

Mark Scheme (Results) January 2009

GCE

GCE Applied ICT (6953/01)

General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Applied GCE ICT Unit 6953 – Mark Scheme – January 2009

Activity	ANSWER	POSS. MARK	MAX
Activity 1	Understanding the situation		
	Any 7 of		
A1	11 types of Perfume	1	
A2	12 Ingredients + water (13 ingredients)	1	
A3	Different proportions	1	
A4	Bottles 80p each	1	
A5	Provided by glass manufacturer	1	
A6	Deal with Department Store Chain (national management)	1	
A7	Country wide stores	1	
A8	Different size stores	1	
A9	2% Mark-up (Not 2% Profit)	1	
A10	30ml bottles	1	
A11	Batches 100	1	
A12	Survey conducted over a year	1	
			7
B1	Wholesale Price (Price charged to Department store) (Cost not allowed)	1	
B2	Amount of each perfume to produce	1	
B3	Amount of each Ingredient to buy	1	
			3
	<i>Any 3 of:</i>		
C1	Credit Crunch doesn't affect sales	1	
C2	Stores remain open no new stores	1	
C3	Sales reflect survey results	1	
C4	Prices of ingredients/bottles remains constant	1	
C5	Any production target can be reached	1	
C6	No other outlets distribute product	1	
C7	Cash flow not a problem	1	
			3
	Total Marks for Activity 1		13

Activity 2	Sources of Information (Factors which affect the accuracy of the model)			
	Any 15 of:			
		Stevens Recipe		
A1	Measurement Accurate		1	
		Costs of Ingredients		
B1	Costs remain same		1	
B2	Other suppliers may be cheaper		1	
B3	Is there a limit to supplies		1	
		Department store size		
C1	No expansions or closures		1	
C2	Some might sell a greater proportion of perfume		1	
C3	Turnover may change		1	
C4	Rounding errors		1	
		Analysis of the Survey		
D1	Who was surveyed (right target)	Expansion description of person	1,1	
D2	Only 2 branches surveyed		1	
D3	Both in South		1	
D4	Small sample		1	
D5	Large population		1	
D6	People change their minds		1	
D7	Might lie to survey		1	
D8	Reliant upon stores analysis		1	
D9	Last year's ideas.		1	
D10	Problem extrapolating from an average		1	
D11	Store numbers remain constant		1	
D12	Right questions asked		1	
D13	Disposable income changes		1	
				15
		Total Marks for Activity 2		15

Activity 3		Computer Modelling		
		Import Data		
	A1	2 new worksheets created	1	
	A2	Contain Correct Data (*2) (0,5,6 ends 755 and 15 all zeroes nothing over 5 in midnight flight) 288,256,192 – 4936,4869, 5376	1,1	
	A3	Gridlines/Row Column Headings/1 Sheet A4 each	1	
				4
		Survey Statistics		
	B1	Data in worksheet correct or correct formula	1	
	B2	Data imported using formula	1	
	B3	Correct name used for ' Survey Data '	1	
	B4	Gridlines/Row & Column headings/ 1 sheet A4	1	
	B5	Columns A to D and Rows 3-9 only	1	
				5
		Sales		
	C1	Correct Formulae in C41 (=sum(C4:C40))	1	
	C2	Sum function used (correctly)	1	
	C3	Formula Replicated	1	
	C4	Columns C-H and row 41 only printed (Must have Gridlines and column headers) (Gridlines allowed if shaded)	1	
				4
		Ingredient Costs		
	D1	Correct Data Copied (31999.92,12799.68 – 9855.68, 14783.52)	1	
	D2	Columns A-D printed	1	
		Next page		
	D3	Correct formula used (=Sum(I4:I16))	1	
	D4	Sum function used appropriately	1	
	D5	Row 17 printed (Must have Gridlines and column headers)	1	
				5
		Ingredient Requirements		
	E1	Suitable formula in cell M4 (=Sum(B4:L4))	1	
	E2	Sum function used appropriately	1	
	E3	Formula replicated	1	
	E4	Column printed (Must have Gridlines and column headers)	1	
				4
		Recipe		
	F1	Data in worksheet correct (=Recipe Data!B2))	1	
	F2	Data imported using formula	1	
	F3	Correct name used for 'Recipe Data'	1	
	F4	Columns A to D and Rows 3-9 only (Must have Gridlines and column headers)	1	
				4

		Summary (Formulae)		
G1		Correct formula in B9(=B4*B7*0.8) do not award if sum used	1	
G2		Correct Formula in B11 (=SUM(B8:L8)) only award if sum used	1	
G3		Correct formula in B12 (=Ingredient Costs!!I17+Summary/B10) do not award if sum used	1	
G4		Correct formula in cell B13 (=B11-B12) do not award if sum used	1	
G5		Columns A to D only	1	
				5
		Summary (Data) (only award if imported data correct (A and D))		
H1		Profit Shown	1	
H2		Profit in excess of 1 million	1	
H3		Profit in excess of 2 million	1	
H4		Profit in excess of 2.5 million	1	
				4
		Total Marks for Activity 3		35

Activity 4	Recommendations			
A1	Chosen Prices Stated	Table or chart	1,1	
A2	Ingredient requirement stated	Table or Chart	1,1	
A3	Production levels stated	Table or Chart	1,1	
A4	Justified by maximum profit		1	
				7
	Any 4 of			
B1	Sales data provided by department store		1	
B2	Sales may change		1	
B3	May change over area		1	
B4	Cost might change		1	
B5	Manufacturing process costs		1	
B6	Accommodation		1	
B7	Staff costs		1	
B8	Any other relevant factor		1	
				4
	Graphical Representation of Data			
C1	Graph included		1	
C2	Graph fit for purpose		1	
C3	Graph show information relevant to report		1	
C4	Graph titled &labelled sensibly		1	
				4
	Suitability for Audience			
D1	Spelling & Grammar Correct		1	
D2	Language suitable for audience		1	
D3	Professional report layout (Intro, Conc, date, at least 2 other sections, suit font colour & size, suitable use of tools)		1	
				3
		Total Marks for Activity 4		18

Activity 5		Evaluation		
	A1	Comment on ease of use	1	
	A2	Statement to the effect that a solution has been provided	1	
	A3	Comment on accuracy of any data	1	
				3
		Max 4 marks		
	B1	Recommendations for improvement	1	
	B2	Recommendations for improvement with any explanation	2	
	B4	Recommendations for improvement with any explanation with data and source	4	
				4
		Total Marks for Activity 5		7
SWW				
	S1	Authenticating Work (All WP pages have task number, Name, centre number).	1	
	S2	Appropriate Structure (Pages in correct order & Folder assembled correctly)	1	
		Total for SWW		2
		Total for Paper		90