



# English lesson 2 – Answer sheet

## Lesson 2 – Answer sheet

There is no real right or wrong answer in this task. Students' responses will vary and a healthy debate is encouraged.

The completed table below should provide you with guidance and can be used to help prompt students where needed. Try to ask open questions whilst facilitating the discussion to help elicit deeper, more considered responses. Encourage students to use evidence from the texts to support their answers.

Reasons to choose Zara	Reasons to choose Abdul
<ul style="list-style-type: none"> <li>• Uses the space well to explain how their experience and skill set meets the requirements of the job specification. (It's clear that the job specification has been considered carefully.)</li> <li>• Shown strong initiative in creating own social media channels and following to help share their love of French.</li> <li>• Has provided evidence to reflect the fact that they are 'willing to learn' – demonstrable evidence of taking numerous social media courses.</li> <li>• Education requirements met.</li> </ul>	<ul style="list-style-type: none"> <li>• Has current experience developing and maintaining social channels for a business.</li> <li>• Education requirements met.</li> </ul>
Reasons NOT to choose Zara	Reasons NOT to choose Abdul
<ul style="list-style-type: none"> <li>• Lacking experience in creating content for professional services /businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• No KPIs (key performance indicators) referenced – does not mention the impact of their social media work for the gym.</li> <li>• The CV has not been fully tailored to suit the requirements of the job specification.</li> <li>• Could be developed in places.</li> </ul>

