

The Examination

Carefully read Texts **A**, **B** and **C** and then answer the questions about the texts.

Text A

Meeting: Proposal for Distribution Centre in Highfield Town
Date: 11 June
From: Logistics Manager



This document has been prepared for the board of directors about the proposed distribution centre within Highfield Town.

Location:

The proposed site is on the outskirts of Highfield Town and is surrounded by open fields. It is three miles from the town centre. The closest residential property is two miles away on Clover Lane. The M62 motorway is four miles to the east.

Following the closure of the colliery, Highfield Town is an area of deprivation. Industry is slow and the town consists only of small businesses: a DIY shop, a newsagent, a hairdresser and a library.

Benefits:

The proposed distribution centre will bring significant benefits to the area, the most notable being greater employment opportunities. To enable a 24-hour operation and to maximise the company's productivity, we aim to employ four hundred staff on a shift pattern.

At present, traffic wishing to access the M62 motorway has to travel directly through the town centre. Our proposal includes the construction of a link road to bypass the town to minimise the impact of increased traffic and noise in the town centre. The improved transport links are likely to bring additional business to the area.

The site is currently a wasteland and has no agricultural purpose. The land is non-arable due to its nutrient-poor soil and the presence of large quantities of stones. Our proposal would regenerate this otherwise derelict land.

Drawbacks:

A link road will mean additional costs for the company. A funding application to cover some of these costs will be submitted to the regional council before seeking planning permission for the distribution centre. Without this road, there is a high risk of planning being denied due to the disruption to local residents. The company will need to extend its proposed completion date to allow time for the funding application to be considered.

Conclusion:

The proposal to locate the distribution centre in Highfield Town has more advantages than disadvantages. The area would benefit greatly, and the 24-hour operational strategy will assure productivity and increased turnover for the company. The company should, however, consider the viability of the additional costs versus the projected time it will take to recoup them.

Clarke Evans

Glossary

Colliery	The buildings and equipment related to a coal mine
Non-arable	Not suitable for farming
Derelict	Uncared for and left in a bad condition
Viability	The possibility of success

Text B

Message Options

To: **humanresourcesdepartment@purpleclothing.coz**

From: **rjones@purpleclothing.coz**

Date: **29 October**

Subject: **Recruitment**

Good morning,

As you know the building work for the distribution centre in Highfield Town is well underway. We need to recruit new staff in an efficient and timely manner. I want to plan the recruitment process now so that we are ready to act promptly when a definite completion date is known.

I suggest the following process:

- 1. Media campaign (2 weeks)**
The company will advertise new jobs in local and national newspapers and use a social media 'pop-up' advert. We need to consider the content to generate as much interest as possible. The advert needs to be persuasive and must include high-quality supporting graphics such as pictures of the proposed new state-of-the-art facilities. We need to promote the benefits of working for Purple Clothing including competitive rates of pay, shift allowance, convenient motorway links, etc. and showcase ourselves as a supporter of local communities.
- 2. Review of applications (1 week)**
We will shortlist prospective employees based on their qualifications and experience of working in this sector. We must also consider applications from people new to this industry where their relevant work experience highlights the desired skills. For example, voluntary work or involvement in social clubs that demonstrates good teamwork. A spreadsheet to record applications will need to be created by your team.
- 3. Interviews (1 week)**
Open days must be arranged for the shortlisted candidates. One-to-ones will be scheduled during the day to gain a profile of each candidate. These will be conducted by senior management from sales, operations, logistics and human resources. A venue will need to be sourced and associated costs will need to be outlined.
- 4. Recruitment (2 to 4 weeks)**
Your department will email job offers to successful candidates, process references for those who accept and determine start dates.
- 5. Induction (3 days)**
All new employees must undergo a formal induction, which will include a tour of the site, health and safety training, first-aid reporting and the company's code of conduct. Your department will need to organise the induction dates so that we can arrange for appropriate trainers to attend. This will need careful planning as trainers have to travel from other sites. As trainers are based nationwide, some may also need hotel accommodation. In the past, we have secured a reduced rate at two local hotels. Please research the best deals and email the accommodation details to the trainers to allow them to book at the reduced rate.

This recruitment process will take a maximum of 8 weeks (based on potential employees having to give a maximum of 4 weeks' notice of leave for their current employment).

Please schedule a meeting for Thursday at 2 pm so that we can discuss this in detail and begin to formulate an action plan.

Regards,
Rhonda Jones
Director

Text C

Highfield News Online

NEWS

JOBS

FORUM

SPORT

ADVERTS

LOCAL

SEARCH

Community Forum

This week's topic:

Purple Clothing Distribution Centre



Have your
say

John:

I can't believe that the local council have allowed this distribution centre to go ahead! The area is home to a rich variety of wildlife. As well as the actual distribution centre site itself, the motorway link road will also destroy the local habitat. Don't they realise how much noise that road will create? We've got to be able to do something about it. We need to start a protest group.

08 November

Annalise:

I am so pleased. Industry and employment for the area – better late than never! I've heard they are going to be employing over four hundred people. That is fantastic. What an opportunity.

10 November

Deborah:

I wonder if they'll consider you if you're getting on a bit and have never worked in this kind of industry. I'm nearly 60 now and was made redundant from my last post. I am desperate to get back to work. I'm just not sure if it's worth applying.

10 November

Ian:

I've been out of work for nearly five years, and I'll tell you something, I don't mind what I do as long as I can start earning again. I'll be one of the first to apply! I've already emailed the company to express my interest. There's just nothing round these parts, so we should welcome regeneration, especially if it means jobs for local people.

11 November

Richard:

To Deborah, of course it is! Employers can't discriminate against age nowadays, plus the advert that I've seen says that they welcome varied experience. I sympathise with John's belief that this will have an impact on the local wildlife and the link road will surely bring noise, but this is a golden opportunity for the people of this area. Why don't we look at how we can direct the wildlife to other suitable habitats? I'm sure the council would help.

13 November

Amber:

This is terrible. It's ok saying that it'll bring business to the area but I've seen the impact this has had on other towns and I don't like it. You get people passing through, so there'll be strangers about. New people will move to the area which will mean more competition for houses. That, in turn, will force house prices up. I already have to live with my parents because I can't afford a mortgage deposit and now with this, I'll have no chance! I'm going to email the newspapers and try to get some coverage and support to oppose it.

16 November

5

Identify **two** suggestions given by Rhonda in Text B that would help generate interest in the job adverts.

(2 marks)

6

Identify **two** organisational features used by the writer in Text B. What information does **one** of these features help the reader to find?

(3 marks)

7

Explain how the purpose of Text C determines the writer's choice of textual devices.
Give **two** examples.

(3 marks)

8

In Text C, Amber states that 'I've seen the impact this has had on other towns and I don't like it.'
Is this a fact or an opinion? Explain your answer.

(2 marks)

9

According to Text C, how does Richard’s view of the development differ from John’s?

(1 mark)

10

State **two** textual features found in Text C.

(2 marks)

11

Which text is the most biased? Give **two** reasons to support your answer.

(3 marks)

12

Using Text A and Text C, compare **two** ideas or opinions about the new development and explain how these are conveyed.

(4 marks)

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	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Mark(s) available	4	2	1	3	2	3	3	2	1	2	3	4	30
Mark(s) awarded													

Marker:	
Date:	

2 nd line Marker:	
Date:	



Level 2

Reading

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