

**NEW YORK STATE
COMPONENT RETEST**

**ENGLISH
COMPONENT A
MODULE 1**

THURSDAY, MAY 15, 2008

RATING GUIDE

Listening and Writing for Information and Understanding (Component A: Modules 1 and 2)

Quality	4	3	2	1
<p>Meaning: the extent to which the response exhibits sound understanding, interpretation, and analysis of the task and text(s)</p>	<p>Responses at this level:</p> <ul style="list-style-type: none"> —reveal an in-depth analysis of the text —make clear and explicit connections between information and ideas in the text and the assigned task 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —convey a basic understanding of the text —make explicit connections between information and ideas in the text and the assigned task 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —convey a simple or incomplete understanding of the text —allude to the text but make superficial connections to the assigned task 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —provide confused, minimal, or no evidence of textual understanding —make minimal, inaccurate, or no connections between information in the text and the assigned task
<p>Development: the extent to which ideas are elaborated using specific and relevant evidence from the text(s)</p>	<p>Responses at this level:</p> <ul style="list-style-type: none"> —develop ideas clearly and fully making effective use of relevant and specific details from the text 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —develop some ideas more fully than others, with some specific and relevant details from the text 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —develop ideas briefly, using some detail from the text 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —show minimal or no evidence of development
<p>Organization: the extent to which the response exhibits direction, shape, and coherence</p>	<p>Responses at this level:</p> <ul style="list-style-type: none"> —maintain a clear and appropriate focus —exhibit a logical and coherent structure through use of appropriate devices and transitions 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —maintain a clear and appropriate focus —exhibit a logical sequence of ideas but may lack internal consistency 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —lack an appropriate focus but suggest some organization, OR suggest a focus but lack organization 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —show minimal or no focus or organization
<p>Language Use: the extent to which the response reveals an awareness of audience and purpose through effective use of words, sentence structure, and sentence variety</p>	<p>Responses at this level:</p> <ul style="list-style-type: none"> —use language that is precise, with a sense of voice and evident awareness of audience and purpose —vary structure and length of sentences to enhance meaning 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —use appropriate language, with some awareness of audience and purpose —occasionally make effective use of sentence structure or length 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —use language that is basic or unsuitable, with little awareness of audience or purpose —attempt to vary sentence structure but with little success 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —use language that is minimal, incoherent, or inappropriate
<p>Conventions: the extent to which the response exhibits conventional spelling, punctuation, paragraphing, capitalization, grammar, and usage</p>	<p>Responses at this level:</p> <ul style="list-style-type: none"> —demonstrate control of conventions, exhibiting only occasional errors 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —demonstrate partial control of conventions, exhibiting occasional errors that may hinder comprehension 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —demonstrate emerging control, exhibiting frequent errors that may make comprehension difficult 	<p>Responses at this level:</p> <ul style="list-style-type: none"> —are minimal, making assessment of conventions unreliable —may be illegible or not recognizable as English

A response that is only a personal response and makes no reference to the text(s) can be scored no higher than a 1.

A response totally unrelated to the topic, illegible, incoherent, or blank should be given a 0.

A response totally copied from the text(s) with no original student writing should be scored a 0.

Overview: For this part of the test, you will listen to an account about providing personalized service to customers. Then you will write a response based on the situation below. You will hear the account twice. You may take notes on the next page at any time during the readings.

The Situation: Your service organization is raising money by selling school supplies and snacks before and after school. You have been asked to prepare a presentation for the students who work in the store on ways of providing personalized service to their customers. In preparation for writing your presentation, listen to an account by Barbara Glanz about employees who develop a personal signature. Then use relevant information from the account to write your presentation.

Your Task: Write the **first draft** of your presentation on ways the students can provide personalized service to their customers.

Guidelines:

Be sure to:

- Tell your audience what they need to know about providing personalized service to their customers
- Use specific, accurate, and relevant information from the account to support your explanation
- Use a tone and level of language appropriate for a presentation to the students who work in your service organization
- Organize your ideas in a logical and coherent manner
- Indicate any words taken directly from the account by using quotation marks or by referring to the speaker
- Follow the conventions of standard written English

IMPORTANT NOTICE

Component A Module 1

The passage, “Developing Your Personal Signature” by Barbara Glanz from *Heart at Work: Stories and Strategies for Building Self-Esteem and Reawakening the Soul at Work*, copyright © 1996 and used with permission of McGraw-Hill Companies, Inc., could not be posted on the web site because of copyright restrictions. We apologize for this inconvenience.

Everyday, people add personal signatures to things they touch or sell. You all could add your own personal signature to these products. Students and adults enjoy ^{getting} these personal mementos and messages.

You may not think that by making your products more personal you may sell more. In one grocery store, after getting a motivational speech to get more personalized signatures, one grocery bagger started adding thoughts of the day to every bag he filled. Customers loved these thoughts and came back to the store just to get a thought of the day. This actually increased sales and made customers feel better to go and shop there. If just one of you decides to add your own mementos, remember that people do enjoy these

gestures.

In your personal signature, you don't need to put inspirational messages. You could even add stickers or pictures of something you like to the school products. In the same grocery store, a meat packer added stickers of Snoopy because he liked Snoopy. The meat with the Snoopy pictures signified that he packed these meat packages. Customers really enjoyed this moment. He made something like packaging meat more personal. Whatever you decide to ~~put~~ make as your personal signature probably will make people happy. This isn't a burden that you have to do. You have fun while becoming more personal with customers. Even helping someone pick out a fun new pencil could be your personal ~~put~~ signature.

You are making the products or duties you perform more personal with your own flair.

~~##~~ I hope you all will think about and make up your own personal signature. You could sell more products because people will return more often and you will make you and your customers more happy and feel closer to ~~##~~ you and the things you sell.

Component A – Module 1 – Anchor Paper – Level 4 - A

Quality	Commentary
Meaning	<p>The response: Reveals an in-depth analysis of the text (<i>You may not think ... making your products more personal you may sell more ... This actually increased sales and made customers feel better and This isn't a burden that you have to do. You have fun while becoming more personal with customers</i>), making clear and explicit connections between information in the text and the assigned task (<i>You could even add stickers or pictures of something you like to the school products and Even helping someone pick out a fun new pencil could be your personal signature</i>).</p>
Development	Develops ideas clearly and fully, making effective use of relevant and specific details from the text to explain ways of providing personalized service to customers (<i>one grocery bagger started adding thoughts of the day to every bag he filled and a meat packer added stickers of Snoopy because he liked Snoopy</i>).
Organization	Maintains a clear and appropriate focus on how the use of personalized signatures leads to increased sales and happier customers. The response exhibits a logical and coherent structure (<i>If just one of you decides to add your own memento, remember that people do enjoy these gestures and Whatever you decide ... probably will make people happy</i>).
Language Use	Uses appropriate, although at times imprecise, language (<i>You may not think that by making your products more personal you may sell more, In your personal signature you don't need to put inspirational messages, you will make you and your customers more happy ... closer to you and the things you sell</i>), with some awareness of audience and purpose (<i>I hope you all will think about and make your own personal signature</i>). The response occasionally makes effective use of sentence structure or length (<i>He made something like packaging meat more personal</i>).
Conventions	Demonstrates control of conventions, exhibiting only occasional errors in spelling (<i>Everyday</i>) and punctuation (missing and misuse of commas).
<p>Conclusion: Overall, the response best fits the criteria for Level 4, although it is somewhat weaker in language use.</p>	

Our
~~My service~~ organization is raising money by selling school supplies and snacks before ~~school~~ and after ~~the~~ school. We need to find way of providing personalized services to customers to build their loyalty.

Barbara Glanz for example did a presentation to 3,000 supermarket employees about building customer loyalty. She had ^{given} explained that some examples of signature marks that other business employees do, one example was that an airline pilot had printed out thank you notes to a selected few on the plane and signed them. ^{thanking them for their business.} Another was an airline baggage attendant kept the luggage tags that people threw away and sent them back with a thank you note. These were all just ~~ex~~ examples that she knew of.

A few months after Barbara Glanz had given her presentation her phone rang. On the other line was a boy named Johnny. Johnny had heard her speech

and liked it, he also explained that he had downsiderom. Each night, ~~he~~ ~~w~~ after ~~he~~ ~~had~~ he would think of thoughts for the day, & type them up and then print them out. Every day he would sign them and place them in people's groceries. One month later the manager of # where Johnny worked called Barbara and said that Johnny's line in the supermarket was the busiest. No one wanted to leave, a women had said that she use to shop only once a week but now she comes more often just to see what the thought for the day was. Three month's later the manager calls again explaining that everyone else in the store were starting to do their own signature marks. The floral department would pin the ~~#~~ ~~#~~ flowers that had broken off on elderly women and kids. The meat packer liked Snoopy, so he bought snoopy stickers and put them on packages of meat people would

buy. People's signature mark brought spirit to the
work place.

If everyone thought of a signature mark of
their own our service organization will have the
loyalty of our customers. ^{that we need.} We will raise plenty of
money.

Component A – Module 1 – Anchor Paper – Level 3 - A

Quality	Commentary
Meaning	<p>The response: Conveys a basic understanding of the text, making explicit connections between information and ideas in the text and the assigned task (<i>We need to find way of providing personalized services to customers to build their loyalty</i>).</p>
Development	Develops some ideas (<i>a boy named Johnny</i>) more fully than others (<i>an airline baggage attendant</i>), with some specific and relevant details from the text (<i>he would think of thoughts for the day, type them up ... print them ... sign them and place them in people’s groceries ... Johnny’s line ... was the busiest</i>).
Organization	Maintains an appropriate focus on building customer loyalty by using <i>signature marks</i> . The response exhibits a logical sequence of ideas that includes an introduction, discussion of personal signatures that Barbara Glanz had encountered, and a conclusion.
Language Use	Uses appropriate language that is occasionally imprecise (<i>after he would think of thoughts for the day, type them up and then print them out and use</i> for “used”). The response occasionally makes effective use of sentence structure or length (<i>The meat packer liked Snoopy, So he bought snoopy stickers and put them on packages of meat people would buy</i>).
Conventions	Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>attendent</i> and <i>lugage</i>), punctuation (missing commas and a comma splice), capitalization (<i>So</i>), grammar (<i>she comes ... to see what the thought for the day was, People’s signature mark, if everyone thought ... our ... organization will have</i>), and word omission (<i>We need to find way</i> for “We need to find a way”).
<p>Conclusion: Overall, the response best fits the criteria for Level 3 in all qualities.</p>	

Personalizing service shows loyalty and dedication to what they do. People who not only care about their customers but care about how they present themselves shows a sign of good character. Hard workers who insist on caring about people over themselves shows what an excellent and perfect role model they are.

Barbara Blanz suggests to include a personal signature to ~~work~~ their work as well as being a good employee and being responsible and dedicated to what they do. Not only will the employees ~~feel~~ feel better about themselves but ~~it~~ it shows that the store chose good and hard workers to work there. Showing signs of caring makes people want to come

back and has them say all positive things about that store. For example, Barbara Glanz uses personal information on what she did to help other corporations show their respect for their customers. In United Airline, the captain selects ten people onboard and thanks them for their service; Northwest Airline collects all the luggage tags that has either been dropped or thrown away from their luggage and then sends them back the tag and with it, sends a note of Thanks. Many workers are rarely ever not dedicated and do not want any sort of acknowledgement for their good deeds.

My Grandmother is a person whom may not ask for anything in return for her

good ~~deed~~ doings. She is a very ~~to~~ selfless person and deserves all the credit in the world and that is how most work places are. Maybe you should try something new and different. For example, you should try giving them free pencils in a way of saying thanks or placing a Thank You ~~pencil~~ pencil in their bag as a way of gratitude.

Some people don't know what light they bring in ~~to~~ a person's life when they do a small ~~deed~~ deed such as a simple greeting or kind words. Maybe, somehow there should be a kind word in everyone's day. Thank you!

Component A – Module 1 – Anchor Paper – Level 3 - B

Quality	Commentary
Meaning	<p>The response: Conveys a basic understanding of the text, making explicit connections between information and ideas in the text and the assigned task (<i>you should try giving them free pencils in a way of saying thanks or placing a Thank you pencil in their bag as a way of gratitude</i>).</p>
Development	<p>Develops some ideas (personal signature as part of being a responsible and dedicated employee) more fully than others (<i>workers ... do not want any sort of acknowledgement for their good deeds</i>), with some specific and relevant details from the text (<i>In United Airline, the captain selects ten people onboard and thanks them for their service and Northwest Airline collects all the luggage tags that has ... been dropped ... then sends them back ... with ... a note of Thanks</i>).</p>
Organization	<p>Maintains a clear and appropriate focus (<i>Personalizing service shows loyalty and dedication</i>). The response exhibits a logical sequence of ideas but occasionally lacks internal consistency (<i>it shows that the store chose good and hard workers to work there and My Grandmother is a person whom may not ask for anything in return for her good doings</i>).</p>
Language Use	<p>Uses appropriate language that is occasionally imprecise (<i>Glanz suggests to include a personal signature to their work, In United Airline, whom for "who," doings</i>), with some awareness of audience and purpose (<i>Maybe you should try something new and different</i>). The response attempts to vary sentence structure but with little success (<i>She is a very selfless person and deserves all the credit in the world and that is how most work places are</i>).</p>
Conventions	<p>Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>onboard</i>), punctuation (missing commas and a missing apostrophe), capitalization (<i>Thanks and Grandmother</i>), and grammar (<i>how they present themselves shows, to their work ... being a good employee, collects all the luggage tags that has ... dropped</i>).</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat weaker in language use.</p>	

In many work places one may feel as if they are not original or that everyone is the same. Most jobs require a uniform to be worn each day. How can this be changed? By building customer loyalty.

To be recognized one can use an appropriate signature to show the appreciation of the customer. Some examples of a signature are; a graphic designer sent with his work a piece of sugarless gum. Another man stapled tissues onto the memos to some of his employees. A local grocery store bagger, would put a little "thought of the Day" into each customer's bag of groceries. This branched into people wanting to do more shopping to get a "Thought of the Day". A worker of the meat department was given Snoopy stickers to put on the packages of the meat. In the floral department

Flowers that were broken or left over bouquets were given to elderly women or to small girls.

There are other ways of building customer loyalty too. One way is; getting to know your customer. If they are a regular you may want to engage in a friendly conversation, but don't let it interfere with your work. Even just saying, "How are you" could possibly brighten someone's day.

To gain customer loyalty a good thing is to make it known you care, make eye contact, and a smile may draw in more people.

Component A – Module 1 – Anchor Paper – Level 3 - C

Quality	Commentary
Meaning	<p>The response: Conveys a simple understanding of the text (<i>building customer loyalty</i>). The response makes explicit connections between information and ideas in the text and the assigned task (<i>getting to know your costumer ... engage in a friendly conversation ... saying, "How are you"</i>).</p>
Development	Develops ideas briefly, using some details from the text (<i>a graphic designer sent with his work a peice of sugarless gum. Another man stapled tissues onto the memos to some of his employees and Flowers that were broken ... were given to Elderly women or to small girls</i>).
Organization	Maintains an appropriate focus on gaining customer loyalty. The response exhibits a logical sequence of ideas that includes an introduction, a discussion on ways of providing personalized service, and a conclusion.
Language Use	Uses appropriate language (<i>If they are a regular you may want to engage in a friendly conversation, but don't let it interfear with your work</i>), with some awareness of purpose. The response occasionally makes effective use of sentence structure or length (<i>In many work places one may feel as if they are not original or that everyone is the same and How can this be changed? By building customer loyalty</i>).
Conventions	Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>reconized, apropriate, peice, grocrie, interfear</i>), punctuation (misuse of semicolons, missing and misuse of commas, a missing apostrophe), and capitalization (<i>Jobs, Day, Thought, Elderly</i>).
<p>Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat weaker in meaning and development.</p>	

working can be frustrating occasionally.

Adding a personal signature to the place you work can "regenerate spirit in the workplace." One of the

best ways to do this is to be creative as

possible. Some people may do things like

writing thank you notes. Barbara Glanz wrote about

a united airlines pilot that would randomly select

people and write written thank-you notes for

their business. Things like coming up with

a "phrase of the day." Some one who heard Barbara's

presentation decided to try that at a supermarket.

Everyone appreciated it and the customers

were greatfull. Also as a person that is working

it feels good to be appreciated. In some

cases people have appreciated it so much

that they shop or do business their more

often. In her presentation she said that

the person who came up with the "phrase of the day" other people started to do unique things to. Creativity spreads Just like this case that creates a more positive and enjoyable atmosphere. Creating a personal signature is a way to "differentiate yourself." Personal services create a positive atmosphere for you and the customer, and can make working more enjoyable.

Component A – Module 1 – Anchor Paper – Level 2 - A

Quality	Commentary
Meaning	<p>The response: Conveys a basic understanding of the text (<i>Adding a personal signature ... can “regenerate spirit in the workplace”</i>). The response makes explicit connections between information and ideas in the text and the assigned task (<i>Things like ... a “phrase of the day” ... Everyone appreciated it ... it feels good to be appreciated</i>).</p>
Development	<p>Develops ideas briefly, using some detail from the text (<i>united airlines pilot that would randomly select people and write ... thank-you notes for their business and Some one ... decided to try that at a supermarket ... people have appreciated it so much that they shop ... more</i>).</p>
Organization	<p>Suggests a focus on how <i>personal services create a positive atmosphere ... and can make working more enjoyable</i> and suggests some organization through an introduction, examples of personal signatures from the text, and a conclusion.</p>
Language Use	<p>Uses language that is basic (<i>write written, their</i> for “there,” <i>to</i> for “too,” <i>Creativity spreads Just like this case</i>), with little awareness of audience and purpose. The response attempts to vary sentence structure (<i>Things like coming up with a “phrase of the day” and In her presentation she said that the person who came up with the “phrase of the day” other people started to do unique things to</i>) but with little success.</p>
Conventions	<p>Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>Some one</i> and <i>greatfull</i>), punctuation (missing and misuse of commas), inappropriate paragraphing, capitalization (<i>working, united airlines, Just</i>), grammar (<i>a person that</i> for “a person who”), and word omission (<i>be creative as possible</i> for “be as creative as possible”).</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in meaning and conventions.</p>	

Providing personalized service helps you build self-esteem and gives you a feeling of accomplishment. There are many ways people can personalize the organizations, its just a matter of thinking. It helps use your creative side and customize your work place to make it more enjoyable for you. Also it can increase your business.

Personalized service comes in many ways, it is just a matter of thinking. For instance a united states Airline pilot randomly selects 7 passengers and makes them a think you card

from his business. A Graphic Artist sends sugar free gum with every thing he sends out so his customers do not throw any thing away

Personalizing your work also makes your job fun and creative.

After hearing Barbara Glanz, a bagger at a grocery store named Johnny started to personalize his work.

Component A – Module 1 – Anchor Paper – Level 2 - B

Quality	Commentary
Meaning	<p>The response: Conveys a simple and incomplete understanding of the text (<i>Providing personalized service helps you build self-esteem and gives you a feeling of accomplishment and it can increase your busniss</i>), making superficial connections to the assigned task (<i>There are many ways people can personalize the organizations, its Just a matter of thinking</i>).</p>
Development	Develops ideas briefly, using some detail from the text (<i>a united States Airline pilot randomly selects 7 passangers and makes them a think you card from his busniss</i>).
Organization	Suggests a focus on implementing personalized service at work and suggests some organization through an introduction and a brief mention of information from the text.
Language Use	Uses language that is basic (<i>It helps use your creative side, it is just a matter of thinking, think for “thank”</i>). The response attempts to vary sentence structure (<i>After hearing Barbara Glanz, a bagger at a grocery store named Johny started to personalize his work</i>) but with little success.
Conventions	Demonstrates emerging control of conventions, exhibiting frequent errors in spelling (<i>busniss, passangers, suger, costumers, any thing</i>), punctuation (missing commas, comma splices, <i>its</i> , a missing hyphen), and capitalization (<i>Just, united, Airline, Graphic Artist</i>) that may make comprehension difficult.
<p>Conclusion: Overall, the response best fits the criteria for Level 2 in all qualities.</p>	

The economy today is based on the services we provide consumers. Customer service is the most important part of running a business. By adding a personal touch you can change your world!

You can pass out candy or something for your service as long as it is appreciated by the consumers. It's only a service if the consumers like it.

Barbara Glanz wrote a piece of literature on this subject. She listed many good

ideas so If you need help seek her out. She claimed it was important to help relieve stress & show that some one still cared.

In today's economy were advancing in technology & decreasing in customer service. Customer service is the most important part of a store. So make sure you do your best to provide a personal service.

Component A - Module 1 – Anchor Paper – Level 2 - C

Quality	Commentary
Meaning	<p>The response: Conveys a simple understanding of the text (<i>By adding a personal touch you can change your world</i>), making superficial connections to the assigned task (<i>So make sure you do your best to provide a personal service</i>).</p>
Development	Develops ideas briefly, using some detail from the text (<i>You can pass out candy ... For your service, to help relieve stress, were advancing in technology</i>).
Organization	Suggests a focus on customer service being important and providing a personal service and suggests organization through an introduction, body paragraphs discussing personal service and Barbara Glanz, and a conclusion.
Language Use	Uses language that is basic (<i>Customer service is the most import part and &</i>), with little awareness of audience or purpose. The response attempts to vary sentence structure or length (<i>She listed many good ideas so If you need help seek her out</i>) but with little success.
Conventions	Demonstrates emerging control, exhibiting frequent errors in spelling (<i>cunsumers, busnniess, appreciated, clamied, some one</i>), punctuation (missing commas and misused and missing apostrophes), and capitalization (<i>For and Litreature</i>).
<p>Conclusion: Overall, the response best fits the criteria for Level 2 in all qualities.</p>	

Customer service is a key to having success in the working world. The better the customer service the more money you will make or more your company will flourish.

The store where my man works is a grocery store. They have great customer service. They are also one of best companies to work for in America. They make a lot of money and are a huge company because of it.

Component A – Module 1 – Anchor Paper – Level 1 - A

Quality	Commentary
Meaning	The response: Provides minimal evidence of textual understanding (<i>The better the customer service the more money you will make or more your company will flourish</i>), making no connections between information in the text and the assigned task.
Development	Shows minimal evidence of development.
Organization	Shows minimal focus and organization, with only an introductory statement followed by a personal response.
Language Use	Uses language that is basic, with little awareness of audience or purpose (<i>Customer service is a key to having success in the working world</i>).
Conventions	Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>alot</i>), capitalization (<i>they</i>), and word omission (<i>one of best</i> for “one of the best”).
Conclusion: Overall, the response best fits the criteria for Level 1, although it is somewhat stronger in language use and conventions.	

PRACTICE SET

Component A – Module 1 – Practice Set Paper A

In order to raise money for your store, you need to make sure your customers will come back. This is called building customer loyalty. Barbara Glanz had to speak to 3,000 employees in supermarket chains explaining the importance of customer loyalty.

The goal of any shop is to make money and have happy employees. Too often, the first goal overshadows the second, and the work environment quickly deteriorates. A simple way in which to improve employee morale is to encourage "personal signatures," as recommended by business advisor Barbara Glanz.

Personal signatures are not a new idea. In her article, "Developing Your Personal Signature" in the collection Hard at Work, Glanz describes several instances of signatures. Among these is a United Airlines pilot who randomly chooses passengers on his flight and sends them a hand-written note of thanks. Another example she gives is a graphic artist who sends a piece of sugarless gum with every order to ensure nothing is thrown away. These actions are not required, but add a sense of distinction to their jobs. Their personal signatures make them happier.

The use of personal signatures can make an important difference. Glanz describes an instance where, following a speech she gave on the subject, several

employees of a super market told her of their own signatures. One, a bagger with Down's Syndrome, explained that he had begun adding signed slips of paper with a "thought of the day" printed on them to every bag. Within a few weeks, his checkout line had tripled in size and people who used to come once a week were shopping daily. Another example from the same store was the Florist counter, where broken-stemmed flowers and unclaimed corsages were handed out to elderly women and little girls. The addition of signatures made the store a happier place to be, and helped the bottom line.

Adding a personal signature is simple and can be anything you want it to be.

Many people go to work everyday unsatisfied and bored with their jobs.

This way of acting has a great impact on the customers. ~~Barbara Glanz, a speaker,~~

One fall, a woman named Barbara Glanz, spoke to over 3,000 people at a supermarket to try and get regenerate their spirit at the work place. She stated that "You really need to feel good about yourself and your work place."

When at work an employee should differentiate themselves from others as said by Glanz. ~~This~~ To make the workplace more enjoyable for yourself and the customers, create a personal signature. For example, when selling snacks, you could wrap them in colored paper or put individual snacks

in a nice bag. When selling school supplies, each pencil could come with a bow tied on it or a nice poem attached. There are many ways of personalizing your effort to your job that will help you stand out to your employer. This can have great benefits for you, as an employee.

During Barbara Glanz's speech she gave examples of employees who like to leave personal touches for their customers. One example was of an ~~man~~ Airline Pilot who would select some of his passengers from each flight and personally handwrite them a thank you note for flying on his airplane. Another example came from a man who had attended her speech in the fall. The man was a bagger at a grocery store.

He told Barbara that after her speech he went home and learned to use his computer. Everyday he would type a "thought" and print out numerous copies.

While he was bagging, he would slip the note in the customers bag. A few months later, the manager

A few months later, the manager of the store where the man worker called Glanz. He told her ~~to~~ he was very thankful because the customers love the idea of the "thought of the day." The manager also said that the idea of personalizing the workplace spread all through his store.

While you are working, keep in mind that personalizing your workplace can make it more interesting and fun. Customers look

at the little details and a flower here
or a note there can never hurt. The
benefits can be numerous to you and
your customers.

Not all jobs are the best. But, there are ways to make it more fun and interesting for yourself and the customer. ~~Doing pe the~~

Personalized signatures in a workplace are a fun and easy way for you to get connected with your customers. Doing a personalized signature is something special or unique that your company does. ~~to m~~ It can be something as small as giving someone a sticker when they enter, or free writing thank you notes to random members or customers.

There are so many things you can do to connect with customers on another level. Like a pilot that works for United Airlines, who writes thank you letters to random

people on the plane. Or like Johnny, who puts a thought for the day in everyone of his customers bags. The possibilities are endless. The result can be as simple as a "Thank You", or the forming of a new friendship.

Maybe you, like Johnny, will get people who come back every day just to get that something extra that they don't get somewhere else.

The point of this is so that at the end of the day you ~~can't~~ feel like what you did made someone's day better. And that, ~~is~~ can make all the difference.

The key to being a good business is customer loyalty. Without any customers there would be no money. A key way to develop customer loyalty is to provide a personal service to your customers. Some examples of personal services would be a United Airlines pilot picking out a few passengers from the deck and writing them a letter thanking them for their business, or when a Graphic Artist sends some of his work out to people he would put in a piece of gum so they wouldn't just throw it away, Even when a Senior Manager sends out a memo to one of his workers that he knows that they won't like he attaches a piece of Kleenex to the memo, A personal service should make someone feel good about themselves and it should make you feel good about yourself.

Component A – Module 1 – Practice Set Paper A – Level 1

Quality	Commentary
Meaning	The response: Provides minimal evidence of textual understanding, making minimal connections between information in the text and the assigned task (<i>In order to raise money for your store, you need to make sure your customers will come back</i>).
Development	Is minimal.
Organization	Shows minimal focus and organization, with only an introductory statement.
Language Use	Is minimal, providing only three sentences.
Conventions	Is minimal, making assessment of conventions unreliable.
Conclusion: Overall, the response best fits the criteria for Level 1 in all qualities.	

Component A – Module 1 – Practice Set Paper B – Level 3

Quality	Commentary
Meaning	<p>The response: Conveys a basic understanding of the text (<i>A simple way in which to improve employee morale is to encourage “personal signatures”</i>). The response makes explicit connections to the assigned task (<i>The use of personal signatures can make an important difference</i>).</p>
Development	<p>Develops some ideas (<i>These actions ... add a sense of distinction to their jobs and personal signatures can make an important difference</i>) more fully than others (<i>Personal signatures are not a new idea and signatures ... helped the bottom line</i>), with some specific and relevant details from the text (<i>a bagger ... began adding signed slips of paper with a “thought of the day” printed on them to every bag and the florist counter, where broken-stemmed flowers and unclaimed corsages were handed out to elderly women and little girls</i>).</p>
Organization	<p>Maintains a clear and appropriate focus on the positive affects of personal signatures in the workplace. The response exhibits a logical sequence of ideas (an introduction and examples of personal signatures affecting employees, customers, and coworkers), although it lacks an appropriate conclusion.</p>
Language Use	<p>Uses language that is precise (<i>Too often, the first goal overshadows the second, and the work environment quickly deteriorates</i>) and varies structure and length of sentences to enhance meaning (<i>Within a few weeks, his checkout line had tripled in size and people who used to come once a week were shopping daily</i>).</p>
Conventions	<p>Demonstrates control of conventions, exhibiting only occasional errors in punctuation (misuse of commas).</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat stronger in language use and conventions.</p>	

Component A – Module 1 – Practice Set Paper C – Level 4

Quality	Commentary
Meaning	<p>The response: Reveals an in-depth analysis of the text (<i>Many people go to work everyday unsatisfied and bored with their jobs. This way of acting has a great impact on the customers and an employee should differentiate themselves from others</i>), making clear and explicit connections between information and ideas in the text and the assigned task (<i>when selling snacks, you could wrap them in colored paper and when selling school supplies, each pencil could come with a bow tied on it</i>).</p>
Development	<p>Develops ideas clearly and fully, explaining how students can provide personalized service and discussing examples of personalized service from the text. The response makes effective use of relevant and specific details from the text (<i>an Airline Pilot who would select some of his passengers ... hand write them a thank you note and a bagger ... learned to use his computer ... type a "thought" and print out numerous copies. While he was bagging, he would slip the note in the customers bag</i>).</p>
Organization	<p>Maintains a clear and appropriate focus on ways of providing personalized service to customers. The response exhibits a logical sequence of ideas but occasionally lacks internal consistency (<i>There are many ways of personalizing your effort to your job that will help you stand out to your employer. This can have great benefits for you</i>).</p>
Language Use	<p>Uses appropriate language that is occasionally imprecise (<i>This can have great benefits for you and worker</i> for "worked"), with some awareness of audience and purpose (<i>The benefits can be numerous to you and your customers</i>). The response occasionally makes effective use of sentence structure or length (<i>To make the workplace more enjoyable for yourself and the customers, create a personal signature</i>).</p>
Conventions	<p>Demonstrates control of conventions, exhibiting only occasional errors in spelling (<i>everyday, speach, grociery</i>), punctuation (a missing comma and a missing apostrophe), capitalization (<i>Airline Pilot</i>), and grammar (<i>an employee should differentiate themselves</i>).</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 4, although it is somewhat weaker in organization and language use.</p>	

Component A – Module 1 – Practice Set Paper D – Level 3

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text, making some explicit connections between the information and ideas in the text and the assigned task (<i>Personalized signatures ... are a fun and easy way for you to get connected with your customers ... giving someone a sticker when they enter, or writing thank you notes to random members or customers</i>).
Development	Develops ideas briefly, using some details from the text (<i>a pilot that works for United Airlines, who writes thank you letters to random people on the plane and Johnny, who puts a thought for the day in everyone of his customers bags</i>).
Organization	Maintains an appropriate focus on ways of providing personalized service to customers. The response exhibits a logical sequence of ideas that includes an introduction, description of ways to use personalized signatures to connect with customers, and an appropriate conclusion.
Language Use	Uses appropriate language (<i>There are so many things you can do to connect with customers on another level</i>), with some awareness of audience and purpose (<i>The point of this is so that at the end of the day you feel like what you did made someone's day better</i>). The response occasionally makes effective use of sentence structure or length (<i>The possibilities are endless</i>).
Conventions	Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>differance</i>), punctuation (misuse of commas, misuse of periods, a missing apostrophe), and capitalization (<i>Like, Or, You</i>).
Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat weaker in development.	

Component A – Module 1 – Practice Set Paper E – Level 2

Quality	Commentary
Meaning	<p>The response: Conveys a simple and incomplete understanding of the text (<i>The key to being a good business is customer loyalty</i>). The response alludes to the text but makes superficial connections to the assigned task (<i>A key way to develop customer loyalty is to provide a personal service to your customers</i>).</p>
Development	<p>Develops ideas briefly, using some detail from the text (<i>a Graphic Artist sends ... his work out ... he would put in a piece of gum so they wouldn't just throw it away ... a Senior Manger ... attaches a piece of kleenex to the memo</i>).</p>
Organization	<p>Suggests a focus on providing a personalized service. The response suggests some organization through an introduction and information from the text.</p>
Language Use	<p>Uses appropriate language, with some awareness of audience and purpose (<i>A personal service should make someone feel good about themselves and it should make you feel good about yourself</i>).</p>
Conventions	<p>Demonstrates partial control of conventions, exhibiting occasional errors in spelling (<i>develope</i> and <i>Manger</i>), punctuation (missing and misuse of commas and missing apostrophes), capitalization (<i>Graphic Artist</i> and <i>Senior Manger</i>), and grammar (<i>few passenger</i> and <i>someone feel good about themselves</i>).</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in language use and conventions.</p>	