UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Advanced Level

MARK SCHEME for the 2005 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT

5201 Communication, Data Management, Systems Management, maximum mark 100

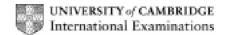
This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking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

CIE is publishing the mark schemes for the November 2005 question papers for most IGCSE and GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.



CAMBRIDGE INTERNATIONAL DIPLOMA Advanced Level

MARK SCHEME

MAXIMUM MARK: 100

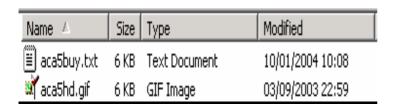
PAPER: 5201/A

ICT (Communication, Data Management, Systems Management)



Printout of the file list from candidate's storage area.

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Heading style 16 point, bold, underlined, sans-serif font, left aligned, blank line before heading no blank line after heading

A4 Portrait
Top and Bottom margins 4cm
Left and Right margins 2cm
Allow for paper feed inconsistencies with
printers – (the line length must be 17.5 cm)

Hothouse Design

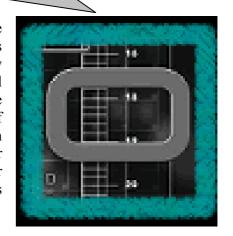
Office Supplies purchasing strategy

Graphic with text wrap
Fills 20%-50% of column width
Top of graphic aligns within 5mm of top of text

Rationale

Heading style

Over the past twelve months the Office Supplies section of Hothouse Design has grown beyond the projected figures for the year. Sales increased by 26.2% over the year, yet, due to the marketing strategy put into place, profits only increased by 11.8% over the financial year. With inflation running at 2.3% in the last financial year, the board of directors feel that this figure is insufficient. As the focus of last year's marketing strategy was on rapidly increasing sales through decreasing prices (and hence profit margins), we have increased our client base by 47%, with large numbers of new clients trying out our products. Several have already generated repeat business, and this needs to be one aspect that must be targeted in the forthcoming year.



As well as this, the need to increase productivity is the most important area of focus. The reduced sales prices and special offers were the primary reason for the increase in business and should therefore be retained. The only other

variable that can be examined is the purchase price of the items to be sold. There are different possible approaches to reducing purchase price costs. These are:

> 2 columns with 1cm spacing Applied to these paragraphs only

Economies of scale

Heading style

Greater quantities would give us more purchasing power, in other words an ability to purchase the items more cheaply. If we could guarantee exceptional sales figures of particular items, then these could be purchased more competitively and increase the profit margins on these items. At present we run with a 'Just in time' policy for stock, where the stock is ordered by us just in time, or in some cases despatched directly from the manufacturer. This policy offers a speedy turnaround but does not allow for bulk purchasing, as each order is placed independently, often for small quantities of

stock. There is a large cost implication of raising many purchase orders over a number of days for the same item. If our best selling ranges could be bulk purchased, and the goods stored (incurring warehouse purchase or leasing costs) then we could buy in very large quantities and significantly reduce the purchase costs. We must be aware that many of the additional costs (like warehousing) would not appear against individual units but would need to be calculated on this basis in order to ensure that we select the most cost efficient method of purchasing.

<today's date> N <student's name>

Re-negotiate terms

Heading style

We could attempt to renegotiate purchase terms and costs with our existing suppliers, based upon the increase in sales volumes. This may prove successful with some companies, but current price structures being used offer us competitive wholesale rates on many products.

Heading style

Alternative suppliers and re-branding

This needs investigating in two ways. One alternative would be to purchase cheaper goods, perhaps not quite of the same quality as the products that we now offer, or perhaps just as the major promotional items. The disadvantage of this would be that we currently have an excellent reputation for quality, both in terms of service and products and we would risk losing this reputation and potentially business. One way of offering this type of product would be to use a different 'branding' within our business and try to run two business strands with one set of premises and staff, the second brand being aimed at the value end of the market with 'cheap and cheerful' product ranges.

Heading style

Supplier codes

Distributor	Name
В	Scotch
С	Simplex
D	Dudley
Е	Coltex

Page break inserted here

Footer
Date on left
Name on right
Page numbering in centre
Footer on all pages

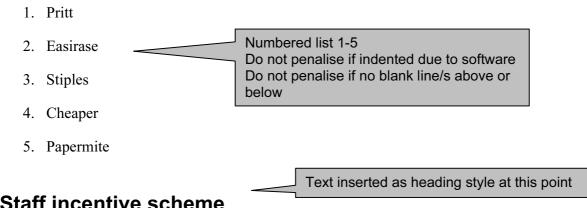
Table inserted, data from aca5code.csv 5 rows, 2 columns row containing A Sellotape deleted style as body text with bold & italic top row no blank line above table single line spacing – must be12 pts below line gridlines must be shown

<today's date> N <student's name>

Heading style

Alternative suppliers for the same products

One option might be to locate alternative suppliers for some of the product ranges that we currently stock. This could not be done where we purchase direct from the manufacturer, (for example with Sellotape and Scotch), but would be possible where a third party wholesale distributor is used (for example Dudley). If some of the more popular product lines currently purchased through a wholesale distributor could be obtained directly from the manufacturer, it may be possible to make further discounts in this area. On items where our purchase quantities are relatively low, the purchase price is unlikely to be cheaper if we buy direct, due to the wholesale distributor's bulk buying power. Here are some potential suppliers (some manufacturers and others wholesale distributors) for some of our current product ranges:



Staff incentive scheme

The staff incentive scheme that was introduced for the sales team in last year's sales initiative was a tremendous success. To refresh your memory, the scheme operated in the following manner:

Each member of the sales team now manages a number of key clients. Those clients are not reallocated annually or bi-annually as has previously been the case, but now remain with the individual sales staff to promote a sense of individual pride. The same sales advisor grosses 0.5% of pre-VAT price for each sale they take. In addition to this, for each sale generated to another division within the company from this contract, a bonus is payable to the sales advisor. For example: if the graphic design department is introduced to a client and is given a commission, then the member of the sales team from the office supplies department will also gross 1.5% of the pre-VAT price for each future contract. We need to be creative with the purchasing staff and try to create an incentive scheme where the staff will take pride in their work, and they will receive additional remuneration for increasing the company's profit margins.

<today's date> N <student's name>

Action points

Heading style

One area for immediate focus will be on those cheaper products where we buy large pack sizes selling for under £4 per item.

All staff are requested to give these suggestions due consideration, any other suggestions would also be welcome. We will meet as scheduled on Wednesday at 3'o'clock. To give an example of some of our current suppliers and the number of their products that we stock (either as stock items or on a dispatch from manufacturer basis) we have included the following chart:

Body text

12 point, serif font, fully justified, no blank line before each paragraph blank line after each paragraph Must be applied to all paragraphs

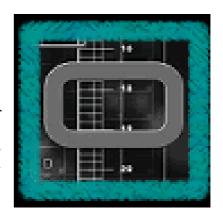
<today's date> N <student's name>

Hothouse Design

Office Supplies purchasing strategy

Rationale

Over the past twelve months the Office Supplies section of Hothouse Design has grown beyond the projected figures for the year. Sales increased by 26.2% over the year, yet, due to the marketing strategy put into place, profits only increased by 11.8% over the financial year. With inflation running at 2.3% in the last financial year, the board of directors feel that this figure is insufficient. As the focus of last year's marketing strategy was on rapidly increasing sales through decreasing prices (and hence profit margins), we have increased our client base by 47%, with large numbers of new clients trying out our products. Several have already generated repeat business, and this needs to be one aspect that must be targeted in the forthcoming year.



As well as this, the need to increase productivity is the most important area of focus. The reduced sales prices and special offers were the primary reason for the increase in business and should therefore be retained. The only other

variable that can be examined is the purchase price of the items to be sold. There are different possible approaches to reducing purchase price costs. These are:

Economies of scale

Greater quantities would give us more purchasing power, in other words an ability to purchase the items more cheaply. If we could guarantee exceptional sales figures of particular items, then these could be purchased more competitively and increase the profit margins on these items. At present we run with a 'Just in time' policy for stock, where the stock is ordered by us just in time, or in some cases despatched directly from the manufacturer. This policy offers a speedy turnaround but does not allow for bulk purchasing, as each order is placed independently, often for small quantities of

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<today's date> N <student's name>

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Re-negotiate terms

This may prove successful with some companies, but current price structures being used offer us competitive wholesale rates on We could attempt to renegotiate purchase terms and costs with our existing suppliers, based upon the increase in sales volumes. many products.

Alternative suppliers and re-branding

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Supplier codes

Sandbiller codes	
Distributor	Name
В	Scotch
Э	Simplex
D	Dudley
E	Coltex

<today's date>

Z

<student's name>

Alternative suppliers for the same products

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- 3. Grafix Numbered list 1-6 Item 3- Grafix inserted
- 4. Stiples
- 5. Cheaper
- 6. Papermite

Staff incentive scheme

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<student's name> Z <today's date>

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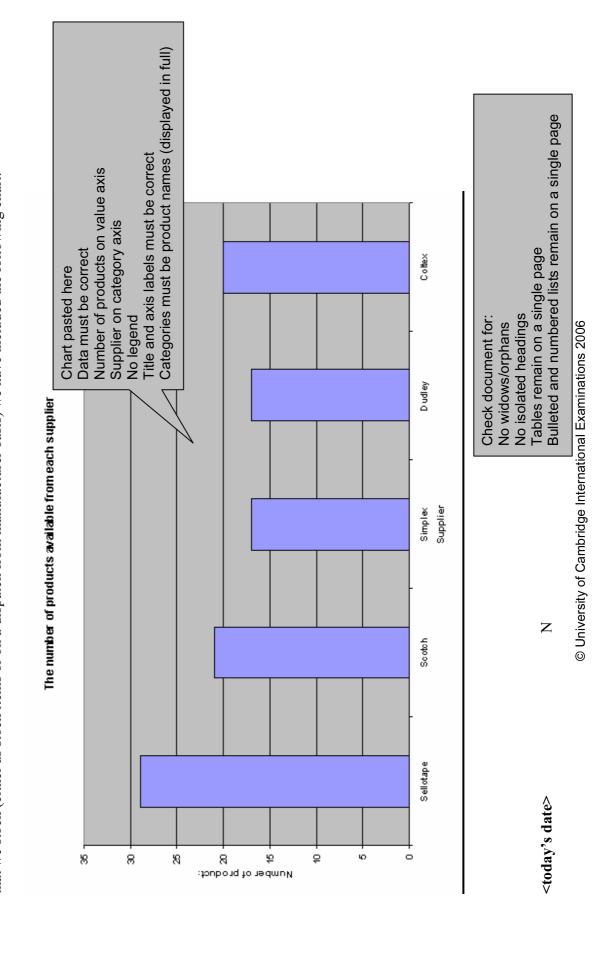
Action points

One area for immediate focus will be on those cheaper products where we buy large pack sizes selling for under £4 per item.

44359 A Sellotape Dual Core Desktop Tape Dispenser 30599 A Sellotape Double Sided Tape 25mm x 33m 22707 A Sellotape Original Tape 15mm x 33m 15143 E UHU All Purpose Spray 150ml 2573 15108 Data extract pasted here 53344 Betail calculated correctly Searched on Pack >= 24 AND Retail < A Sorted on Pack size (ascending) 12321 then Ref (descending) Unit column deleted Formatted in body style Column headings bold & italic Gridlines not important Wholesale and retail columns must be in sterling currency with 2dp	Wholesale	Pack Size Retail
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Data extract pasted here Data must be correct Retail calculated correctly Searched on Pack >=24 AND Retail <4 Sorted on Pack size (ascending) Unit column deleted Formatted in body style Column headings bold & italic Gridlines not important Wholesale and retail columns must be in sterling currency with 2dp	£63.50	50 £2.29
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Searched on Pack >=24 AND Retail <4 Sorted on Pack size (ascending) then Ref (descending) Unit column deleted Formatted in body style Column headings bold & italic Gridlines not important Wholesale and retail columns must be in sterling currency with 2dp	£44.70	60 £1.34
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who esale and retail commiss must be in sterling currency with 2dp	£206.00	100 £3.71

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as scheduled on Wednesday at 3'o'clock. To give an example of some of our current suppliers and the number of their products All staff are requested to give these suggestions due consideration, any other suggestions would also be welcome. We will meet that we stock (either as stock items or on a dispatch from manufacturer basis) we have included the following chart:



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

Check send to address: design.h@ucles.org.uk

Check subject line **ICTCOREX**Check for attachment present

Could have any file name, check for document or dtp application extensions, zip files etc.

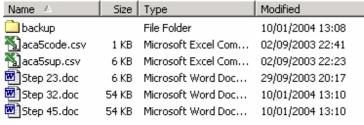
Printout of the file list from candidate's storage area.

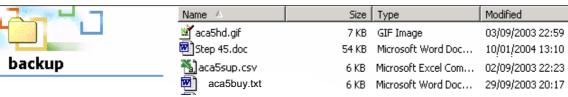
Check that files saved at steps 23, 32 and 45 are present (may be different file names from below) and that **ACA5BUY.TXT** has been deleted and that **ACA5HD.GIF** has been moved into the **BACKUP** folder

Ensure final document has been copied into BACKUP folder

Check **FILENAME** is visible for all files Check **File Size** is visible for all files

Check Date and Time are visible for all files





<today's date> N <student's name>

CAMBRIDGE INTERNATIONAL DIPLOMA Advanced Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5201/B

ICT (Communication, Data Management, Systems Management)



Printout of the file list from candidate's storage area.

Check **FILENAME** is visible Check **File Size** is visible Check **Date** and **Time** are visible

Name A	Size	Туре	Modified
acb5buy.txt	6 KB	Text Document	10/01/2004 10:04
🌌 acb5hd.gif	6 KB	GIF Image	03/09/2003 22:59

A4 Portrait
Top and Bottom margins 3 cm
Left and Right margins 3 cm
Allow for paper feed inconsistencies with
printers – (the line length must be 15.5 cm)

Heading style
14 point, bold, sans-serif font,
centre aligned,
blank line before heading
blank line after heading

Hothouse Design

Warehousing options for Office Supplies Heading style

Rationale

Some of the developments within the options suggested as the proposed purchasing strategy need careful investigation in terms of warehousing. The current status (as you are already aware) is that of a JIT strategy. This ensures that the products are purchased by us as an order is placed with us, and we take delivery of the products just in time to dispatch them to the customer.

Whilst this strategy has been mostly successful up to this point, we are trying to increase profit margins without increasing our sales prices. One area for investigation is the prospect of bulk buying our most popular product lines to reduce costs. This obviously has an impact in that warehousing facilities will be needed.

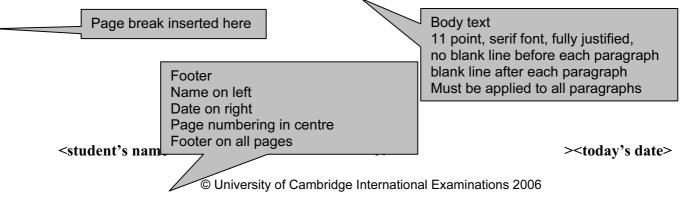
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Storage space

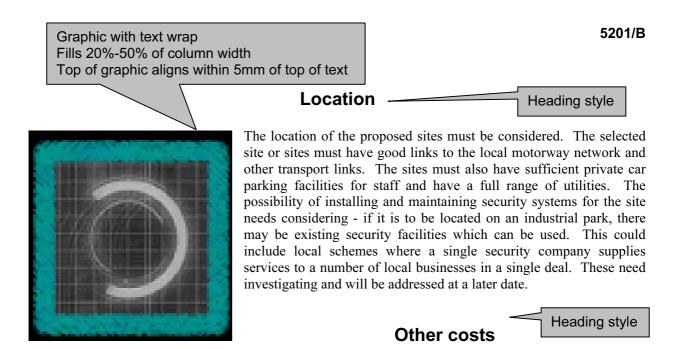
There need to be several major considerations in determining the right storage space. The primary decisions will involve location and also whether to allow sufficient space for the storage of all our product lines or just our most popular lines. Another primary decision will be do we want to use accommodation that will allow us to store the current sales volumes, or do we project increased sales and allow for a measure of expansion? If so, how much expansion will there be, and do we want a site with the potential for further expansion?

Buy or rent?

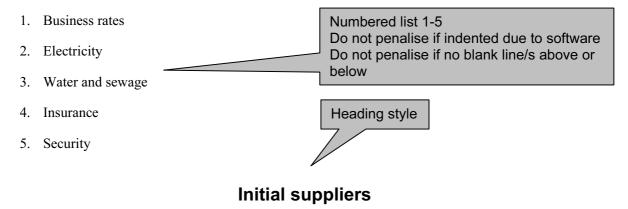
One major consideration will need to be whether to buy or rent an existing warehousing property or to buy land and build a new facility. There is a limited amount of storage space at our existing offices which could be used on a temporary basis, but if sales figures increase as they have over the last six-month period, then this would be inadequate almost before the scheme could be implemented. Li will fully investigate the relative costs of buying or renting (leasing) any suitable local properties that are available with at least a ten-year lease. Shorter leases may be considered, although the costs of refurbishment, security and IT infrastructures would probably exclude these as viable options.



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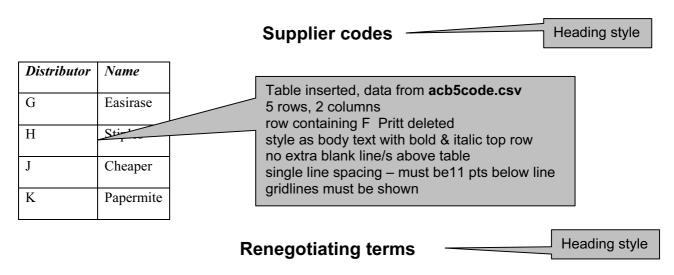


There are several other considerations that need to be addressed. If warehousing is used, then there would probably need to be an increase in the number of employees. Whether the proposed property is rented or purchased, there would still be fixed overheads like business rates, utilities and security implications to consider. Some of these annual overheads have been identified below:



We would like to consider the following suppliers and their codes for the initial feasibility study of this. By examining these as a sample, we should be able to calculate approximate savings, storage areas required and whether it is feasible to change our purchasing strategy in this way. The selected suppliers and codes can be found below.

<student's name> N ><today's date>



The feasibility study will require a discussion with all of the suppliers in the table above to see what discounts would be available on the product ranges of theirs that we currently hold. We can use the incentive of increased volumes of sales from their prospective, and a higher profile and potential sales for their products. We should also investigate the idea of actively promoting one or more of their products (preferably new products) as loss leaders to stimulate sales which would be mutually beneficial. Alex will be responsible for this phase of renegotiating, as she already has personal contacts within three of the five selected companies. The chart below shows the number of product ranges that we currently stock from each company.

Heading style

Sampled product ranges

We are going to sample some of the product ranges to get an approximate volume calculation for the stored stock. In order to do this we have selected a sample of all the low cost items with large quantities within each stored unit. The result of our database search for these products gives us those with a pack size of greater than or equal to 100 and with a retail price of less than £0.50 per unit. These sample products are listed below:



If our 'just in time' purchasing strategy is to be replaced with a system of warehousing, then this initial feasibility study should allow us to make an informed decision. This decision should be as to whether by implementing the proposed changes we will increase our profit margins. If these changes do not increase profit margins or maintain them with an improved service to our customers, then it will not be worth implementing wholesale change and restructuring. If either of these aims can be met, then further investigation would be necessary using the sites shortlisted in this initial study, and further investigative renegotiation with another sample of suppliers would need to take place.

<student's name> N ><today's date>

Hothouse Design

Warehousing options for Office Supplies

Rationale

Some of the developments within the options suggested as the proposed purchasing strategy need careful investigation in terms of warehousing. The current status (as you are already aware) is that of a JIT strategy. This ensures that the products are purchased by us as an order is placed with us, and we take delivery of the products just in time to dispatch them to the customer.

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Storage space

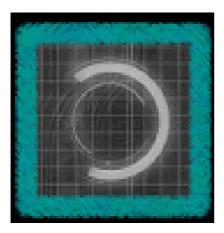
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Buy or rent?

One major consideration will need to be whether to buy or rent an existing warehousing property or to buy land and build a new facility. There is a limited amount of storage space at our existing offices which could be used on a temporary basis, but if sales figures increase as they have over the last six-month period, then this would be inadequate almost before the scheme could be implemented. Li will fully investigate the relative costs of buying or renting (leasing) any suitable local properties that are available with at least a ten-year lease. Shorter leases may be considered, although the costs of refurbishment, security and IT infrastructures would probably exclude these as viable options.

<student's name> N ><today's date>





The location of the proposed sites must be considered. The selected site or sites must have good links to the local motorway network and other transport links. The sites must also have sufficient private car parking facilities for staff and have a full range of utilities. The possibility of installing and maintaining security systems for the site needs considering - if it is to be located on an industrial park, there may be existing security facilities which can be used. This could include local schemes where a single security company supplies services to a number of local businesses in a single deal. These need investigating and will be addressed at a later date.

Other costs

There are several other considerations that need to be addressed. If warehousing is used, then there would probably need to be an increase in the number of employees. Whether the proposed property is rented or purchased, there would still be fixed overheads like business rates, utilities and security implications to consider. Some of these annual overheads have been identified below:

- 1. Business rates
- 2. Heating fuel (gas or oil)

Item 2- Heating fuel (gas or oil) inserted

Numbered list 1-6

- 3. Electricity
- 4. Water and sewage
- 5. Insurance
- 6. Security

Initial suppliers

We would like to consider the following suppliers and their codes for the initial feasibility study of this. By examining these as a sample, we should be able to calculate approximate savings, storage areas required and whether it is feasible to change our purchasing strategy in this way. The selected suppliers and codes can be found below.

<student's name> Z <today's date>

Supplier codes

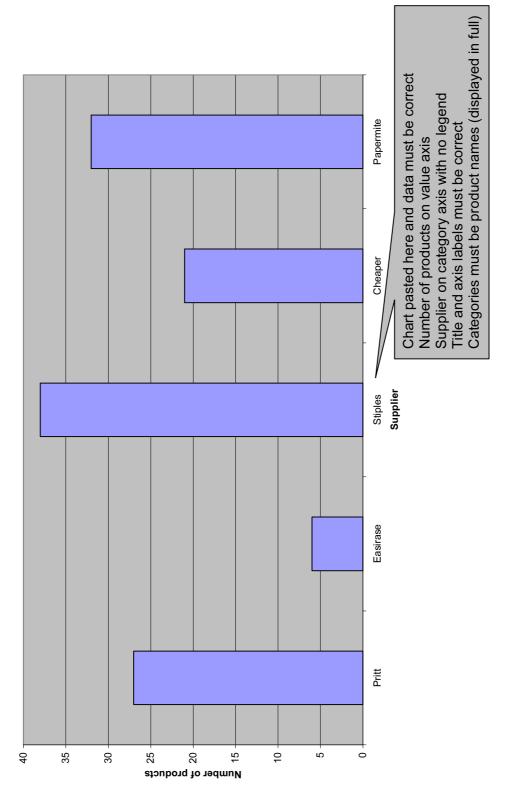
Distributor	Name
Ð	Easirase
Н	Stiples
J	Cheaper
K	Papermite

Renegotiating terms

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<student's name> Z <today's date>

The number of products available from each supplier



<student's name> Z <today's date>

Sampled product ranges

We are going to sample some of the product ranges to get an approximate volume calculation for the st database search for these products gives us those with a pack size of greater than or equal to 100 and v do this we have selected a sample of all the low cost items with large quantities within each stored than £0.50 per unit. These sample products are listed below:

Ref	Code	Ref Code Description	Wholesale Pack Size	Pack Size	Retail
28009 H	Н	A4 38mm White	£16.90	100	£0.30
28008 H	Н	A4 38mm Red	£16.90	100	£0.30
28007 H	Н	A4 38mm Blue	£16.90	100	£0.30
28006 Н	Н	A4 38mm Black	£16.90	100	£0.30
43962 F	H	Sticky Fingers Wallet of 140	£3.26	140	£0.04

Data extract pasted here
Data must be correct
Retail calculated correctly
Searched on Pack >=100 AND
Retail <0.5
Sorted on Pack size (ascending)
then Ref (descending)
Unit column deleted
Formatted in body style
Column headings bold & italic
Gridlines not important
Wholesale and retail columns
must be in sterling currency with

Summary

increase our profit margins. If these changes do not increase profit margins or maintain them with an improved service to our customers, then it will not be worth implementing wholesale change and restructuring. If either of these aims can be met, then further investigation would be necessary using the sites shortlisted in this initial study, and further investigative renegotiation If our 'just in time' purchasing strategy is to be replaced with a system of warehousing, then this initial feasibility study should allow us to make an informed decision. This decision should be as to whether by implementing the proposed changes we will with another sample of suppliers would need to take place.

Check document for:
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Could have any file name, check for document or dtp application extensions, zip files etc.

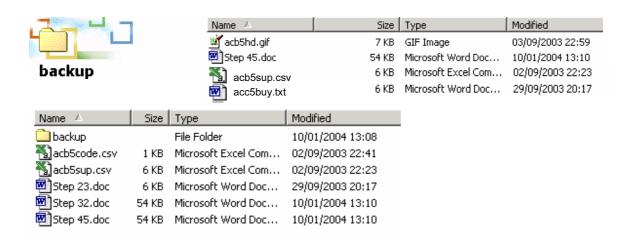
Printout of the file list from candidate's storage area.

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