

Mark Scheme (Results)

June 2011

GCE Applied ICT (6953)
The Knowledge Worker

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You can also telephone 0844 372 2186 to speak to a member of our subject advisor team.

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.

Activity	ANSWER	POSS. MARK	MAX
Activity 1	Understanding the Problem		
1 (a)	Any 11 of:		
A1	IT consultant for Kornish Kraftz (need both <u>not necessarily together</u>)	1	
A2	Current shop in Falmouth	1	
A3	Basketware, Carved/wooden objects, Woollen items, Jewellery	1	
A4	Owner wants to expand the business	1	
A5	Identified premises in 10 towns/11 in total (can be named)	1	
A6	Selling to tourists / depends on tourist trade - must relate to Kornish Kraftz	1	
A7	Souvenir chain/shops to provide ratings	1	
A8	Souvenir chain/shops rather than surfer supplies	1	
A9	Falmouth rated 1, others higher or lower depending on sales	1	
A10	Tried Press, Leaflets, Local Radio and Billboards	1	
A11	Calculated/studied effect of various promotions /looked at results	1	
A12	Need to increase supply of products/recruit more craftsmen suppliers	1	
A13	Limit to production numbers	1	
A14	Staff required - depends on potential sales and size of shop (recruit more staff not enough)	1	
A15	Transport costs determined (not asked craftsmen for this)	1	
A16	Rent and Utilities (accept electricity, gas or water) taken into account (needs more than rent)	1	
			(11)
1 (b)			
B1	Which shops to open	1	
B2	How to advertise/promote the shops	1	
			(2)
	TOTAL FOR ACTIVITY 1		13

Activity	ANSWER		POSS. MARK	MAX
Activity 2	Sources of Information			
2 (a)	<p>Answers must indicate the differences in sales from one year to the next, or between souvenir shop sales and craft shop sales. Do not accept sample profile or comparisons between locations alone for the expansion mark.</p> <p>Do not accept answers about weather as this is in the question.</p>			
	Any 3 of			
	A1	Position of new shop in town	Comparison between the location of Falmouth shop and the souvenir shop in the same place likely to be in prime locations. e.g. new craft shops may be down a back street and Falmouth craft shop/ souvenir shop in new location may be in main street.	1,1
	A2	Availability of parking	Distance from car park - further or less to walk	1,1
	A3	Advertising in use	Souvenir shops used more advertising than Falmouth shop and new shops can afford. / Different advertising has different effects on sales in different places.	1,1
	A4	Stock levels	Cannot sell if stock runs out. Souvenir shop will sell many mass produced articles that are easy to source. Craft shops are dependent on individuals / labour intensive	1,1
	A5	Opening hours	Maybe shut for lunch because craft shops will have fewer staff	1,1
	A6	Gaps in opening and supply because of illness/holidays	Craft shops are likely to have fewer staff - more vulnerable to sickness etc. craftsmen may not be available	1,1
	A7	Craft products may be fashionable 1 year and not the next	Sales increase/decrease	1,1
	A8	Availability of parking	Distance from car park - further or less to walk	1,1
	A9	Recession/Economic Climate	Values may be taken during recession and the shops may open in a recovery.	1,1
	A10	Rating of the beach	Improved rating would attract more tourists	1,1
	A11	Adverse publicity e.g. floods	This might put people off visiting the area	1,1
	A12	Competition	May be less competition for craft shops than for souvenir shops / more /less competition than in Falmouth	1,1
	A13	Anything sensible if justified		2
	Note: accept only three points without extension			

(6)

Activity	ANSWER		POSS. MARK	MAX																																
2 (b)	Any 4 of:																																			
	<table border="1"> <tr> <td data-bbox="316 376 389 443"></td> <td colspan="2" data-bbox="389 376 1289 443"> Allow reverse argument as appropriate. e.g. B1 - Surfer supplies shop sells a different type of product </td> <td data-bbox="1289 376 1410 443"></td> </tr> <tr> <td data-bbox="316 443 389 510">B1</td> <td data-bbox="389 443 612 510">Similar product</td> <td data-bbox="612 443 1289 510">KK products could be souvenirs</td> <td data-bbox="1289 443 1410 510">1,1</td> </tr> <tr> <td data-bbox="316 510 389 577">B2</td> <td data-bbox="389 510 612 577">Location</td> <td data-bbox="612 510 1289 577">Surf shops sell more if on coast inland may not be as successful</td> <td data-bbox="1289 510 1410 577">1,1</td> </tr> <tr> <td data-bbox="316 577 389 678">B3</td> <td data-bbox="389 577 612 678">Surfing has specific age range</td> <td data-bbox="612 577 1289 678">Surfers tend to be 12-30ish all ages buy souvenirs</td> <td data-bbox="1289 577 1410 678">1,1</td> </tr> <tr> <td data-bbox="316 678 389 745">B4</td> <td data-bbox="389 678 612 745">Limited client base</td> <td data-bbox="612 678 1289 745">Specialist products sold in surf shop</td> <td data-bbox="1289 678 1410 745">1,1</td> </tr> <tr> <td data-bbox="316 745 389 813">B5</td> <td data-bbox="389 745 612 813">Bigger target market</td> <td data-bbox="612 745 1289 813">More people would visit souvenir shop</td> <td data-bbox="1289 745 1410 813">1,1</td> </tr> <tr> <td data-bbox="316 813 389 880">B6</td> <td data-bbox="389 813 612 880">Price of items sold</td> <td data-bbox="612 813 1289 880">Surf products tend to be more expensive</td> <td data-bbox="1289 813 1410 880">1,1</td> </tr> <tr> <td data-bbox="316 880 389 947">B7</td> <td colspan="2" data-bbox="389 880 1289 947">Any sensible reason (award 2 or) - must have reason</td> <td data-bbox="1289 880 1410 947">2</td> </tr> </table>			Allow reverse argument as appropriate. e.g. B1 - Surfer supplies shop sells a different type of product			B1	Similar product	KK products could be souvenirs	1,1	B2	Location	Surf shops sell more if on coast inland may not be as successful	1,1	B3	Surfing has specific age range	Surfers tend to be 12-30ish all ages buy souvenirs	1,1	B4	Limited client base	Specialist products sold in surf shop	1,1	B5	Bigger target market	More people would visit souvenir shop	1,1	B6	Price of items sold	Surf products tend to be more expensive	1,1	B7	Any sensible reason (award 2 or) - must have reason		2		
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B7	Any sensible reason (award 2 or) - must have reason		2																																	
	TOTAL FOR ACTIVITY 2			(8) 14																																

Activity	ANSWER	POSS. MARK	MAX
Activity 3	Computer Modelling (do not mark sheets with font less than 8)		
3 (a)	Import Data		
A1	Data Imported correctly woollen Sweater, 24, 27.....83, 73, 139	1	
A2	Data Imported correctly carved Kingfisher, 27, 2338, 36, 63	1	
A3	Data Imported correctly jewellery Necklace(Red Stone), 33, 3180, 69, 129	1	
A4	Data Imported correctly basketware Laundry basket, 21, 2269, 60, 111	1	
A5	Worksheets created and named correctly (marked from printouts in B)		
			(5)
3 (b)	Woollen Products, Carved Products, Basketware and Jewellery (Formulae) Columns D-G, rows 7-18		
B1	Data copied correctly using formulae woollen =Import_Woollen!B2	1	
B2	Data copied correctly using formulae carved =Import_Carved!B2	1	
B3	Data copied correctly using formulae basketware =Import_Basketware!B2	1	
B4	Data copied correctly using formulae jewellery =Import_Jewellery!B2	1	
			(4)
3 (c)	Values (Formulae) Column G, rows 6-8		
C1	Correct formula costs (= 'Monthly Figures'!N14) =SUM('Monthly Figures'! B14:M14) accept B14+C14 + etc	1	
C2	Correct formula revenue (= 'Monthly Figures'!N15) =SUM('Monthly Figures'! B15:M15) accept B15 + C15 + etc	1	
C3	Correct formula profit (= 'Monthly Figures'!N16) =SUM('Monthly Figures'! B16:M16) / =G7-G6	1	
			(3)

Activity	ANSWER	POSS. MARK	MAX
3 (d)	Advertising (Formulae) Columns A-C, rows 22-32		
	Correct formula (=IF(Values!B\$21="Yes",(Advertising!)B7,0) reverse OK)		
D1	Condition correct (Values!B\$21="Yes")	1	
D2	True Value Correct depending on D1	1	
D3	False Value Correct depending on D1	1	
D4	Bonus for fully correct formulae	1	
D5	Both columns replicated correctly (=IF(Values!C\$21="Yes",Advertising!C7,0)	1	
D6	B21(and C21) absolute addressing correctly applied only award if working formula	1	
D7	B21(and C21) absolute addressing only on row (bonus) only award if working formula	1	
			(7)
3 (e)	Totals (Formulae) Column G-H, 26-36		
	Correct formula in column H (=IF(Values!B7="Yes",Totals!H7,0) reverse OK)		
E1	Condition correct (Values!B7="Yes")	1	
E2	True Value Correct depending on E1	1	
E3	False Value Correct depending on E1	1	
E4	Bonus for fully correct formula	1	
E5	Column Replicated correctly	1	
E6	No incorrect absolute addressing used	1	
			(6)
3 (f)	Values (Data)		
	Do not award any marks if: any formula would give incorrect or advantageous results profit over £250,000 (cannot be achieved in model)		
F1	>100,000 Profit	1	
F2	>120,000 Profit	1	
F3	>130,000 Profit	1	
F4	>140,000 Profit	1	
F5	>150,000 Profit	1	
F6	>160,000 Profit	1	
F7	>180,000 Profit	1	
F8	>200,000 Profit	1	
			(8)

Activity	ANSWER	POSS. MARK	MAX
3 (g)	Printouts		
G1	All required printouts (and no others)	1	
G2	In right order (>7 worksheets)	1	
G3	Row and Column headings on all (>7 worksheets)	1	
G4	Gridlines	1	
G5	Correct header & footer	1	
G6	Correct rows printed	1	
G7	Correct columns printed	1	
			(7)
	TOTAL FOR ACTIVITY 3		40

Activity 4 Letters & Memos - Report

Indicative content

In report format, not a memo or a letter. **(Limited to Level 2 if not a report.)**

Suitable title e.g. report to the management of Kornish Kraftz.

Introduction including statement of decisions.

Recommended shops to open and advertising perhaps in a table.

Justifications of recommendation – should mention profit

Factors that might impact on profitability:

- Weather
- Production numbers
- Opening Hours
- Illness & Holidays
- Sales increase/decrease year to year
- Location of shop
- Parking

Chart:

- Relevant
- Used in justification of recommendation
- Labelled
- Chart fit for purpose

Conclusion is a summary of recommendations.

Level	Marks	Descriptor
	0	No rewardable content
Level 1	1-5	The report shows a recommendation although this may not be justified and may be shown in an unclear way. The candidate has included a chart although this may not be relevant to the report. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	6-10	The report shows a recommendation which is clear, complete and in a table. The candidate has supplied a chart which is relevant to the report but what the chart shows may not be clear. Some attempt has been made to supply recommendations in report form with limited headings. They have mentioned more than 1 factor not taken into account in the model which may affect profitability. The report is mainly concise and to the point. The candidate uses some specialist terms and shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
Level 3	11-15	The report is set out in a clear way using headings and sub headings. The recommendations are made clearly and the charts supplied are relevant, well labelled and add to the content of the report. The recommendations would lead to a clear profit. They have mentioned several factors (4+) not taken into account in the model which may affect profitability. The report is concise and to the point. The candidate uses a range of appropriate specialist terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar used with considerable accuracy.

Activity	ANSWER	POSS. MARK	MAX
Activity 5	Evaluation		
5	Comment on ease of use (e.g. Use of drop-down menus makes it easy to choose stores)	1	
A1			
A2	Statement to the effect that it helped you to a solution (The model showed me the impact on profit opening each store would have)	1	
			(2)
	Max 4 marks		
B1	(Only 2 allowed) Recommendations for improvement (e.g. Doesn't show Cash flow)	1	
B2	Recommendations for improvement with any explanation (e.g. Loss made in one month not carried into next)	2	
B3	Recommendations for improvement with detailed explanation including formulae if relevant (e.g. New line on monthly totals carrying forward the profit or loss)	4	
			(4)
	Total for Activity 5		6

SWW1	Authenticating Work (All WP pages have task number, Name, centre number).	1	
SWW2	Appropriate Structure (Pages in correct order & Folder assembled correctly)	1	
	Total Marks for Standard Ways of Working		2
	TOTAL FOR PAPER		90

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Welsh Assembly Government

