

## **MARK SCHEME for the 2006 question paper**

<p style="text-align: center;"><b>CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT</b> <b>5201A     Core Module</b></p>
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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 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.

The grade thresholds for various grades are published in the report on the examination for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses.

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

CIE is publishing the mark schemes for the October/November 2006 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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<Students name>

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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

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A4 Portrait  
 Top and Bottom margins 4cm  
 Left and Right margins 4cm  
 Allow for paper feed inconsistencies with printers – (the line length must be 13 cm)

<today>

## ***Hothouse Design***

### ***Office Supplies Marketing Strategy – Phase 3***

#### ***Evaluation of Phase 2***

Heading style

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

The continued theme of raising corporate prices for a limited range of products in both initial phases of the strategy after slightly raising the prices in phase 1 hence relative prices increased in phase 2. This made our products 1% and 5% cheaper than all rival vendors with low overheads (including those using the Internet as a medium) and between 3% and 22% cheaper than mail order competitors. The profit margins as predicted were low but there was a continued increase in overall trade and in line with phase 1 this new strategy has introduced the success of both phase 1 and phase 2 it would be logical to continue with this strategy. The pre-audit profit calculations for phase 2 which offers we have increased turnover by approximately £5,440. This figure is still down on our predictions again due to the relatively high advertising costs attached to this strategy.



Graphic with text wrap  
 Fills 40%-60% of column width  
 Top of graphic aligns within 5mm of top of text

Heading style

#### ***Increase in customer base***

The rapid increase in our customer base over the initial phases of this strategy has proved so successful, that we must review our personnel structuring in the Office Supplies division of the company. To this end, we will revise the management committee meeting scheduled for the first Tuesday of next month, deferring the entire agenda until the following

meeting and replacing it with discussion on the restructuring of the division. This will also raise potential issues relating to premises, distribution and the search for low-cost high-quality products that can be purchased in bulk to offer as our 'star buys' for each marketing phase.

Page break inserted here

2 columns with 0.5cm spacing  
 Applied to this paragraph only

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

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## ***Advertising contracts***

Heading style

It will be important to review our advertising procedures if we intend to sustain this marketing strategy, reviewing the range of marketing media, and where appropriate renegotiating advertising costs. To this end the Sales team has employed a consultant, who is a specialist in marketing and the media, to look at these options. The results of this study will be presented to the management committee (in draft form), with the agenda, seven days before the meeting. The full presentation will be delivered in the meeting, but there will be the opportunity to raise any issues relating to this area straight after the presentation. The main focus of this study is to increase our exposure to potential customers whilst reducing the advertising revenue from 30% of our income to 25% of our generated income.

Text inserted as heading style at this point

## ***Recruitment***

It is anticipated that we will now need to recruit 4 new members of staff as previously noted. These will be two new full-time employees added to the existing sales team, one full-time employee in warehousing and one full-time member of staff in dispatch. This will have an effect on workspace and it is vital that we anticipate continued growth in this area which is likely to require a change of premises, in order to facilitate our future expansion whilst maintaining our high standards of customer service. This would of course lead to an increase in overheads. When this potential expansion is investigated, the primary factors must include the potential for further rapid growth, good transport links and of course low operating costs.

## ***Quality control***

We must still maintain our turn around time of 24 hours from order to dispatch, if we are to keep our customers happy, promote further growth and increase the pressure on our rivals, reducing their market share. With this in mind it would be worth considering the enhancement of an existing employee (who knows the business) to a role in quality control. In the initial stages this post would be in addition to their existing responsibilities, especially with the rapidly increasing workload, but their phased replacement (which could occur in any of the departments – depending upon the person appointed) could start as part-time, with a view to becoming full time over the next few months if current sales trends are maintained.

Heading style

## ***Phase 3 focus***

The proposal for the phase 3 focus will be on a range of binders, files and folders. The profit margins of these carefully selected products have all been reduced to show a mark-up of approximately 36%. This compares to the phase 1 mark-ups which averaged between 15% and 30%, and phase 2 which was 40%. Again individual products, of which we hold a large stock, should be the star performers of our advertising campaigns. The focus should again be good value for money. It is anticipated that the star performers in this phase are likely to be those listed below:

1. A4 Lever Arch File
2. Lever Arch File Spine Labels
3. Laminated Lever Arch Files

Numbered list 1-5  
Do not penalise if indented due to software  
Do not penalise if additional blank line above or below

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4. 9 Part Organiser Files
5. Square Cut Folders

Heading style

### ***Product codes***

<i>Code</i>	<i>Product</i>
A	Presentation Binder
B	Organiser Files
D	Lever Arch Files
E	Square Cut Folders

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

Table inserted, data from **aca6code.csv**  
5 rows, 2 columns  
row containing C Lever Arch Spine Labels deleted  
style as body text with bold & italic top row  
Line spacing in table not assessed  
gridlines must be shown  
blank line after table

Above are the proposed product codes for the selected of the marketing strategy. Below is a comparison of (mark-up) of the products in each of these categories.

### ***High profit margin products***

### ***Affiliate partnership accounts***

Heading style

We have now launched the affiliate partnership account which offers the same sales incentives to business-related websites which will carry links to our offer pages from their websites. This was conceived as a simple and easy way for them to earn money. In the first month though we have only had three enquiries from webmasters and as yet no affiliate partnership accounts have been opened. As stated in the last month's report it would seem more appropriate to do the initial checking of the websites, only after the owners have applied for affiliate status rather than the current system of checking the site when they show initial interest. We changed the checking based on this until after the websites had applied for Affiliate Partnership Accounts. In the past month we have had no websites showing interest in this facility. In an effort to cut costs we have therefore decided to shelve this initiative. We have left the advertising for it in place (as this had to be pre paid in advance), but will not be actively recruiting as in the previous two phases. If there is no uptake from this advertising, then the scheme will be terminated. Any contracts which are initiated during this phase will however be honoured in full.

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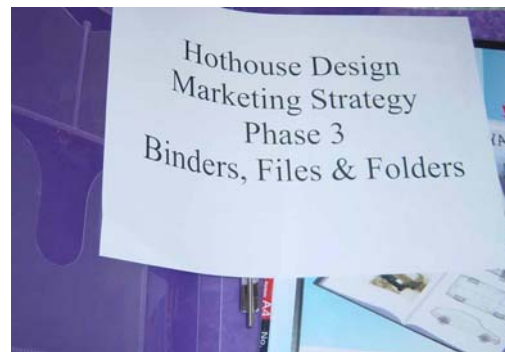
<today>

## ***Hothouse Design***

### ***Office Supplies Marketing Strategy – Phase 3***

#### ***Evaluation of Phase 2***

The continued theme of raising corporate awareness of a limited range of products has worked well in both initial phases of the scheme, even after slightly raising the profit margins and hence relative prices between phase 1 and phase 2. This made the products between 1% and 5% cheaper than all rival vendors with low overheads (including those using the Internet as a medium) and between 3% and 22% cheaper than mail order competitors. The profit margins as predicted were low but there was a continued increase in overall



trade and in line with phase 1 this new strategy has introduced us to 128 new customers. Given the success of both phase 1 and phase 2 it would be logical to continue the development of this strategy. The pre-audit profit calculations for phase 2 would indicate that over the period of the offers we have increased turnover by approximately £74,000 and profits by approximately £5,440. This figure is still down on our predictions again due to the relatively high advertising costs attached to this strategy.

#### ***Increase in customer base***

The rapid increase in our customer base over the initial phases of this strategy has proved so successful, that we must review our personnel structuring in the Office Supplies division of the company. To this end, we will revise the management committee meeting scheduled for the first Tuesday of next month, deferring the entire agenda until the following

meeting and replacing it with discussion on the restructuring of the division. This will also raise potential issues relating to premises, distribution and the search for low-cost high-quality products that can be purchased in bulk to offer as our 'star buys' for each marketing phase.

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### ***Phase 3 focus***

The proposal for the phase 3 focus will be on a range of binders, files and folders. The profit margins of these carefully selected products have all been reduced to show a mark-up of approximately 36%. This compares to the phase 1 mark-ups which averaged between 15% and 30%, and phase 2 which was 40%. Again individual products, of which we hold a large stock, should be the star performers of our advertising campaigns. The focus should again be good value for money. It is anticipated that the star performers in this phase are likely to be those listed below:

1. A4 Lever Arch File
2. Lever Arch File Spine Labels
3. Elite 70 Lever Arch File
4. Laminated Lever Arch Files
5. 9 Part Organiser Files
6. Square Cut Folders

Numbered list 1-6  
Item 3- Elite 70 Lever Arch File inserted



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### **Product codes**

<i>Code</i>	<i>Product</i>
A	Presentation Binder
B	Organiser Files
D	Lever Arch Files
E	Square Cut Folders

Above are the proposed product codes for the selected products which are to be used in phase 3 of the marketing strategy. Below is a comparison of the average profit margin (percentage mark-up) of the products in each of these categories.

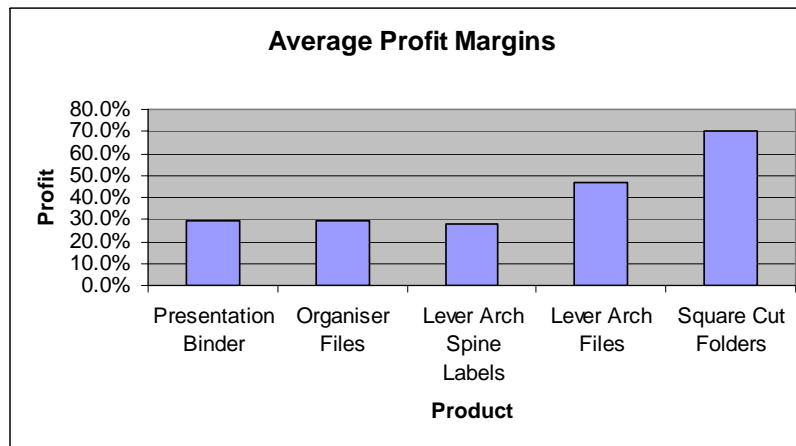


Chart pasted here  
 Data must be correct  
 %Profit calculated on value axis  
 Product on category axis  
 No legend  
 Title and axis labels must be correct  
 Categories must be product names (displayed in full)

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### ***High profit margin products***

<b><i>Ref</i></b>	<b><i>Type</i></b>	<b><i>Description</i></b>	<b><i>Offer</i></b>	<b><i>Purchase</i></b>	<b><i>Profit</i></b>	<b><i>%Profit</i></b>
29746	E	Square Cut Folder 270gsm Foolscap Red	6.49	1.68	4.81	74.1%
29745	E	Square Cut Folder 270gsm Foolscap Grey	6.49	1.68	4.81	74.1%
29744	E	Square Cut Folder 270gsm Foolscap Pink	6.49	1.68	4.81	74.1%
29743	E	Square Cut Folder 270gsm Foolscap Yellow	6.49	1.68	4.81	74.1%
29742	E	Square Cut Folder 270gsm Foolscap Orange	6.49	1.68	4.81	74.1%
29741	E	Square Cut Folder 270gsm Foolscap Green	6.49	1.68	4.81	74.1%
29740	E	Square Cut Folder 270gsm Foolscap Buff	6.49	1.68	4.81	74.1%
29739	E	Square Cut Folder 270gsm Foolscap Blue	6.49	1.68	4.81	74.1%
29749	D	A4 Lever Arch File Cloud	6.99	1.60	5.39	77.1%
29748	D	Foolscap Lever Arch File Cloud	6.99	1.60	5.39	77.1%

### ***Affiliate Partnership Accounts***

We have now launched the affiliate partnership account which offers links to our offer pages from their websites. This was conceived as a though we have only had three enquiries from webmasters and as yet no last month's report it would seem more appropriate to do the initial checking status rather than the current system of checking the site when they show the websites had applied for Affiliate Partnership Accounts. In the past month an effort to cut costs we have therefore decided to shelve this initiative. We in advance), but will not be actively recruiting as in the previous two phases be terminated. Any contracts which are initiated during this phase will how

Data extract pasted here  
 Data must be correct  
 %Profit calculated correctly  
 Searched on Offer >5 AND %Profit >74%  
 Sorted on Type (ascending) then Ref (descending)  
 Retail column deleted  
 Column headings bold & italic  
 Gridlines should be visible

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 No widows/orphans  
 No isolated headings  
 Tables remain on a single page  
 Bulleted and numbered lists remain on a single page

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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 the file **ACA6PHAS.TXT** has been deleted.  
Check **BACKUP** folder has been created

Check printout includes contents of **BACKUP** folder which should include **ACA6SUP.CSV**, **ACA6PHAS.TXT** and **ACA6HD.JPG** and a copy of the final document (may contain others files/versions as well)

Check **FILENAME** is visible for all files  
Check **File Size** is visible for all files  
Check **Date** and **Time** are visible for all files