

## Scoring the writing test

	Task Achievement	Appropriacy	Coherence	Cohesion	Grammatical Range and Accuracy	Lexical Range & Accuracy
<b>5</b>	<b>Task achieved at a high level</b> <b>Intention:</b> Entirely clear <b>Instructions:</b> Completely followed <b>Effect:</b> A positive effect on the target reader <b>Outcome:</b> Sure to achieve a successful outcome <b>Content:</b> All relevant details included Some original ideas or presentation	<b>Style &amp; Format:</b> Appropriate to genre, no irrelevant information <b>Register:</b> Good awareness of register and formality level appropriate to genre	<b>Structure:</b> Ideas sequenced logically and accurately <b>Purpose:</b> Clear <b>Information:</b> Well organised into a coherent text	<b>Cohesive devices:</b> A wide range of cohesive devices used naturally, efficiently and appropriately to link words, clauses, sentences and paragraphs <b>Reference:</b> Skilled use	<b>Grammatical Structures:</b> Complex <b>Spelling:</b> Very good <b>Word order:</b> Correct <b>Punctuation:</b> Used properly throughout <b>Errors:</b> Very few, none of them impedes meaning, message	Wide range of lexis to complete the task, some original lexical solutions Lexis used appropriately with isolated misuse
<b>4</b>						
<b>3</b>	<b>Task achieved, some gaps</b> <b>Intention:</b> Clear in most areas <b>Instructions:</b> All important ones followed <b>Effect:</b> A generally positive effect on the reader <b>Outcome:</b> Likely to achieve a successful outcome <b>Content:</b> Many relevant details included	<b>Style &amp; Format:</b> Usually appropriate to genre with little or no irrelevant information <b>Register:</b> Limited exponents but awareness of register is shown	<b>Structure:</b> Some confusion in logical and accurate sequencing <b>Purpose:</b> Mostly clear <b>Information:</b> Adequately organised into a mostly coherent text	<b>Cohesive devices:</b> Adequate amount of devices used to link words, clauses, sentences mostly appropriately <b>Reference:</b> Limited use	<b>Grammatical Structures:</b> Simple but mostly correct, some attempts at complex structures with some mistakes that do not impede comprehension <b>Spelling:</b> Some mistakes that do not impede comprehension <b>Word order:</b> Mostly correct <b>Punctuation:</b> Mostly effective <b>Errors:</b> Some, but do not significantly impede meaning	Sufficient range of lexis to complete the task Lexis used mostly appropriately with occasional misuse
<b>2</b>						
<b>1</b>	<b>Task unachieved</b> <b>Intention:</b> Very unclear <b>Instructions:</b> Many not followed <b>Effect:</b> Negative <b>Outcome:</b> Will not achieve a successful outcome <b>Content:</b> Omission, irrelevance	<b>Style &amp; Format:</b> Inappropriate to genre, or minimal evidence <b>Register:</b> Minimal	<b>Structure:</b> Muddled <b>Purpose:</b> Unclear <b>Information:</b> Very confused	<b>Cohesive devices:</b> Minimal <b>Reference:</b> Simple / none	<b>Grammatical Structures:</b> Very simple with frequent and serious mistakes <b>Spelling:</b> Very poor <b>Word order:</b> Often wrong <b>Punctuation:</b> Often wrong	Poor range of lexis to complete the task Lexis used inappropriately in most cases
<b>0</b>	Task unattempted / partially attempted Not enough language to make an assessment, or under 20 words	Not enough language to make an assessment, or under 20 words.	No meaning or the meaning conveyed is irrelevant, or under 20 words	No effective use of cohesive devices and reference, or under 20 words	Little or no evidence of grammatical knowledge of simple structures, or under 20 words	No relevant lexis organised into sentences, or under 20 words

## Model Answers

### Task One:

**132 words**

*Dear Recruitment Administrator,*

*I have recently seen your advertisement for an office manager on the internet recruitment site ProfNow.com. I am interested in applying for the position.*

*I have enclosed my CV for your perusal, but I would like to highlight a few points. I have a relevant degree and have practical experience of managing a small company. I speak English well and have a basic command of German.*

*I live in the area and could start work immediately.*

*I would be grateful if you could consider my candidature and call me for interview at your convenience.*

*Yours faithfully,*

*Edwina Smith*

### Task Two:

**An article ( 175 words)**

*Shoes4U is experiencing a rapid upswing in sales this year, confounding critics who claim that shoe manufacture can no long succeed in a high wage economy.*

*The main mass production Hart shoe factory closed in Meckham over a quarter of century ago in 1983. It simply couldn't compete with cheap manufacture in Asian and other low wage economics. But left behind was a wealth of experience in shoe making.*

*Leo Bernard had just finished his apprenticeship in 1983 when the factory closed. Though made redundant, he started making fashion shoes in his flat and began experimenting with design. "I couldn't make a living on handmade shoes, but I was learning fast," says Leo.*

*He built up his business slowly and carefully. "Training and personal responsibility were the key. I choose the right people and trained them well. Everybody was on flexible contracts."*

*And today Shoes4U employs twenty people and has a turnover in the millions. "It's all about finding a niche and remorselessly exploiting it," Leo insists.*

*Perhaps other entrepreneurs should follow Leo Bernard's advice.*

**A Letter ( 132 words)**

*Dear Sir/Madam,*

*On Friday 22 March two of my employees, as part of their work duties, took the 897 InterRegio bus (13.06 departure) from Grenberg to Meckham. I have two serious complaints with the service.*

*First, the bus was thirty-five minutes late, apparently due to the difficulties in finding a substitute after the scheduled driver telephoned in sick. Second, in an attempt to make-up time, the driver, without any announcement to the passengers, by-passed Meckham on the motorway. My two employees had no option other than to take a taxi back to Meckham.*

*As a result of this poor service my employees were not able to attend a crucial business meeting which resulted in financial loss.*

*I request from you a formal apology, and an offer of compensation.*

*Yours sincerely,*

*Leo Bernard*

**An essay (154 words)**

*A strong cultural culture can indeed help a firm prosper. But much will depend on the content of that culture.*

*Undoubtedly the core of corporate success is economic not cultural. It is a matter of having a product in the market and being able with the right units of fixed capital to minimise costs and maximise revenue. The ideas which concern the production process – or the organisation of a service – are for the most part of a technical nature. So what kind of space is left for corporate culture?*

*A corporate culture bears not on work processes but on the company's employees. An effective culture can give the employee a sense of worth and purpose thus leading to higher levels of loyalty and productivity. It is nonetheless possible to imagine strong actually existing cultures in a company which are dysfunctional.*

*In conclusion strong corporate structures can help a firm succeed, but not necessarily so.*