

MARK SCHEME for the October 2007 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT

**5191A Core Module (Document Production, Data Manipulation,
Communication) Maximum mark 100**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

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 discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2007 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

Page 2	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2007	5191A

Printout of the second e-mail prepared and ready to send to autoresponder-

Check send to address: **design.h@cie.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **SCA7FAM.RTF**

Page 3	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2007	5191A

<Candidate Name>

Header Name on left
Centre no. & Candidate no. on right

<Centre number and candidate number>

Page A4, Landscape
All margins 4 cm
Allow for paper feed inconsistencies with printers – (21.5 < line length < 22 cm)

Heading Centre aligned, 24 point, italic
Different font to body text

Supa Scuba Family Holidays

Supa Scuba is a company specialising in scuba-diving training, equipment sales, servicing and diving holidays. We have been asked to look at the information supplied by Supa Scuba and use this as the basis of an advertising campaign for their latest venture which is specialised diving holidays for families.

Their range of destinations is very limited for families at the moment with only the following venues available for 2008:

- Sharm El Sheikh
- Redang
- Scopello
- Palau
- Cayo Coco

Bullets Indented at least 4cm
Accept if start of text indented by 4cm from margin

The advertising campaign must remove the perception of a limited range of venues (when compared to the other diving holidays offered by Supa Scuba). It may be worth focussing the campaign around a single venue selected from the above list. The concept to be marketed with this campaign is a luxury family holiday staying in a comfortable or luxurious hotel, with breakfast provided. The evening meal could be within the hotel or within the resort or local town and during the day travelling to the dive sites in comfortable motor boats. The campaign should allow adults and children over 14 who are qualified divers

Footer Page numbering
Centre aligned

Page N

Page 4	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2007	5191A

<Candidate Name>

<Centre number and candidate number>

to dive with an instructor in the morning and afternoon sessions. Adults and children over 14 can use the holiday to complete their qualifying dives for the PADI Open Water qualification or the SNSI equivalent, again in the morning or afternoon sessions. The children are catered for on the boat whilst the dives take place. At lunchtime the dive boat will moor at a place suitable for the younger children to do trial dives, solo (with an instructor 1-1) if they have had some pool training before the trip. If they have undertaken no training beforehand or are much younger, aged 7 and over, then they can accompany the instructor using his equipment on the octopus. All the venues have been selected as tropical locations so that the relaxation angle, like sun bathing and gentle cruises between dives, can be used in the advertising material.

Page break inserted here

Body text Left aligned
10 point
1.5 line spacing

Page N

© UCLES 2007

Page 5	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2007	5191A

<Candidate Name>

<Centre number and candidate number>

We will need to investigate thoroughly each of the destinations and select the destination which we feel will have the greatest impact upon potential customers. As this is being aimed at the family market we must consider the value for money aspect, which may prove to be an approach that we wish to use within the advertising campaign. The price of each holiday has not yet been provided by Supa Scuba and there are a large number of variables which we must investigate.

We will produce an initial sample idea based upon a family trip to Cayo Coco in Cuba. This will involve staying in one of the hotels at this location, either the Sol Cayo Coco, or the Melia Cayo Coco. This may prove to be a classic selection for the campaign, the location is in the Caribbean, has pure white coral sand beaches, and an almost perfect climate with water temperatures of thirty one degrees, even at a depth of 20 metres within the outer reef. From the diving angle it sits on the second largest coral reef in the world (after the Great Barrier Reef in Australia) and is almost unspoiled. One approach that we may wish to adopt is using the dive, children's dive, dive again, then relax under swaying palms and watch the sun descend through orange skies over the horizon whilst having dinner in one of the many fine beachfront restaurants within the hotel complex. Large areas of this reef have never been dived before.

Initially we will shortlist some local dive boats which we could use in the sample advertisements. Below are the local boats which are greater or equal to 16 metres in length and are located in the Cayo Coco area. I have included in this extract the number of tanks that can be stored on board and whether the boat carries its own compressor.

In order to produce this sample advertisement, we must structure the research. In the table below are the research tasks allocated to each member of the team and the timeline for completion of each task.

Page N

© UCLES 2007

Page 6	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2007	5191A

<Candidate Name>

<Centre number and candidate number>

In order to generate some good promotional pictures for this campaign we may need to fly a family out to the final destination. This family will need to include adult divers and children who are learning or willing to learn. We need to identify a suitable family (who are particularly photogenic), during the next two weeks. All team members are tasked with trying to identify a family who fit these requirements. It may be worth contacting one of the international awarding bodies (PADI or SNSI) to see if there are any family groups of registered divers within the age ranges required. These organisations may also prove helpful to shortlist suitable families as they may also hold copies of their qualification card which contain passport type photographs.

We aim to have the design for an outline advertising campaign by next Wednesday and the material in a professional portfolio to show our clients by next Friday at two o'clock.

Page N

© UCLES 2007

Page orientation landscape

Heading at the top
Does not have to be in the header and any alignment is acceptable

Largest dive boats

ID	Name	Location	Length	Tanks	Diver	Non-diver	Compressor	Nitrox
40	Ocean Club 1	Sharm El Sheikh	40	32	£20.00	£10.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
53	Ray Dancer	Sharm El Sheikh	35	18	£25.00	£10.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
52	Betsy	Sharm El Sheikh	32	25	£32.00	£16.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
47	Karla	Sharm El Sheikh	31	70	£21.00	£5.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
44	Michelle	Sharm El Sheikh	47	19	£22.00	£12.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
43	Ocean Club 6	Sharm El Sheikh	52	16	£20.00	£10.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
41	Ocean Club 2	Sharm El Sheikh	51	45	£20.00	£10.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
35	Orbit Marine 3	Scopello	32	30	£25.00	£10.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
33	Deep diving	Scopello	60	80	£35.00	£15.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
28	Ocean Safari 3	Redang	37	10	£24.00	£10.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
20	Ocean Dream 3	Redang	32	14	£30.00	£5.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
19	Ocean Dream 2	Redang	35	16	£30.00	£5.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
54	Shark Explorer	Palau	31	42	£32.00	£5.00	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10	Intrepid I	Palau	36	25	£28.00	£15.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
17	Pride of Palau	Palau	39	60	£22.00	£12.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
16	Sea Lion	Palau	35	16	£30.00	£15.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12	Nautilus 4	Palau	36	36	£25.00	£12.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Check data entry of Ray Dancer, Betsy & Shark Explorer
Must be 100% accurate

Sorted in descending order on 'Location'

Search Length > 30

Candidate name

Footer - Name on right

Heading at the top
Does not have to be in the header and any alignment is acceptable

Nitrox and no compressor

Only these 5 fields selected
Can be any order or layout

Family Name	Location	Compressor	Nitrox
£52.00 Sonja	Sharm El Sheikh	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£60.00 Ocean Club 3	Sharm El Sheikh	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£68.00 Ocean Safari 6	Redang	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£68.00 Ocean Safari 4	Redang	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£68.00 Laura B	Palau	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£74.00 Shark Explorer	Palau	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£74.00 Nautilus 5	Palau	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£80.00 Diverline	Sharm El Sheikh	<input type="checkbox"/>	<input checked="" type="checkbox"/>
£80.00 Scuba South	Palau	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Family Calculated Field Values as shown

Sorted Family ascending

Search Nitrox =True and Compressor = False

<Candidate's name>

Footer - Name on left

<Candidates Name>

<Today's Date>

Supa Scuba Family Holidays

Page A4, Portrait
 All margins 2 cm
 Allow for paper feed inconsistencies with printers – (line length = 17cm)

Heading present
 Any alignment, font
 or point size, is acceptable

...sing in so...ng,
 ...iving holid...een
 ...supplied by...use
 this as the basis of an advertising campaign for their latest
 venture which is specialised diving holidays for families.
 Their range of destinations is very limited for families at the
 moment with only the following venues available for 2008:

- Sharm El Sheikh
- Redang
- Scopello
- Palau
- Cayo Coco

The advertising campaign must remove the perception of a limited
 range of venues (when compared to the other diving holidays
 offered by Supa Scuba). It may be worth focussing the campaign
 around a single venue selected from the above list. The concept
 to be marketed with this a luxury family holiday
 staying in a comfortable or luxurious hotel, with breakfast
 provided. The evening meal could be within the hotel or within

Spelling corrected

Image Bottom left
 Aligns to left margin
 bottom of text
 15%<size>40%
 Any diving or fish



the resort or local town and
 during the day travelling to
 the dive sites in
 comfortable motor cruisers.
 This will allow adults and
 children over 14 who are
 qualified divers to dive
 with an instructor in the
 morning and afternoon
 sessions. Adults and
 children over 14 can use the
 holiday to complete their
 qualifying dives for the
 PADI Open Water
 qualification or the SNSI
 equivalent, again in the
 morning or afternoon
 sessions. The children are
 catered for on the boat
 whilst the dives take place.
 At lunchtime the dive boat
 will moor at a place
 suitable for the younger

Footer Page numbering
 Right aligned

Page 10	Mark Scheme	Syllabus
	Cambridge International Diploma – October 2007	5191A

<Candidates Name>

<Today's Date>

1) if they have had some pool training before the trip. If they have undertaken no training beforehand or are much younger, aged 7 and over, then they can accompany the instructor using his equipment on the octopus. All the venues have been selected as tropical locations so that the relaxation angle, like sun bathing and gentle cruises between dives, can be used in the advertising material.

We will need to investigate thoroughly each of the destinations and select the destination which we feel will have the greatest impact upon potential customers. As this is being aimed at the family market we must consider the value for money aspect, which may prove to be an approach that we wish to use within the advertising campaign. The price of each holiday has not yet been provided by Supa Scuba and there are a large number of variables which we must investigate.

We will produce an initial sample idea based upon a family trip to Cayo Coco in Cuba. This will involve staying in one of the hotels at this location, either the Sol Cayo Coco, or the Melia Cayo Coco. This may prove to be a classic selection for the campaign, the location is in the Caribbean, has pure white coral sand beaches, and an almost perfect climate with water temperatures of thirty one degrees, even at a depth of 20 metres within the outer reef. From the diving angle it sits on the second largest coral reef in the world (after the Great Barrier Reef in Australia) and is almost unspoiled. One approach that we may wish to adopt is using the dive, children's dive, dive again, then relax under swaying palms and watch the horizon whilst beachfront restaurants this reef have never been. Initially we will show use in the sample advertisement are greater or equal to Cayo Coco area. I have tanks that can be placed on board and whether the boat carries its own compressor.

Extract Placed here
Format not important
These fields only
Search **Cayo Coco** and length >=16
No blank line above or below unless to manipulate
pagination
Any order or layout

Name	Length	Tanks	Compressor
Consuella	16	25	No
Lois Ann	16	24	No
Belize	16	18	No
Blue diving 4	24	16	Yes
Blue diving 2	24	16	Yes

In order to produce this sample advertisement, we must structure the research. In the table below are the research tasks allocated to each member of the team and the timeline for completion of each task.

<Candidates Name>

<Today's Date>

Name	Area to research	Time
Akiko	Both hotels	3 days
Gunther	Costs from Supa Scuba	1 day
Li	North Cuban reef	6 days
Safraz	Blue Diving - dive centre	4 days

In order to generate some good professional pictures for this campaign we may need to fly a family on. This family will need to include people who are learning or willing to learn. We need a family (who are particularly photogenic) for two weeks. All team members are taking a family who fit these requirements. It may be worth contacting one of the international awarding bodies (PADI or SNSI) to see if there are any family groups of registered divers within the age ranges required. These organisations may also prove helpful to shortlist suitable families as they may also hold copies of their qualification card which contain passport type photographs. We aim to have the design for an outline advertising campaign by next Wednesday and the material in a professional portfolio to show our clients by next Friday at two o'clock.

Table
 inserted here
 100% accuracy
 No blank line above or below unless
 to manipulate pagination
 Any alignment acceptable

Body text
 fully justified
 12 point
 single line spacing

Check for no widows, orphans or lists or tables which overlap two pages