum number of marks is **40**.

General instructions

- Read each question carefully.
- You do not need to write in complete sentences.
- You will not be assessed on spelling, punctuation and grammar.
- Dictionaries **are** allowed.

***I declare that I have no prior knowledge of the questions in this assessment and that I will not divulge to any person information about the questions.**



Scenario

You have recently started a work placement and have been asked to research how the business could use social media to its advantage. As part of your research you read the following documents:

- a blog (**document 1**)
- a webpage (**document 2**)
- an article (**document 3**).

Read the documents in the source booklet and answer the questions.



Questions 1 to 3 are about **Document 1**.

1 Why has the author written the document? **1 mark**

TICK **ONE**

- a) To sell a new service.
- b) To share information.
- c) To recruit employers.
- d) To provide instructions.

2 What are **four** possible implications of job hunters **not** using social media? **4 marks**

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3 What is meant by the phrase 'put myself out there'? **1 mark**

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Questions 4 and 5 are about **Document 2**.

- 4 Name **two** language techniques used to sell the book. Give an example of each and briefly explain how each is effective. **6 marks**

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- 5 Give **three** examples of opinion from the text. **3 marks**

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Questions 6 and 7 are about **Document 3**.

6 Explain how the following layout features help get the message across. **3 marks**

Strapline:

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Image:

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Columns:

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7 Give **four** pieces of evidence from the text that illustrates the consequences of posting comments about work on social networks. **4 marks**

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Questions 8 to 12 are about one, some or all of **Documents 1 - 3**.

- 8 What information about social media is repeated in Documents 1 and 2? Give **four** examples. **4 marks**

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- 9 Contrast how organisations use social media based on the information in Documents 1 and 3. **4 marks**

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10 Who are the **two** target audiences for Social Media Made Simple?

2 marks

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11 What **four** alternatives to recruiting through social networking sites are mentioned in Documents 1 and 2?

4 marks

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12 According to the journalist, apart from the three most popular social networking sites, what **four** other sites do organisations monitor?

4 marks

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End of Assessment



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