

Mark Scheme for June 2013

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

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Annotations

The following scoris annotations are available for use on this unit:

Annotation	Meaning
	Unclear
	Error
	Misreading
	Not Answering Question
	No Example
	Extensive Error
	Repetition
	Tick
	Strong point/Apt Ref
	Blurred point
	Omission

Examiners should use annotation to show clearly where a mark is earned or why it has not been awarded. This will help examiners, checkers and those who review the marking of scripts.

Annotation consists of:

- Ticks to show where credit has been given
- Selective and relevant use of the paper annotations available on scoris
- Crosses to indicate errors

Subject-specific Marking Instructions for A680/02

Handling of unexpected answers

The Standardisation meeting will include discussion of marking issues, including:

- consideration of the mark scheme to reach a decision about the range of acceptable responses and the marks appropriate to them
- comparable marking standards for optional questions
- the handling of unexpected, yet acceptable, answers.

If you are not sure how to apply the mark scheme to an answer, you should contact your Team Leader via the phone, the scoris messaging system, or e-mail.

Assessment Objectives

Please note that the **GCSE English** AOs are highlighted in this document. The equivalent AOs for **GCSE English Language** are: **AO2 = AO3**, **AO3 = AO4**.

SECTION A READING

Question 1. *Is the future of fast food...healthy?*

CRITERIA

Candidates should demonstrate that they can:

- Read and understand texts, selecting material appropriate to purpose, collating from different sources (AO2 i).

Question	Answer	Marks	Guidance
1	<p>Candidates may refer to some of the following points:</p> <ol style="list-style-type: none"> 1. An expensive advertising campaign (\$25 million) 2. Extensive customer research carried out (shopping, food storage, snacking) 3. Attitudes to carrots and vegetables studied ('drawer of death') 4. Campaign tried to change attitudes ('not a vegetable') 5. Campaign copies junk food strategies / promotes impulse purchase ('heart') 6. Marketing specialist put in charge (not agriculturist) 7. No information about healthy eating given ('head') 8. New packaging resembles crisp packets / bold graphics 9. Product sold through eye catching vending machines 10. TV ads parodied junk food ads / high tech / high drama 11. Baby Carrots had web site / web series / video game/ tweets 12. Baby Carrots given 'personality' / seen as funny, friendly 13. Product moved into instant snacking 'grab a bag' market 14. It has a catchy slogan. 	12	<ol style="list-style-type: none"> 1. We are not marking writing in Section A unless the expression is so bad that it impedes communication. 2. Identify each point made clearly. 3. Use  over the word or phrase that specifically relates to one of the given points. Use  if the same point is made twice Use  if the point is blurred/not fully expressed. Use  for loss of focus on the task 4. Use the Band Descriptors in conjunction with the standardisation scripts to arrive at your mark. 5. You should write a brief summative comment drawn from the wording of the descriptors to show how you have arrived at your final mark.

Question	Notes on Task	Marks	Guidance
1	<p>General – Be prepared to acknowledge and reward well responses which, although comparatively deficient in the number of points, nevertheless show clear understanding of the passage through a high order of skill in synthesis and structuring.</p> <p>Higher Band (1+2) responses are likely to identify a range of key points and convey them concisely, using the candidate's own words as far as possible in order to convey a clear overview of the material. Responses will be consistently focused on the task and well organised with little or no excess material. There may be occasional blurring of points, particularly at the lower end of the range.</p> <p>Middle Band (3+4) responses are likely to include a range of relevant points, most of which will be clearly identified. Focus on the task is clear but there may not be an attempt at concision, or there may be over-condensation leading to some blurring of points. There will be an attempt to organise although at the lower end of the range answers may include unnecessary detail and be over-reliant on the sequence of the original passage. There will be evidence that the passage and task have been understood, possibly by selective lifting.</p> <p>Lower Band (5+6) responses are likely to identify clearly only a limited number of relevant points: understanding of the passage may not be secure although at the higher end of the range, there is likely to be evidence of a general understanding of the material. Responses may lack focus and organisation and are likely to be very short or of excessive length as a result of including unnecessary or irrelevant material and / or excessive lifting from the original passage.</p>	12	

Question 1		
GENERIC band descriptors		
Be prepared to use the FULL range		
<i>The band descriptors which are shaded reward performance below that expected on this paper.</i>		
BAND	MARKS	DESCRIPTOR
1	12 11	<ul style="list-style-type: none"> • Complete understanding of text and task • Complete overview • Very clear focus, tightly organised and synthesised • Almost entirely in own words • Comprehensive range of points clearly identified
2	10 9	<ul style="list-style-type: none"> • Very secure understanding of text and task • Clear overview • Clear focus; very little excess material; effective organisation • Mostly in own words • Very good range of points clearly identified
3	8 7	<ul style="list-style-type: none"> • Secure understanding of text and task • Overview of material • Mostly clear focus; good organisation; perhaps not always concise • Consistent attempt to use own words / some selective lifting • Good range of points clearly identified
4	6 5	<ul style="list-style-type: none"> • Text and task have been understood • Partial overview • Generally clear focus / perhaps some blurring • Evidence of ability to express in own words but likely to be close to original wording / selective lifting • A range of points clearly identified
5	4 3	<ul style="list-style-type: none"> • Partial understanding of text and task • May lack focus / organisation • Own words are used, but areas of lifting • General understanding of a limited range of points
Below 5	2 1 0	<ul style="list-style-type: none"> • Some misunderstanding of text and task • Lacks clear focus • Points listed mechanically, with significant lifting • Straightforward understanding of some of the simpler points

Question 2. *Is the future of fast food ...healthy?*

CRITERIA

Candidates should demonstrate that they can:

Explain and evaluate how writers use presentational features to achieve effects and engage and influence the reader (AO2 iii).

INSTRUCTIONS TO EXAMINERS – 2

1. We are not marking writing in Section A unless the expression is so bad that it impedes communication.
2. Use the Band descriptors in conjunction with the standardisation scripts to arrive at your mark.
3. Indicate the band and mark with a brief comment, taken from the band descriptors, if appropriate.

Question	Notes on Task	Marks	Guidance
2	<p>General Candidates are being asked to comment on how the writer has conveyed factual information about a novel advertising campaign and also to show some appreciation of how the writer conveys his own ideas around what this campaign says about modern eating habits.</p> <p>Examiners should be prepared to reward a variety of approaches and candidates should be rewarded for analytical comment on all features of presentation, including use of information, images and headings, structure and language.</p> <p>Higher Band (1+2) responses are likely to focus clearly on the rather absurd ways in which ‘Baby Carrots’ mimics junk food advertising. They will make consistently analytical and more developed comments on the language used, supported by appropriate references. Comments about presentation, as well as showing understanding of how the images reinforce the text, may also refer to the way the writer’s opinion is implied through his direct quotation of the advertiser’s words and delivered through personal comment. Responses at this level may offer perceptive comment on the structure and tone.</p>	14	<p>Use  in the body of the answer to reward clear relevant points.  Use for points not fully expressed.</p> <p> may be used to indicate more thoughtful comment or well developed comment (Band 2/1)</p> <p>Other icons may be used as appropriate.  may be used to indicate quality of supporting reference.</p> <p> may be used to indicate misunderstanding</p> <p> may be used for irrelevant comment.</p>

Question	Notes on Task	Marks	Guidance
	<p>Middle Band (3+4) responses are likely to show some appreciation of the ways in which the advertisers are manipulating consumers. There may be some consideration of how the writer communicates a point of view. There is likely to be some comment on the ways in which the information is given and how the visual images contribute to this. There may be some attempt to explain the more absurd features of the campaign, but it is unlikely to be sustained, and not always firmly linked to the writer’s purpose.</p> <p>Lower Band (5+6) responses are likely to show only a rudimentary understanding of the task and will make general, mainly unsupported comments about the writer’s use of language, possibly achieving little more than the naming of a device. There may be some misunderstanding of the text and responses at this level will probably consist mainly of paraphrase / summary of the content and description of the images.</p>		

Question 2 GENERIC band descriptors **Be prepared to use the FULL range**		
<i>The band descriptors which are shaded reward performance below that expected on this paper.</i>		
BAND	MARKS	DESCRIPTOR
1	14 13	<ul style="list-style-type: none"> • Excellent range of points showing perceptive appreciation of the ways in which information, language, presentation and structure convey the text's purpose • Very effective use of apposite supporting references in a full, relevant and consistently analytical response • Complete understanding of text and task
2	12 11	<ul style="list-style-type: none"> • Wide range of points showing clear and thoughtful appreciation of the ways in which information, language, presentation and structure convey the text's purpose • Judgments are supported convincingly by appropriate textual references • Clear understanding of text and task
3	10 9 8	<ul style="list-style-type: none"> • A good range of points showing a secure understanding of the ways in which information, language, presentation and structure contribute to the text's purpose • Careful supporting references and some analytical comment • Sound awareness of text and task
4	7 6 5	<ul style="list-style-type: none"> • A range of points showing a sound understanding of the ways in which information, language, presentation and structure contribute to the text's purpose • Appropriate supporting references and an attempt at an analytical approach • Task has been addressed for the main part
5	4 3 2	<ul style="list-style-type: none"> • Easier information points show some understanding of the text's purpose and presentation • Comments tend to be descriptive rather than analytical, and references may be inert • Some focus on the task
Below 5	1 0	<ul style="list-style-type: none"> • Points likely to concentrate on simpler information, presentational and basic language features • Assertions predominate, with minimal or no textual evidence in support • A little evidence that the task has been understood

Question 3. I Love Junk Food – But That’s My Choice

INSTRUCTIONS TO EXAMINERS – 3

1. We are not marking writing in Section A unless the expression is so bad that it impedes communication.
2. Use the Band descriptors in conjunction with the standardisation scripts to arrive at your mark.
3. Indicate the band and mark with a brief comment, taken from the band descriptors, if appropriate.

Question	Notes on Task	Marks	Guidance
3	<p>General – Candidates are expected to show some understanding of the writer’s views about freedom of choice in diet and lifestyle. Candidates should show some appreciation of how his use of language supports the communication of his views.</p> <p>Examiners should be prepared to credit different approaches by the candidates in responding to this task.</p> <p>Higher Band (1+2) responses should show some clarity in identifying the ideas promoted, with some understanding of how the argument is advanced. Responses at this level should show good appreciation of the tone of the article and offer some quite detailed analysis of the language used. There should be firm connection between the examples of entertaining / interesting use of language and the writer’s overall purpose.</p> <p>Middle Band (3+4) responses are likely to show generally secure understanding of the writer’s thoughts although there may be some lack of clarity in grasping the more subtle aspects of the argument. Candidates at this level may identify some interesting / entertaining use of language but be less confident in explaining how effects are conveyed to the reader. There may be some attempt to comment on the purpose of the article.</p>	14	<p>Use  in the body of the answer to reward clear relevant points.  Use for points not fully expressed.</p> <p> may be used to indicate more thoughtful comment or well developed comment (Band 2/1)</p> <p>Other icons may be used as appropriate.  may be used to indicate quality of supporting reference.</p> <p> .may be used to indicate misunderstanding</p> <p> may be used for irrelevant comment.</p>

Question	Notes on Task	Marks	Guidance
	<p>Lower Band (5+6) responses are likely to show only a rudimentary understanding of the task with largely unsupported comment. There is likely to be some misunderstanding of the writer's point of view. Responses at this level will consist almost entirely of an attempted summary of the content of the article with some attempt to spot literary devices.</p>		

Question 3		
GENERIC band descriptors		
Be prepared to use the FULL range		
<i>The band descriptors which are shaded reward performance below that expected on this paper.</i>		
BAND	MARKS	DESCRIPTOR
1	14 13	<ul style="list-style-type: none"> • Excellent range of points showing perceptive appreciation of the ways in which information, language, tone and structure convey the text's purpose • Very effective use of apposite supporting references in a full, relevant and consistently analytical response • Complete understanding of text and task
2	12 11	<ul style="list-style-type: none"> • Wide range of points showing clear and thoughtful appreciation of the ways in which information, language, tone and structure convey the text's purpose • Judgments are supported convincingly by appropriate textual references • Clear understanding of text and task
3	10 9 8	<ul style="list-style-type: none"> • A good range of points showing a secure understanding of the ways in which information, language, tone and structure contribute to the text's purpose • Careful supporting references and some analytical comment • Sound awareness of text and task
4	7 6 5	<ul style="list-style-type: none"> • A range of points showing a sound understanding of the ways in which information, language, tone and structure contribute to the text's purpose • Appropriate supporting references and an attempt at an analytical approach • Task has been addressed for the main part
5	4 3 2	<ul style="list-style-type: none"> • Easier information points show some understanding of the text's purpose and tone • Comments tend to be descriptive rather than analytical, and references may be inert • Some focus on the task
Below 5	1 0	<ul style="list-style-type: none"> • Points likely to concentrate on simpler information, tonal and basic language features • Assertions predominate, with minimal or no textual evidence in support • A little evidence that the task has been understood

SECTION B: WRITING (Candidates answer EITHER Question 4 OR Question 5)**CRITERIA**

Candidates should demonstrate that they can:

- Write to communicate clearly, effectively and imaginatively, using and adapting forms and selecting vocabulary appropriate to task and purpose in ways that engage the reader (AO3 i)
- Organise information and ideas into structured and sequenced sentences, paragraphs and whole texts, using a variety of linguistic and structural features to support cohesion and overall coherence (AO3 ii)
- Use a range of sentence structures for clarity, purpose and effect, with accurate punctuation and spelling (AO3 iii).

INSTRUCTIONS TO EXAMINERS – Question 4 or Question 5

1.  for good ideas and  for merits of expression to show how you have formed your judgement. Use a wavy line  underneath the candidate's writing, or  in the margin for more than one line, to show awkward or incorrect syntax/unclear expression. Use a caret  to show omission.
2. You should write a brief summative comment drawn from the wording of the descriptors to show how you have arrived at your final marks.
3. For writing tasks, LENGTH is not in itself a criterion.

Short answers (50-100 words) may well be self-penalising in terms of the marking criteria (eg control and development of ideas; structure; maintaining the reader's interest), but may still demonstrate significant qualities. Very short answers (fewer than 50 words) should not normally be marked higher than Band 7.
4. Award TWO separate marks, one for AOs 3(i) + (ii), one for AO3 (iii), using the appropriate instructions and Band Descriptors. Be prepared to use the full range of marks in each sub-set.
5. Use the standardisation scripts as guides to your assessment.
6. The generic marking criteria for Writing appear after the Notes on the Task.

Question	Notes on Task	Marks	Guidance
4	<p>Expect a wide range of responses. Be prepared to reward those which show a clear awareness of the purpose of the task. There should be clear presentation of views and evidence of an attempt to use language to generate support from the intended audience.</p> <p>Look for a well-structured and coherent response that adopts an appropriate tone.</p>	40	
5	<p>Candidates have been asked to produce a piece of personal writing. Expect a wide range of responses, and note that there is free choice of topic. There is no expectation that candidates selecting this question will continue the themes of the texts.</p> <p>Look to reward those responses that are well crafted and clearly focused on the task. There should be some intention to use language to create effects.</p>	40	

Generic Marking Criteria for Section B: Writing

Band	Marks	Descriptors AO3i & AO3ii	Marks	Descriptors AO3iii
1	26 25 24	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • shows sophisticated control of the material and makes effective use of linguistic devices. • demonstrates a sophisticated understanding of the task, addressing it with complete relevance and adapting form and style with flair to suit audience and purpose. • uses precise vocabulary which is fully suited to the purpose of the writing, conveying subtlety of thought and shades of meaning, and where appropriate is imaginative and ambitious in scope. • uses structure to produce deliberate effects, developing the writing coherently and skillfully from a confident opening which engages the reader to a very convincing and deliberate ending. • is organised into coherent paragraphs which are clearly varied for effect and used confidently to enhance the ideas and meaning. 	14	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses a wide range of sentence structures to ensure clarity and to achieve specific effects relevant to the task. • uses ambitious vocabulary with very few spelling errors. • uses punctuation consciously and securely to shape meaning, with very few errors.
2	23 22 21	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • shows full control of the material and makes some effective use of linguistic devices. • demonstrates a confident understanding of the task, addressing it with consistent relevance and adapting form and style with assurance to suit audience and purpose. • uses imaginative vocabulary which is appropriate to the purpose of the writing, conveying some subtlety of thought and shades of meaning, and where appropriate may show some ambition in scope • uses structure consciously for effect, developing the writing coherently from an opening which engages the reader to a convincing and deliberate ending. • is organised into paragraphs which have unity, are varied for effect and are used to control the content and achieve overall coherence. 	13 12	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses a range of sentence structures to ensure clarity and to achieve specific effects relevant to the task. • uses more complex and irregular vocabulary, almost always securely spelled • uses punctuation to shape meaning, mainly securely, with errors only in more complex, irregular structures.

Band	Marks	Descriptors AO3i & AO3ii	Marks	Descriptors AO3iii
3	20 19 18	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • shows generally competent control of the material but may not always convey meaning clearly when using more ambitious linguistic devices and structures. • demonstrates a secure understanding of the task, addressing it in a relevant way and adapting form and style with confidence to suit audience and purpose. • uses varied vocabulary to create different effects which are mainly appropriate to the purpose of the writing, conveying thought and meaning clearly. • uses structure deliberately and with direction - a focused and interesting opening, events and ideas developed clearly and in some detail, an appropriate ending. • uses paragraphs of varying length and structure for effect, which effectively organise and link ideas and create an overall sense of coherence. 	11 10	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses generally well controlled sentence structures which are varied in length and type and show evidence of being used deliberately to create specific effects appropriate to the task. • shows secure spelling of complex regular words and generally secure spelling of irregular or more complex vocabulary. • uses punctuation to enhance or clarify meaning - is accurate both within and between sentences, but may make some errors in complex sentence structures.
4	17 16 15	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • shows general control of the material; the response may be straightforward and controlled but linguistically unambitious or may lose some control in attempting something ambitious. • demonstrates an understanding of the task, addressing it in a mainly relevant way with some evidence of adapting form and style to suit different audiences and purposes. • uses some variety of vocabulary to create different effects and to suit the purpose of the writing, but which may be imprecise or fail to convey shades of meaning. • uses structure with a sense of direction - a clear and focused opening, straightforward development of ideas, an attempt to achieve an appropriate ending. • is organised into paragraphs which may be varied for effect and which are carefully linked together to make the sequence of events or development of ideas clear to the reader. 	9 8	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses sentence structures which show some variety. May tend to repeat sentence types, lose control of more ambitious structures, or make some syntactical errors. • usually spells complex regular words securely; may make errors with irregular or more complex vocabulary. • uses punctuation in an attempt to create some specific effects; is usually accurate for sentence separation and sometimes within sentences, but may make less secure use of speech marks, colons and semi colons.

Band	Marks	Descriptors AO3i & AO3ii	Marks	Descriptors AO3iii
5	14 13 12	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • may not always show control of the material; the response may be simple and controlled but linguistically unambitious, or may attempt something ambitious but tend to lose control. • demonstrates some understanding of the task, addressing it in a sometimes relevant way and with some attempt to adapt form and style to suit audience and purpose. • uses vocabulary to create some limited effects, which may however be too simple to convey shades of meaning, not fully understood or not appropriate and may contain some idiomatic errors. • uses structure with some sense of direction - a generally clear and focused opening, some development of ideas, a limited attempt to achieve an appropriate ending. • uses paragraphs which may occasionally be varied for effect and/or are linked together to make the sequence of events or development of ideas fairly clear to the reader. 	7 6	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses sentence structures which show a little variety; may tend to repeat sentence types, lose control of more ambitious structures, and/or include syntactical errors. • usually spells simple regular vocabulary securely but may make errors with complex regular vocabulary. • uses punctuation which sometimes helps clarify meaning, usually accurately for sentence separation and sometimes successfully within sentences
6	11 10 9	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • does not always show control of the material; the response may have a level of linguistic error that distracts the reader from the merits of the content. • demonstrates a limited understanding of the task and addresses it with some relevance, making a limited attempt to adapt form and style to suit audience and purpose. • uses vocabulary which is sometimes chosen for variety and interest but likely to be limited in range, sometimes inappropriate and may contain some idiomatic errors. • is structured with some sense of direction which may not be sustained; a fairly clear opening, some limited development of ideas, some sense of an ending. • uses paragraphs which create some sense of sequence for the events or the development of ideas but which may lack unity or have little or no evidence of links between them. 	5 4	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses repetitive sentence structures, which are mainly simple or compound, or lengthy with some sense of control. • usually spells simple regular vocabulary accurately but may make a number of typical errors. • sometimes uses punctuation accurately for sentence separation but has limited success with attempts to use it within sentences to clarify meaning.

Band	Marks	Descriptors AO3i & AO3ii	Marks	Descriptors AO3iii
7	8 7 6	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> shows limited control of the material; the level of linguistic error may require the reader to re-read some sentences before the meaning is clear. demonstrates a very limited understanding of the task, addressing it with occasional focus and making limited attempts to adapt form and style to suit audience and purpose. uses vocabulary to create occasional variety and interest but which is likely to be very limited in range and often inappropriate with some idiomatic errors. shows some signs of organisation and some sense of direction - a limited attempt to create an opening, very simple or rambling development of ideas, may come to a stop rather than achieving a deliberate ending. uses paragraphs which may signal only obvious development of events or ideas, or which may be haphazard and lack clear links or overall unity. 	3 2	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> uses simple repetitive sentence structures with little control of more complex ones and frequent syntactical faults. spells some simple regular vocabulary accurately but makes random errors. uses some basic punctuation with some success between sentences but, within sentences, usually misuses or omits it.
8	5 4 3	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> offers occasional relevant and comprehensible content, but density of linguistic error may require the reader to re-read and re-organise the text before meaning is clear. demonstrates a little awareness of the task, addressing it with intermittent focus; form and style may occasionally be appropriate to audience and/or purpose, but this is unlikely to be deliberate. uses vocabulary which is very occasionally chosen for variety and/or interest but which is very limited in range and often inappropriate, with obvious idiomatic errors. shows occasional signs of organisation and a very limited - if any - sense of direction. uses paragraphs occasionally to signal very obvious changes in the direction of events or ideas, but which may need to be re-read or re-organised before the meaning is clear. 	1	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> uses recognisable sentence structures, with some accuracy in the use of more simple ones. uses erratic spelling which may be recognisable for most words but is accurate for only a limited number. uses punctuation which is occasionally successful but is inconsistent and likely to be inaccurate.

Band	Marks	Descriptors AO3i & AO3ii	Marks	Descriptors AO3iii
Below band 8	2 1 0	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • is very short or communicates very little, with some sections making no sense at all; may gain some marks where there is occasional clarity. • shows almost no awareness of task, audience or purpose. • uses vocabulary which is seriously limited. • shows almost no signs of organisation or sense of direction. • uses paragraphs - if at all - in a haphazard way such that, in spite of re-reading and re-organising, very little sense emerges. 	0	<p><i>In this band a candidate's writing:</i></p> <ul style="list-style-type: none"> • uses spelling and punctuation so imprecisely that very little meaning is communicated.

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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