

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Foundation Level

MARK SCHEME for the 2004 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT

5183 maximum mark 100

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the *Report on the Examination*.

- CIE will not enter into discussion or correspondence in connection with these mark schemes.

2004

CAMBRIDGE INTERNATIONAL DIPLOMA
Foundation Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5183/A

ICT

Candidate name

Header – name left aligned
date right aligned
Allow 10mm from left/right margins

18/03/2005

A4 paper, landscape orientation, all margins set to 4cm
Minor allowances for different paper alignment in printers

Heading - 20 point, Sans-serif font, Centre aligned
eg. Arial
No text entry errors

Import fdpa4sup.rtf

Personal Customer Offer

Print supplies

Hothouse Design print and paper consumables supplies are able to meet all your office needs. This includes all your stationery and replacement products. It is not only paper for laser or inkjet printers, but transparency and label sheets as well as specialist cards and printer cartridges and supply.

which we set ourselves above our competitors.

Ask for a quote

Let us know what you need and we will give you our best price based on our bulk purchasing power. You can be assured of personal attention. Email, or mail, phone or fax.

Subheading – 12 pt, bold and underlined

Experience counts

As designers and users of office materials, we know the value of high quality products at keen prices to make first impressions on customers. We have used our expertise and knowledge of the market place to bring these products to our valued customers. The products we market are the very ones we would use ourselves, for quality is the mark by

Best prices best quality

We know that price is not your only consideration. However, rest assured that best prices will be found for you. We understand, though, your concern for quality, and that is our priority too.

Body text – 12 point Serif font
eg. Times New Roman
Justified, 3 columns, 1 cm between
Accept lines within the 1cm space



Branded Products

We would also like to draw your attention to a range of computer consumables. Probably the cheapest, the quality is what you can see. We are better than those you see by the manufacturers.

Subheading – 12 pt, bold and underlined.
Should have column break to keep with text if needed

Graphic in right column
allow 10mm under or 5mm over column width top
within 5mm of aligning with top of text no distortion
of image (including stretching)
text wrapping below image

Footer – page number centred
Allow any vertical alignment below the text
Can include Page_ but not essential

Candidate name

Subheading – 12 pt, bold and underlined
Should be on new page if needed to keep with text

18/03/2005

Print materials for all tasks

We supply print materials for every imaginable task. These include:
Transparencies for inkjet or laser printers
Standard quality paper for inkjet or laser printers
High quality paper finish
Photographic paper
Labels in a range of sizes
Card in a wide range of colours

Introductory offer

We would be pleased to supply you with goods and as a special introductory offer we will charge nothing for the post and packing on these items, even as an overseas customer, **and look forward to receiving your order.**

Subheading – 12 pt, bold and underlined
Not specified to be kept with text, so do not penalise if widowed

Text replaced
providing you place your order with us within the next fourteen working days with the words **and look forward to receiving your order.**
Must be 100% accurate

2004

CAMBRIDGE INTERNATIONAL DIPLOMA
Foundation Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5183/B

ICT

Candidate name

Header – name left aligned
date right aligned
Allow 10mm from left/right margins

18/03/2005

Import FDPB4DES.RTF

Design Support Projects

Heading – 28 point, serif font
eg. Times New Roman
No text entry errors
Centre aligned
Blank Line below

Subheadings 12 point sans serif, bold and underlined. Blank line after

At Hothouse Design consultancy we are able to offer tailored packages to meet customer needs in a range of design and consultancy areas. We bring some of these to your attention so that you will know that this is the company to come to for your total design **brief**.

Brochure design

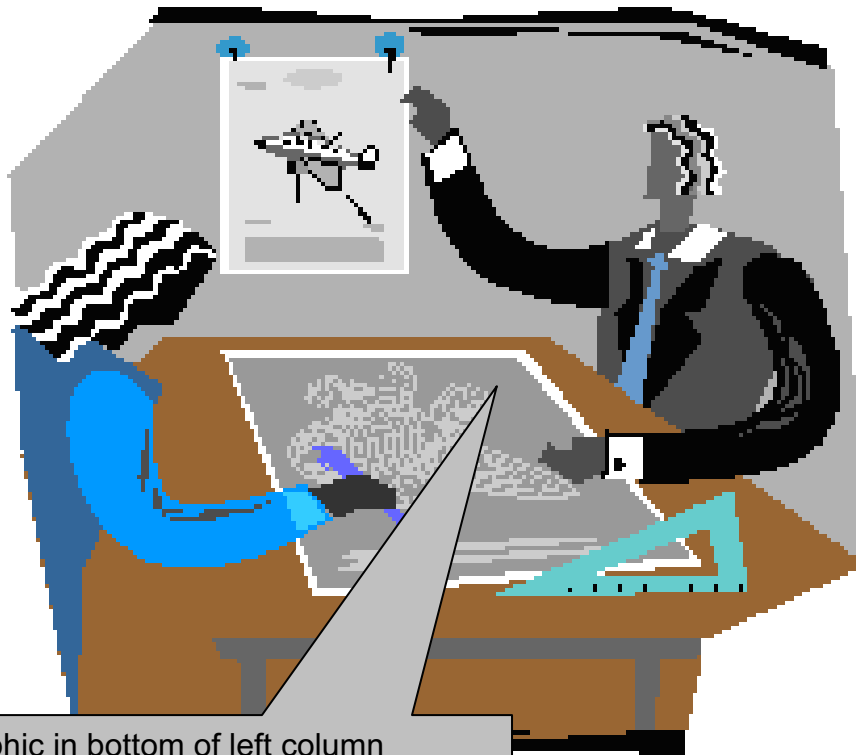
Our team of graphic designers will meet with you to discuss and agree your design **brief**. They will then carry through your project, consulting with you at each stage to ensure your requirements are fully met. You will have a named team member to see your product through to its publication. This may be a single sheet, multi fold design or full coloured booklet or poster.

Body Text
12 point sans-serif font (e.g. Arial)
2 columns, fully justified
1.5 cm space between columns

Printing

Our printshops can deliver single colour, three colour or full colour printing, or supply the print materials to meet your needs. Paper, including high quality glossy or matt photographic paper can be used as desired, or supplied at very competitive prices. Whatever your print plans, check them out with us!

A4 paper, landscape orientation, all margins set to 3cm
Minor allowances for different paper alignment in printers



Graphic in bottom of left column
allow 10mm under or 5mm over column width
top within 5mm of aligning with top of text
no distortion of image (including stretching)
text wrapping below image

Footer – page number right
Allow any vertical alignment below the text
Can include Page_ but not essential

Page break before *Webpage design* subheading
Minor allowances for different paper alignment in printers

Webpage design

It may be that you wish to use the world wide web for your publicity, but do not have a clue where to start. Come to talk with us. In a few days we could have a simple web site ready to run for you. However, discuss your planned brief with our design team and they will give you some ideas on how to make an impression for your company on the world market place.

Website Hosting

Once we have arranged the setting up of your website, you may wish to leave the day to day management of it to our experienced web engineers. They will keep your website running smoothly, checking its usage, and developing it to the full potential of your brief. They will also maintain records of your actual customer and potential customer base.

Subheadings 12 point sans serif, bold and underlined. Blank line after

ICT consultancy

You know you really should do something to bring your company up to speed with new technology? But you do not have time to assess what is possible or desirable for your company. Call in our ICT consultants to analyse your position and make a plan for moving into the modern world!

Automation project

Still doing things manually? Take an age when you could be doing something more profitable? Perhaps our design engineers will be able to assist you to automate that process. Call the team. The response will be friendly, non technical and positive.

Text replaced
solution with brief.
Must be 100% accurate