Functional Skills English

Level 1 — Topic Workbook

10 Topics • 20 Questions Each • 200 Questions Total

Name:	
Date:	

1. Inference & Implied Meaning

Q1. 'She slammed the door and threw her bag on the floor.' What can you infer?

- A) She is happy
- B) She is angry or frustrated
- C) She is tired
- D) She is confused

Q2. 'He glanced at his watch for the third time and tapped his foot.' What does this suggest?

- A) He is relaxed
- B) He is impatient or anxious about time
- C) He is cold
- D) He enjoys waiting

Q3. A job advert says: 'Must be comfortable working under pressure.' What does this imply?

- A) It is easy and relaxed
- B) It involves tight deadlines or stressful situations
- C) It requires no experience
- D) It is part-time

Q4. 'The restaurant was empty despite being Saturday night.' What can you infer?

- A) The food must be excellent
- B) The restaurant is probably not popular or good
- C) Saturday nights are always quiet
- D) The restaurant just opened

Q5. 'We regret to inform you that your application was unsuccessful.' What is being communicated?

- A) You got the job
- B) You have an interview
- C) You did not get the job
- D) They need more information

Q6. 'Maria smiled politely but said nothing.' What might this suggest?

- A) She completely agrees
- B) She may disagree but is being polite
- C) She didn't hear
- D) She is very happy

Q7. A landlord writes: 'I trust this matter will not arise again.' What is the tone?

- A) Friendly and casual
- B) A warning disguised as polite language
- C) An apology
- D) A joke

Q8. 'Sales have shown a modest improvement.' What does 'modest' suggest?

- A) Sales increased dramatically
- B) The improvement is small
- C) Sales decreased

■ D) Sales stayed the same

Q9. 'The hotel was adequate for the price.' Is this positive or negative?

■ A) Very positive
■ B) Neutral to slightly negative — just acceptable
■ C) Extremely negative
■ D) The reviewer didn't stay

Q10. 'The manager's office door was always closed.' What might this imply?

■ A) They are very friendly
■ B) They may be unapproachable or too busy
■ C) They work from home
■ D) They don't have an office

Q11. 'As per my previous email...' What does this phrase suggest?

■ A) First time writing
■ B) Repeating something — possibly frustrated it was ignored
■ C) Apologising
■ D) Asking a new question

Q12. 'The company described the redundancies as a restructuring exercise.' Why use 'restructuring'?

■ A) To be transparent
■ B) To make job losses sound less negative (euphemism)
■ C) No one lost their job
■ D) Legal requirement

Q13. A charity advert shows a child eating alone in a dark room. What is the intended effect?

■ A) To make you laugh
■ B) To create sympathy and guilt so you donate
■ C) To advertise the room
■ D) To show the child is happy

Q14. 'Despite the challenges, the team delivered on time.' What does 'despite' tell you?

■ A) No problems
■ B) Difficulties existed but were overcome
■ C) The project was late
■ D) The team gave up

Q15. 'Employees may face disciplinary action.' What does 'may' suggest?

■ A) Definite punishment
■ B) Possible but not guaranteed
■ C) Nothing will happen
■ D) They should resign

Q16. 'Experience in a related field.' Why 'related' rather than 'the same'?

■ A) Exact same area
■ B) Relevant but not directly identical
■ C) No experience
■ D) They mean the same

Q17. 'We appreciate your patience during this transition.' What is really happening?

- A) Everything is smooth
- B) There are delays and they want people to stay calm
- C) Thanking for nothing
- D) Transition is complete

Q18. 'Outcomes varied significantly across regions.' What does this mean?

- A) Every region had the same results
- B) Results were very different by area
- C) No data
- D) Regions don't matter

Q19. 'This essay shows potential.' Is this purely positive?

- A) Yes — excellent work
- B) Not entirely — it's not yet good enough but could improve
- C) It failed
- D) The teacher didn't read it

Q20. 'We will review the situation at the end of the month.' What does this suggest?

- A) Immediate action
- B) Action is being delayed
- C) Already resolved
- D) Will never look at it

2. Persuasive Language Techniques

Q21. 'Nine out of ten dentists recommend this.' What technique?

- A) Alliteration
- B) Statistics / evidence
- C) Rhetorical question
- D) Repetition

Q22. 'Are you really going to let this opportunity pass?' What technique?

- A) Rhetorical question
- B) Simile
- C) Alliteration
- D) Rule of three

Q23. 'Faster, cheaper, and better.' What technique?

- A) Metaphor
- B) Repetition
- C) Rule of three
- D) Hyperbole

Q24. 'Every child deserves a warm bed, full stomach, and safe home.' Techniques?

- A) Simile
- B) Alliteration
- C) Emotive language + rule of three
- D) Understatement

Q25. 'The greatest sale in the history of retail.' What technique?

- A) Understatement
- B) Hyperbole (exaggeration)
- C) Metaphor
- D) Repetition

Q26. 'Here's what our customers say.' What technique?

- A) Testimonial / social proof
- B) Alliteration
- C) Metaphor
- D) Repetition

Q27. 'Buy now. Save now. Start living now.' Techniques?

- A) Simile
- B) Repetition + rule of three
- C) Understatement
- D) Rhetorical question

Q28. 'Education is the key that unlocks every door.' Technique?

- A) Alliteration
- B) Hyperbole
- C) Metaphor

■ D) Statistic

Q29. 'Big, bold, brilliant.' Techniques?

■ A) Metaphor
■ B) Alliteration + rule of three
■ C) Simile
■ D) Rhetorical question

Q30. 'Offer ends Friday — only 50 left!' Why?

■ A) To inform about delivery
■ B) To create urgency (fear of missing out)
■ C) To explain features
■ D) To compare with competitors

Q31. 'Like a warm hug on a cold day.' Technique?

■ A) Metaphor
■ B) Simile
■ C) Alliteration
■ D) Hyperbole

Q32. 'While you read this, another child went hungry.' Effect?

■ A) Distant and unimportant
■ B) Immediate, personal — creates guilt and urgency
■ C) A fun fact
■ D) Makes you proud

Q33. 'Our competitors charge double for half the quality.' Technique?

■ A) Direct comparison
■ B) Simile
■ C) Onomatopoeia
■ D) Personification

Q34. 'You deserve better. You deserve more. You deserve this.' Techniques?

■ A) Repetition + direct address
■ B) Simile + metaphor
■ C) Alliteration
■ D) Statistics

Q35. 'Join the 2 million families who trust us.' Why this number?

■ A) Shows the company is small
■ B) Creates social proof
■ C) Confuses the reader
■ D) Law requires it

Q36. 'Not just a holiday — the adventure of a lifetime.' Technique?

■ A) Understatement
■ B) Hyperbole + reframing
■ C) Rhetorical question
■ D) Alliteration

Q37. Why might a politician say: 'I grew up on this estate, just like you'?

- A) To show wealth
- B) To create personal connection and rapport
- C) Irrelevant
- D) To distance from voters

Q38. 'Wind, rain, and frost — your fence takes a beating.' Techniques?

- A) Rule of three + personification
- B) Statistics
- C) Rhetorical question
- D) Repetition

Q39. 'What's stopping you?' Why effective?

- A) Gives product info
- B) Challenges the reader to act by removing excuses
- C) Provides a discount
- D) Compares products

Q40. Most persuasive fundraising opening?

- A) 'Dear Sir, I request a donation.'
- B) 'Imagine waking up with nowhere to sleep.'
- C) 'We need money.'
- D) 'Please read the leaflet.'

3. Formal vs Informal Register

Q41. Which is formal?

- A) Hey, just checking in.
- B) I am writing to confirm the arrangements.
- C) Gonna pop in later.
- D) See you there!

Q42. Formal greeting for someone you don't know?

- A) Hi there,
- B) Dear Sir or Madam,
- C) Hey,
- D) Alright mate,

Q43. Which sign-off matches 'Dear Sir or Madam'?

- A) Cheers
- B) Yours sincerely
- C) Yours faithfully
- D) See ya

Q44. Informal version of 'I wish to express my dissatisfaction'?

- A) I'm not happy with the service.
- B) I register a formal complaint.
- C) The service was substandard.
- D) I wish to formally object.

Q45. Which is too informal for a job application?

- A) I believe I have the skills required.
- B) I am writing to apply.
- C) I'd be well good at this job, trust me.
- D) I welcome the opportunity to discuss.

Q46. Formal equivalent of 'get'?

- A) Grab
- B) Obtain
- C) Nab
- D) Fetch

Q47. Which uses formal language?

- A) They messed up the order.
- B) Prices are way too high.
- C) I would like to bring an error to your attention.
- D) They got it wrong — not happy.

Q48. When is informal language appropriate?

- A) Complaint letter
- B) Text to a friend about weekend plans
- C) Report to manager

■ D) Job cover letter

Q49. Which is formal?

■ A) Lots of people think it's bad.
■ B) A significant number have expressed concerns.
■ C) Loads of folk aren't happy.
■ D) Everyone hates this idea.

Q50. What makes 'Can't believe they're closing it — it's mental!' informal?

■ A) Full sentences
■ B) Contractions and slang ('mental')
■ C) Serious topic
■ D) Correct spelling

Q51. Correct closing for 'Dear Mr Thompson'?

■ A) Yours faithfully
■ B) Yours sincerely
■ C) Cheers
■ D) Best wishes

Q52. Which is too formal for a text to a friend?

■ A) See you at 7!
■ B) I shall arrive at approximately 7 o'clock.
■ C) Running late, be there soon
■ D) On my way!

Q53. Formal version of 'The boss asked us to sort out the problem'?

■ A) The manager requested we resolve the issue.
■ B) The gaffer told us to fix the mess.
■ C) The head honcho said deal with it.
■ D) The big man wants it done.

Q54. Formal equivalent of 'kids'?

■ A) Youngsters
■ B) Children
■ C) Little ones
■ D) Kiddos

Q55. Why avoid slang in a complaint letter?

■ A) Slang makes you sound friendly
■ B) Formal language is taken more seriously
■ C) Slang is illegal
■ D) No reason

Q56. Which mixes formal and informal?

■ A) I am writing to complain about the rubbish service.
■ B) I would like to bring an issue to your attention.
■ C) Please find the report attached.
■ D) I look forward to hearing from you.

Q57. Which is formal: 'as soon as possible' or 'ASAP'?

- A) As soon as possible
- B) ASAP
- C) Whenever you get a chance
- D) When you can be bothered

Q58. Formal letters should avoid:

- A) Clear paragraph structure
- B) Full sentences with correct grammar
- C) Contractions, slang, and abbreviations
- D) A professional sign-off

Q59. Appropriate formal request phrase?

- A) Sort this out now.
- B) I would be grateful if you could address this.
- C) Fix it or else.
- D) Deal with this ASAP.

Q60. Formal email opening to an unknown colleague?

- A) Hi!
- B) Dear Ms Patel,
- C) Yo,
- D) Hey there,

4. Spelling & Vocabulary at Level 1

Q61. 'The weather was _____ bad we stayed in.'

- A) so
- B) sew
- C) sow
- D) saw

Q62. Which is correct?

- A) accomodation
- B) accommodation
- C) accomadation
- D) acomodation

Q63. 'Considerable delay' — what does 'considerable' mean?

- A) Small
- B) Large or significant
- C) Unexpected
- D) Annoying

Q64. 'The effect/affect of the policy was immediate.'

- A) affect
- B) effect
- C) afect
- D) efect

Q65. Which is correct?

- A) occured
- B) occurred
- C) ocurred
- D) occurrd

Q66. What does 'deteriorate' mean?

- A) To improve
- B) To get worse
- C) Stay the same
- D) Disappear

Q67. 'I need your advice/advise on this.'

- A) advise (noun)
- B) advice (noun)
- C) advize
- D) advyce

Q68. Which is correct?

- A) reccommend
- B) recommend
- C) recomend

■ D) recommand

Q69. What does 'subsequently' mean?

■ A) Before
■ B) At the same time
■ C) After that
■ D) Never

Q70. 'The team were _____ to the challenge.'

■ A) equal
■ B) equil
■ C) equle
■ D) equall

Q71. Which is correct?

■ A) independant
■ B) independent
■ C) independunt
■ D) indipendent

Q72. What does 'impartial' mean?

■ A) Biased
■ B) Treating all sides equally
■ C) Completely wrong
■ D) Unable to decide

Q73. 'She walked _____ the room.'

■ A) threw
■ B) through
■ C) thorough
■ D) though

Q74. Which is correct?

■ A) proffesional
■ B) professional
■ C) profesional
■ D) proffessional

Q75. 'Comprehensive review' — what does 'comprehensive' mean?

■ A) Quick
■ B) Covering everything thoroughly
■ C) Incomplete
■ D) Optional

Q76. 'The _____ of the building was impressive.'

■ A) site
■ B) sight
■ C) cite
■ D) sighte

Q77. Which is correct?

- A) guarentee
- B) guarantee
- C) garantee
- D) gaurantee

Q78. What does 'viable' mean?

- A) Impossible
- B) Capable of working successfully
- C) Expensive
- D) Dangerous

Q79. 'The ideas _____ each other well.'

- A) compliment
- B) complement
- C) complament
- D) complemint

Q80. Which is correct?

- A) maintenence
- B) maintenance
- C) maintainance
- D) maintanence

5. Sentence Structure & Grammar

Q81. Which is a complete sentence?

- A) Running late again.
- B) Because the bus was delayed.
- C) The bus arrived ten minutes late.
- D) Although it was raining.

Q82. 'The report was submitted. Which was due on Friday.' What's wrong?

- A) Nothing
- B) The second part is a fragment
- C) Punctuation missing
- D) Tense is wrong

Q83. Join: 'It was raining. We went for a walk.'

- A) It was raining, we went for a walk.
- B) It was raining we went for a walk.
- C) Although it was raining, we went for a walk.
- D) It was raining, although, we went.

Q84. What is a 'comma splice'?

- A) Too many commas in a list
- B) Joining two sentences with just a comma
- C) Forgetting all commas
- D) A comma after every word

Q85. Correct semicolon use?

- A) The meeting was productive; several decisions were made.
- B) The meeting; was productive.
- C) The meeting was; productive.
- D) The; meeting was productive.

Q86. Correct colon use?

- A) You need: to bring items.
- B) You need the following items: a pen, notebook, and calculator.
- C) You need to bring: items pen notebook.
- D) You: need to bring items.

Q87. 'The dog which was very old walked slowly.' Missing?

- A) Full stop
- B) Commas around 'which was very old'
- C) Capital letter
- D) Exclamation mark

Q88. 'The team are/is ready.' Which is correct?

- A) Only 'are'
- B) Only 'is'
- C) Both acceptable in British English

■ D) Neither

Q89. What's wrong with: 'Me and Sarah went to the shop'?

■ A) Nothing
■ B) 'Me' should be 'I' — 'Sarah and I'
■ C) 'Sarah' is misspelled
■ D) 'Went' should be 'gone'

Q90. Correct use of 'whom'?

■ A) Who did you speak to?
■ B) Whom is coming?
■ C) The candidate whom we interviewed was excellent.
■ D) Whom wants to go first?

Q91. Which is passive voice?

■ A) The manager approved the budget.
■ B) The company launched a product.
■ C) The report was written by the finance team.
■ D) We completed the project.

Q92. When is passive voice appropriate?

■ A) Never
■ B) When the action matters more than who did it
■ C) Only creative writing
■ D) Only informal texts

Q93. 'Walking to work, the rain started.' Problem?

■ A) Sentence is fine
■ B) Dangling modifier — rain wasn't walking
■ C) 'Walking' misspelled
■ D) Wrong tense

Q94. Correct there/their/they're?

■ A) There going to they're house.
■ B) They're going to their house over there.
■ C) Their going to there house.
■ D) There going to their house.

Q95. Correct its/it's?

■ A) Its important that it's door is closed.
■ B) It's important that its door is closed.
■ C) Its important that its door is closed.
■ D) It's important that it's door is closed.

Q96. 'I should of gone earlier.' Fix?

■ A) Correct as is
■ B) 'Of' should be 'have'
■ C) 'Gone' should be 'went'
■ D) 'Earlier' should be 'more early'

Q97. Correct use of 'however'?

- A) I wanted to go however it was late.
- B) I wanted to go; however, it was too late.
- C) I wanted to go, however it was late.
- D) I wanted to go however, it was late.

Q98. 'She walked to the stop and ___ for twenty minutes.'

- A) waits
- B) is waiting
- C) waited
- D) will wait

Q99. Less or fewer? '___ people came than expected.'

- A) Less
- B) Fewer
- C) Fewer (past tense)
- D) Less (past tense)

Q100. Correct apostrophe?

- A) The childrens' coats
- B) The children's coats
- C) The childrens coats
- D) The children's coat's

6. Paragraphing & Text Organisation

Q101. When start a new paragraph?

- A) Every sentence
- B) Change of topic, time, speaker, or place
- C) Only start and end
- D) Every 100 words

Q102. Purpose of a topic sentence?

- A) End a paragraph
- B) Introduce the main idea
- C) Provide a quote
- D) List references

Q103. Best topic sentence for benefits of remote working?

- A) Working from home is more common.
- B) Remote working offers significant benefits for employers and employees.
- C) Some people like working from home.
- D) My friend works from home.

Q104. Purpose of a conclusion?

- A) Introduce new arguments
- B) Summarise key points and leave a clear final message
- C) Add more examples
- D) Copy the introduction

Q105. Which linking word shows contrast?

- A) Furthermore
- B) In addition
- C) However
- D) Similarly

Q106. Which phrase shows cause and effect?

- A) On the other hand
- B) As a result
- C) For example
- D) In contrast

Q107. Formal letter order?

- A) Address, greeting, purpose, body, sign-off
- B) Greeting, address, purpose, sign-off, body
- C) Purpose, greeting, address, body, sign-off
- D) Sign-off, body, greeting, address, purpose

Q108. 'Firstly... Secondly... Finally...' is called?

- A) A list
- B) Discourse markers / sequencing connectives
- C) Random ordering

■ D) Informal language

Q109. Opening paragraph of a formal report should contain?

■ A) Personal opinions
■ B) A joke
■ C) Purpose of the report and brief context
■ D) A detailed conclusion

Q110. Best way to end a persuasive piece?

■ A) Just stop writing
■ B) New argument
■ C) Strong call to action or memorable statement
■ D) Repeat everything

Q111. Most effective paragraph structure for making a point?

■ A) Point, Example, Explanation (PEE)
■ B) Examples first, then point
■ C) Explanation first, point last
■ D) Just list examples

Q112. What does a connective do?

■ A) Ends a sentence
■ B) Connects ideas showing how they relate
■ C) Makes sentences longer
■ D) Only in introductions

Q113. Which transition adds a supporting point?

■ A) Nevertheless
■ B) Conversely
■ C) Moreover
■ D) Despite this

Q114. Why are subheadings useful in a report?

■ A) Make it look longer
■ B) Help the reader navigate sections
■ C) Only in newspapers
■ D) Replace paragraphs

Q115. Correct complaint letter structure?

■ A) Greeting, compliment, request, sign-off
■ B) Greeting, problem, evidence, request, sign-off
■ C) Greeting, sign-off, problem, evidence
■ D) Problem, greeting, evidence, request

Q116. 'In addition to' signals:

■ A) Contrast
■ B) An extra supporting point
■ C) Conclusion
■ D) A question

Q117. Email subject line should:

- A) Be vague
- B) Clearly summarise the email's purpose
- C) Include full address
- D) Be left blank

Q118. Best formal email opening for requesting information?

- A) Hey, wondering if you could help?
- B) I am writing to request information regarding...
- C) Quick question!
- D) So basically I need info about...

Q119. What's wrong with no paragraphs?

- A) Nothing
- B) Hard to read — ideas run together
- C) Too short
- D) Too many points

Q120. 'Project behind schedule. _____, the team worked overtime.'

- A) However
- B) Therefore
- C) For example
- D) Similarly

7. Reading for Detail & Information

Q121. 'Salary: GBP 28,000-32,000 depending on experience.' What does this mean?

- A) Everyone gets 32,000
- B) Your salary depends on your relevant experience
- C) Salary undecided
- D) Need 10 years' experience

Q122. 'Parking for permit holders only 8am-6pm.' Can anyone park at 7pm?

- A) No — permits always needed
- B) Yes — restriction is 8am-6pm only
- C) No one can park there
- D) Only weekends

Q123. 'Must be returned in original packaging.' You threw it away. Can you return?

- A) Yes
- B) No — policy requires original packaging
- C) Only with receipt
- D) Only within 24 hours

Q124. 'Service operates Monday to Saturday only.' Travel on Sunday?

- A) Go to the station
- B) Find an alternative — no Sunday service
- C) Assume it runs Sundays too
- D) Wait until Monday

Q125. 'Prior written consent' means?

- A) Tell landlord afterwards
- B) Get written permission before making changes
- C) Landlord makes all changes
- D) Verbal permission is fine

Q126. Menu: 'V = vegetarian, GF = gluten-free.' Dish marked 'V, GF'?

- A) Meat, no gluten
- B) Vegetarian and gluten-free
- C) Vegan
- D) Contains dairy and gluten

Q127. 'Please action by COB Friday.' COB means?

- A) Close of Business
- B) Centre of Britain
- C) Cost of Building
- D) Copy of Bill

Q128. 'Two weeks' notice for annual leave.' Want leave starting next Monday?

- A) Yes — a week is fine
- B) No — requires two weeks' notice
- C) Only if manager agrees verbally

■ D) Only half-day leave

Q129. 'Not valid on peak services before 09:30.' Catch 8:45am train?

■ A) Yes
■ B) No — before 09:30 restriction applies
■ C) Only if delayed
■ D) Only weekends

Q130. 'Either party may terminate with 30 days' written notice.' Wait time?

■ A) Leave immediately
■ B) 7 days
■ C) 30 days from written notice
■ D) 60 days

Q131. '6-8 glasses of fluid per day.' Only water?

■ A) Yes
■ B) No — 'fluid' includes all drinks
■ C) Only water and milk
■ D) Only hot drinks

Q132. Warranty excludes 'misuse, accident, modifications.' Child dropped tablet?

■ A) Covered
■ B) Not covered — accidental damage excluded
■ C) Only with insurance
■ D) Only within 7 days

Q133. 'RSVP by 15th March' means?

■ A) Event is on 15th
■ B) Please respond by 15th March
■ C) Register Soon Via Post
■ D) Refreshments Served

Q134. Took 2 tablets at 8am. 'Every 4-6 hours.' Earliest next dose?

■ A) 10am
■ B) 12 noon
■ C) 2pm
■ D) 8pm

Q135. '15% increase year-on-year.' Meaning?

■ A) Over 15 years
■ B) Compared to same period last year
■ C) Every year for 15 years
■ D) Since company started

Q136. 'Desirable: CRM experience.' Must you have it?

■ A) Yes — essential
■ B) No — preferred but not required
■ C) Only senior roles
■ D) Depends on salary

Q137. 'Fire exit — keep clear at all times.' Box in front. Problem?

- A) No problem
- B) Exit must be unobstructed for safety
- C) Box might be damaged
- D) Someone might trip

Q138. 'Subject to satisfactory references.' Meaning?

- A) Definitely got the job
- B) Offer depends on good references
- C) No references needed
- D) Provide after starting

Q139. 'Best before 14/06. Once opened, consume within 3 days.' Open 10/06. Eat by?

- A) 14th June
- B) 13th June
- C) 10th June
- D) 17th June

Q140. 'DD - Monthly subscription.' DD means?

- A) Daily Deposit
- B) Direct Debit
- C) Digital Download
- D) Deducted Deposit

8. Comparing Texts

Q141. Three things to compare between texts?

- A) Purpose, audience, and language/tone
- B) Length, colour, font
- C) Author's age, nationality, gender
- D) Date, price, format

Q142. Complaint letter vs social media review — which more emotional?

- A) Letter
- B) Social media — more informal and emotional
- C) Both equal
- D) Neither

Q143. Article uses statistics; leaflet uses a personal story. Why?

- A) Different purposes — inform vs persuade emotionally
- B) Article couldn't find stories
- C) Charity has no statistics
- D) No difference

Q144. 'Must comply' vs 'We hope you'll join us.' Compare tone.

- A) Both directive
- B) Directive/authoritative vs inviting/encouraging
- C) First is friendly, second is formal
- D) Both persuasive same way

Q145. NHS advice vs diet advert — which more reliable?

- A) Advert
- B) NHS — trusted authority with no financial motive
- C) Both equal
- D) Neither

Q146. Policy: numbered sections. Article: paragraphs with subheadings. Why?

- A) No reason
- B) Policy needs precise reference; article needs readable flow
- C) Policy writer is lazy
- D) Articles never use numbers

Q147. 'You' vs 'the applicant.' What does this show?

- A) No difference
- B) Direct personal address vs formal impersonal
- C) First is more professional
- D) Second is friendlier

Q148. 'Best in the universe' vs 'meets BS EN 71 standard.' Credibility?

- A) First — confident
- B) Second — verifiable standard vs unprovable hyperbole
- C) Both equal

■ D) Neither credible

Q149. Long sentences in article, short in poster. Why?

■ A) Article explores complex ideas; poster needs quick impact
■ B) Article writer uses too many words
■ C) Short is always better
■ D) No reason

Q150. 'Crime fell 3%' vs 'Streets are finally safer.' Difference?

■ A) Same thing
■ B) Objective data vs emotive interpretation
■ C) Second is more accurate
■ D) First is opinion

Q151. School prospectus vs Ofsted report — which more balanced?

■ A) Prospectus
■ B) Ofsted — independent, reports strengths and weaknesses
■ C) Both equal
■ D) Neither

Q152. 'We believe...' vs 'Research shows...' — opinion vs evidence?

■ A) Both evidence
■ B) 'We believe' = opinion; 'Research shows' = evidence
■ C) Both opinion
■ D) 'Research shows' = opinion

Q153. 'Loved by millions' vs 'I found it disappointing.' How differ?

■ A) Advert is more honest
■ B) Broad unverifiable claim vs specific personal experience
■ C) Both equal
■ D) Reviews untrustworthy

Q154. First person ('I') vs third person ('The company'). Suggest?

■ A) No difference
■ B) Personal/subjective vs formal/objective
■ C) First is more professional
■ D) Third is friendlier

Q155. News: 'divided opinion' vs editorial: 'must be stopped.' Compare.

■ A) Both neutral
■ B) News is neutral; editorial argues a position
■ C) Both opinions
■ D) News is biased

Q156. Leaflet: bullet points vs letter: full paragraphs. Why?

■ A) Bullets always better
■ B) Leaflet needs scanning; letter needs developed argument
■ C) Letters can't use bullets
■ D) Leaflets can't use paragraphs

Q157. Formal policy vs staff newsletter on same topic. Language difference?

- A) Identical language
- B) Directive/precise vs conversational/engaging
- C) Newsletter more formal
- D) Policy uses more humour

Q158. Energy company vs consumer group on rising prices. Perspectives?

- A) Neither has a perspective
- B) Company may minimise; consumer group may emphasise. Both have biases.
- C) Only consumer group is biased
- D) Only company is honest

Q159. What does 'bias' mean?

- A) Including all viewpoints
- B) Favouring one perspective over another
- C) Spelling errors
- D) Writing too much

Q160. Government report vs tabloid on same story. Typical difference?

- A) Identical
- B) Neutral evidence-based vs sensational emotive language
- C) Tabloid more accurate
- D) Report more entertaining

9. Evaluating Arguments & Evidence

Q161. Which is opinion, not fact?

- A) London population over 8 million
- B) London is the best city in the world
- C) London is the capital of England
- D) Thames flows through London

Q162. 'A study by Oxford University found...' Why name the source?

- A) Doesn't matter
- B) Allows verification and adds credibility
- C) Because Oxford is in England
- D) All universities agree

Q163. 'Everyone knows social media is bad for children.' Problem?

- A) Strong point
- B) Generalisation with no evidence
- C) Too short
- D) Wrong topic

Q164. Strongest evidence?

- A) My friend said it was great.
- B) 2024 government report: 78% support the policy.
- C) I think it's probably true.
- D) It's just obvious.

Q165. Article only quotes opponents. Problem?

- A) Nothing
- B) One-sided — needs both perspectives
- C) Too many quotes
- D) Quotes are never useful

Q166. 'Correlation does not equal causation.' Meaning?

- A) If two things happen together, one causes the other
- B) Happening together doesn't prove one caused the other
- C) Causation unimportant
- D) Correlation always wrong

Q167. 'Sarah lost 3 stone in 8 weeks!' Be cautious because?

- A) Must be true
- B) Anecdotal evidence — one person doesn't prove it works for all
- C) Impossible
- D) Sarah doesn't exist

Q168. What is a 'counter-argument'?

- A) Repeating your point
- B) An opposing viewpoint
- C) An insult

■ D) A summary

Q169. Why include a counter-argument in persuasive writing?

■ A) Confuse the reader
■ B) Shows balance and makes your argument more convincing
■ C) Weakens your point
■ D) Examiner requires exactly two

Q170. 'Survey of 50 people...' Why weak?

■ A) Surveys always reliable
■ B) 50 is too small to represent wider population
■ C) Surveys are illegal
■ D) 50 is too many

Q171. '100% natural, so completely safe.' Logical flaw?

■ A) Perfectly logical
■ B) Natural doesn't mean safe (arsenic is natural)
■ C) Natural is always safe
■ D) Advert too short

Q172. Which makes an argument weaker?

■ A) Specific statistics from named source
■ B) Emotive language instead of evidence
■ C) Acknowledging counter-argument
■ D) Multiple examples

Q173. 'My opponent doesn't care about children.' What's wrong?

■ A) Fair point
■ B) Ad hominem — attacks person not policy
■ C) Too polite
■ D) Doesn't mention schools

Q174. '8 out of 10 cats prefer our brand.' What to ask?

■ A) Nothing
■ B) How was the survey conducted? Sample size? Funding?
■ C) Cats can't prefer
■ D) 10 too many cats

Q175. Most balanced statement?

■ A) Electric cars obviously better in every way.
■ B) Electric cars offer benefits but also present challenges.
■ C) Electric cars are terrible.
■ D) I don't like electric cars.

Q176. Why is 'experts say' less convincing than naming a specific expert?

■ A) Equally convincing
■ B) Specific names allow verification; 'experts say' is vague
■ C) Named sources less trustworthy
■ D) 'Experts say' always more convincing

Q177. 'SCHOOLS IN CRISIS.' What technique?

- A) Factual reporting
- B) Sensationalism — dramatic language to attract attention
- C) Understatement
- D) Balanced summary

Q178. 'Ban all cars from city centres.' Strong argument?

- A) Yes — clear
- B) No — too absolute, ignores exceptions and impacts
- C) Too controversial
- D) Doesn't mention cities

Q179. What is 'cherry-picking' evidence?

- A) Selecting only evidence supporting your argument
- B) Using recent evidence
- C) Evidence from multiple sources
- D) Balanced range

Q180. Argument using only emotional appeal, no facts?

- A) Strongest type
- B) Potentially persuasive but logically weak
- C) Best for formal writing
- D) Acceptable everywhere

10. Writing for Purpose & Audience

Q181. Best opening for a complaint letter?

- A) I'm so angry!
- B) I am writing to express my dissatisfaction with the service on 14th March.
- C) Your company is useless!
- D) Alright, so here's the thing...

Q182. Manager's report should include?

- A) Slang
- B) Clear heading, subheadings, formal language
- C) Exclamation marks
- D) Personal anecdotes

Q183. Best ending for a persuasive leaflet?

- A) Thanks, bye!
- B) Visit our website.
- C) Clear call to action: 'Donate today and change a life.'
- D) I hope you found this interesting.

Q184. Email to a colleague you know well — tone?

- A) Extremely formal
- B) Friendly but professional
- C) Text speak
- D) Overly personal

Q185. 'Dear Mr Patel' ends with?

- A) Yours faithfully
- B) Yours sincerely
- C) Cheers
- D) Best

Q186. Instructions for a new employee — best approach?

- A) Long complex paragraphs
- B) Numbered steps with clear language
- C) Lots of jargon
- D) First person about your experience

Q187. Which purpose requires the most balanced approach?

- A) Persuasive speech
- B) Complaint letter
- C) Report analysing business options
- D) Product advert

Q188. Social media post promoting an event should be:

- A) Very long
- B) Short, engaging, with key details and call to action
- C) Formal letter format

■ D) Academic essay style

Q189. Why avoid jargon for a general audience?

■ A) Jargon is always wrong
■ B) Not everyone understands specialist terms
■ C) General audiences prefer slang
■ D) Jargon looks unprofessional

Q190. Most important detail in a job application?

■ A) Favourite hobbies
■ B) How your skills match the job requirements
■ C) A joke
■ D) Every job you've ever had

Q191. Letter to a newspaper should:

■ A) Be as long as possible
■ B) Make a clear point, support it, be concise
■ C) Use capitals for emphasis
■ D) Include full life story

Q192. Best email subject line for requesting a meeting?

■ A) Hi!
■ B) Meeting Request: Budget Review — 23 May
■ C) Stuff
■ D) Can we chat?

Q193. What makes a product review useful?

■ A) Just 'It's great'
■ B) Specific pros and cons with context
■ C) Only complaining about delivery
■ D) Copying the product description

Q194. Best topic sentence for 'school uniforms are beneficial'?

■ A) I hate uniform.
■ B) Uniforms promote equality by removing visible wealth differences.
■ C) Uniforms are OK.
■ D) Some schools have uniforms.

Q195. Persuasive speech techniques?

■ A) Statistics only
■ B) Rhetorical questions, emotive language, direct address, call to action
■ C) Very formal with footnotes
■ D) Slang and abbreviations

Q196. Blog about volunteering experience — written in?

■ A) Third person, very formal
■ B) First person, conversational but thoughtful
■ C) Legal language
■ D) Bullet points only

Q197. Which audience factor most affects language?

- A) Favourite colour
- B) Relationship to you and knowledge level
- C) Time of day
- D) How many readers

Q198. Meeting minutes style?

- A) Long narrative
- B) Concise bullets: decisions, actions, who is responsible
- C) Personal opinions
- D) Creative prose

Q199. Charity email should make the reader want to:

- A) Ignore it
- B) Take specific action — donate, volunteer, share
- C) Feel sorry but do nothing
- D) Unsubscribe

Q200. Most important rule for all writing?

- A) Use longest words
- B) Match tone, style, content to purpose and audience
- C) Always use bullet points
- D) Write as much as possible