

Candidate Name

Candidate Number

Centre Name

Centre Number

Paper 2: Practical Applications

Sample Paper

1 hour 30 minutes

It is necessary to respond on the answer sheets provided alongside this question paper. Additionally, you must have a soft pencil (preferably of type B or HB), a clean eraser and a dark blue or black pen.

INSTRUCTIONS:

- You must write your name, candidate number, centre name and centre number on the answer sheets in the designated spaces.
- It is important to follow the instructions provided on the answer sheets.
- Answer all questions.
- Use clear, concise language.
- Use diagrams, bullet points, or examples where appropriate.
- Read the scenarios carefully before answering the questions.
- Where applicable, indicate different stages of your process (e.g., draft → review → final output).
- Do not use correction fluid.
- Avoid writing on any bar codes.

INFORMATION:

- This paper has a total of 80 marks.

The number of marks assigned for every question or its parts is indicated within brackets []

Section A: Prompt Design and Content Generation
[30 marks]

You are working as a communications assistant in a public health organisation. Your team is preparing an internal slide deck summarising Q1 performance of vaccination outreach programmes in three regions. You are asked to test and refine prompts for generating slides using an AI assistant.

Q1. Prompt Development (10 marks).

Write two different prompts that could be used with an AI tool to generate:

- A summary of vaccination outreach performance in Q1.
- A bullet-point slide highlighting the key successes and areas for improvement.

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Q2. Output Evaluation (10 marks)

An AI tool generated the following for your prompt:

"In Q1, Region A did okay. Region B reached more people. Region C was slower. Overall, acceptable."

Critically evaluate this output in terms of:

- Clarity
- Professional tone
- Usefulness for internal performance review
- Suggestions for refinement (draft → review → final)

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Q3. Refinement Techniques (10 marks)

Describe how you would refine your original prompt to improve:

- Formal tone
- Logical flow
- Use of comparative and numeric data

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Section B: Data and Sentiment Analysis
[25 marks]

You work in the admissions office of a university and are tasked with analysing prospective student reviews and emails using AI to detect sentiment and summarise trends.

Q4. Sentiment Classification (10 marks)

Given this sample review:

"The application process was confusing and the portal was often unresponsive. However, the support team was kind and helpful."

- a) Classify the overall sentiment (positive/neutral/negative/mixed)
- b) Explain your reasoning
- c) Suggest a prompt to help the AI model identify and separate mixed tones in a single review

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Q5. Sentiment Dashboard for Education (15 marks)

You are designing a sentiment analysis dashboard for the university's student services team.

- a) List three types of visual outputs the AI could generate
- b) Suggest one way to summarise feedback trends for a quarterly report
- c) Identify two risks of relying on sentiment analysis and how to mitigate them

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Section C: Multimodal and Cross-Modality Tasks
[25 marks]

A healthcare nonprofit wants to launch a campaign that addresses public concerns about vaccine safety. Your task is to combine insights from public reviews with visual content to generate an infographic suitable for social media.

Q6. Text-Visual Integration Task (10 marks)

Describe how you would use both sentiment data and text-to-image AI tools to create an infographic. Include:

- The prompt you would use to generate the text summary and visual
- How you would structure the visual elements (e.g., colours, icons, layout)
- How you would evaluate whether the infographic supports campaign goals

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Q7. Ethical and Inclusive Visual Design (15 marks)

You notice that AI-generated images feature stereotypical characters and do not reflect the diversity of the community.

- a) Identify two ethical or cultural concerns in the visual content
- b) Describe how you would revise your prompt or generation strategy (draft → revision → final)
- c) Suggest two strategies to ensure more inclusive and responsible outcomes in future campaigns

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End of Paper 2