

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma Advanced Level

MARK SCHEME for the October 2007 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT

5201A Core Module (Communication, Data Management, Systems Management), 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.

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Body text. 10 point, serif font, fully justified, single line spacing, No blank line before or after each paragraph 2 columns with 1.5 cm spacing Must be applied to all paragraphs

Hothouse Design Supa-Scuba Dive School

Graphic with text wrap
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Top of graphic aligns within 5mm of top of text

Following our meeting we must now concentrate upon developing the promotion of the localised diving services, ca dive school. As well as just these services, Supa-Scuba has an investigation of the potential this area, including the expansion from local into regional ones some regional market research and studies of all the competitors' shares of the marketplace.

Heading style
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variety of public swimming pools throughout their immediate locality to teach the first part of the PADI open water courses, as well as using these facilities for a number of taster, starter and junior sessions.

Background

Supa-Scuba is a small company, based in a small commercial unit on the outskirts of East Anglia, England. They are taking their current business from a small shop of retail goods and services (diving courses), into a regional provider of these services and a global retail outlet. The managing director has many years' experience training scuba divers and operating resorts. He has been a PADI Master Instructor for 14 years. Starting scuba diving over 30 years ago it was a different sport, mostly conducted in cold waters with ill fitting wetsuits and twin hose regulators. Initially a BSAC Instructor he has also qualified with CMAS and SSI. In the early years he was involved in wreck hunting and located, dived and filmed some spectacular wrecks. He has trained over 100 instructors, and has operated an international dive resort in the Egyptian Red Sea. Supa-Scuba currently use a

Heading inserted, must be 100% accurate, heading style

Outline Plan

Heading style

Our initial steps were identified as:

1. Identify available staff
2. Identify available locations
3. Identify competitors
4. Population analysis
5. Proposed strategy

Numbered list 1-5
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Heading style

Staff

For the available staff there are currently 17 trained instructors working with the company and there is a huge potential for training more as required. This could be accomplished using the committed and enthusiastic pool of young local

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divers who would like to enhance their skills and work in this field. It would however put a strain on the management of the company as the master divers (who are qualified to train instructors) are also those in senior positions within Supa-Scuba.

Location

Heading style

There are several existing locations close to the company's base in Manningtree, these include:

Pool	Area
Dovercourt	NE Essex
Colchester	NE Essex
Ipswich	Suffolk
Witham	Essex
Walthamstow	Essex

Other suitable locations need to be sought. For at least one of the sessions for the open water course a minimum pool depth of 3 to 4 metres will be required, but this would not be suitable for all other sessions, especially taster sessions. There are

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internally. Another advantage would be that members of these private health clubs are likely to be in the right socio-economic group to be able to afford the courses and subsequent overseas holidays.

Existing Courses

Heading style

Little is yet known about these other than the details already mentioned in these briefing notes. This must be an area for immediate research if we are to understand enough about the client's business. In order to see this business through the eyes of a customer, Abisayo has been enrolled on a taster session on Saturday evening, followed by the open water course, which will start next Tuesday.

Heading style

Competitors

As the business is planning to become regional, rather than just localised, it is important to identify any competitors who may be established in the new areas. This must be done in terms of who the competitors are, the scale of their operation and how much of the estimated market share those competitors have already taken.

Population analysis

Heading style

If Supa-Scuba is to expand the dive schools regionally we must analyse the demographic trends within the region. Population data, in terms of numbers, age analysis and economic analysis must be undertaken. These analyses must be mapped to the location of suitable venues, chains of health and fitness clubs (with swimming pools), and maps of competitors' locations (and if possible the data about their market share). Please remember that the potential market for this type of activity is limited to individuals within a pre-defined income group. More specific briefing notes on this element will be available to you within the next two days,

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but are not available at the time of writing these notes.

Heading style

Links between the school and shop

Another thing which must be given consideration, is how we tie in the dive school with the sale of equipment, through either the shop or the internet. One element would be to use the products that are available from the shop within the dive school, allowing customers to get comfortable with the gear, and then purchase it as and when they become qualified divers. To this end we need to consider certain products to promote within the dive school. For example a range of buoyancy control devices (BC) that could be used would be:

At some stage a full analysis of the number of each product types sold within the shop will be needed. Our client thinks that it may be worth investigating this fully. We would probably need to present this information graphically in a format similar to this:

Proposed Strategy

Heading style

In order to have everything prepared for our next scheduled meeting with the client, we must ensure that all of the above tasks are completed. A list of these tasks and the staff assigned to these will be e-mailed to all team members by 4 o'clock this afternoon. Please ensure that you consider the links to objectives set for others within the team as you each fulfil your specified tasks. Another element which must be identified as part of our strategy is; Does our client currently have the capacity (in every sense) to expand, or what additional requirements are there? This may mean that a phased implementation strategy will be required.

I can confirm that the details will be discussed in the full team meeting on the morning of Wednesday 18th at 9:45 and the next meeting with Supa-Scuba which is on Monday 23rd at 2 o'clock.

Footer
Date on left, page numbering in centre, name on right
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Today's date

Student's name

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With absolute and relative references

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May use named ranges / sheet locations
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Student's name & today's date

Ref	Code	Model	Product	Retail	Europe	Manufacturer
98600	C	Vytec	Dive computer	=G61*\$B\$1	=H61*\$B\$2	=VLOOKUP(B61,aca7code.csv!\$A\$1:\$B\$7,2)
98601	C	Vytec	Transmitter	=G62*\$B\$1	=H62*\$B\$2	=VLOOKUP(B62,aca7code.csv!\$A\$1:\$B\$7,2)
98602	C	Vytec	Dive computer	=G63*\$B\$1	=H63*\$B\$2	=VLOOKUP(B63,aca7code.csv!\$A\$1:\$B\$7,2)
98610	C	Vyper	Dive computer	=G64*\$B\$1	=H64*\$B\$2	=VLOOKUP(B64,aca7code.csv!\$A\$1:\$B\$7,2)
98699	C	Vyper	Interface	=G65*\$B\$1	=H65*\$B\$2	=VLOOKUP(B65,aca7code.csv!\$A\$1:\$B\$7,2)
98699	C	Vytec	Interface	=G66*\$B\$1	=H66*\$B\$2	=VLOOKUP(B66,aca7code.csv!\$A\$1:\$B\$7,2)
98620	C	Cobra	Dive computer	=G67*\$B\$1	=H67*\$B\$2	=VLOOKUP(B67,aca7code.csv!\$A\$1:\$B\$7,2)
98699	C	Cobra	Interface	=G68*\$B\$1	=H68*\$B\$2	=VLOOKUP(B68,aca7code.csv!\$A\$1:\$B\$7,2)
98701	C	Teno	Octopus	=G69*\$B\$1	=H69*\$B\$2	=VLOOKUP(B69,aca7code.csv!\$A\$1:\$B\$7,2)
98801	C	Equilite 2000	BC	=G102*\$B\$1	=H102*\$B\$2	=VLOOKUP(B102,aca7code.csv!\$A\$1:\$B\$7,2)
98802	C	Equilite 2001	BC	=G103*\$B\$1	=H103*\$B\$2	=VLOOKUP(B103,aca7code.csv!\$A\$1:\$B\$7,2)
98803	C	Equilite 2002	BC	=G104*\$B\$1	=H104*\$B\$2	=VLOOKUP(B104,aca7code.csv!\$A\$1:\$B\$7,2)
98804	C	Equilite 2003	BC	=G105*\$B\$1	=H105*\$B\$2	=VLOOKUP(B105,aca7code.csv!\$A\$1:\$B\$7,2)
51121	F	Look	Mask	=G110*\$B\$1	=H110*\$B\$2	=VLOOKUP(B110,aca7code.csv!\$A\$1:\$B\$7,2)
51120	F	Look	Mask	=G111*\$B\$1	=H111*\$B\$2	=VLOOKUP(B111,aca7code.csv!\$A\$1:\$B\$7,2)
51122	F	Idea	Mask	=G112*\$B\$1	=H112*\$B\$2	=VLOOKUP(B112,aca7code.csv!\$A\$1:\$B\$7,2)
51123	F	Idea	Mask	=G113*\$B\$1	=H113*\$B\$2	=VLOOKUP(B113,aca7code.csv!\$A\$1:\$B\$7,2)
51124	F	Idea	Mask	=G114*\$B\$1	=H114*\$B\$2	=VLOOKUP(B114,aca7code.csv!\$A\$1:\$B\$7,2)
98812	C	Equilite 2001	BC	=G118*\$B\$1	=H118*\$B\$2	=VLOOKUP(B118,aca7code.csv!\$A\$1:\$B\$7,2)

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Hothouse Design Supa-Scuba Dive School

Following our previous meeting we must now concentrate upon developing the promotion of the localised diving services, called the Supa-Scuba dive school. As well as just the advertising of these services, Supa-Scuba has also requested an investigation of the potential for market growth in this area, including the expansion of these services from local into regional ones. This will involve some regional market research and studies of all the competitors' shares of the marketplace.

Background

Supa-Scuba is a small company, based in a small commercial unit on the outskirts of Manningtree in East Anglia, England. They are looking to expand their current business from a small local provider of retail goods and services (diving courses), into a regional provider of these services and a global retail outlet. The managing director has many years' experience training scuba divers and operating resorts. He has been a PADI Master Instructor for 14 years. Starting scuba diving over 30 years ago it was a different sport, mostly conducted in cold waters with ill fitting wetsuits and twin hose regulators. Initially a BSAC Instructor he has also qualified with CMAS and SSI. In the early years he was involved in wreck hunting and located, dived and filmed some spectacular wrecks. He has trained over 100 instructors, and has operated an international dive resort in the Egyptian Red Sea. Supa-Scuba currently use a

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variety of public swimming pools throughout their immediate locality to teach the first part of the PADI open water courses, as well as using these facilities for a number of taster, starter and junior sessions.

Outline Plan

Our initial steps were identified as:

1. Identify available staff
2. Identify available locations
3. Review the existing courses
4. Identify competitors
5. Population analysis
6. Proposed strategy

Review... pasted here as item 3
 Other items renumbered

Staff

For the available staff there are currently 17 trained instructors working with the company and there is a huge potential for training more as required. This could be accomplished using the

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committed and enthusiastic pool of young local divers who would like to enhance their skills and work in this field. It would however put a strain on the management of the company as the master divers (who are qualified to train instructors) are also those in senior positions within Supa-Scuba.

Location

There are several existing locations close to the company's base in Manningtree, these include:

Pool	Area
Dovercourt	NE Essex
Colchester	NE Essex
Ipswich	Suffolk
Witham	Essex
Walthamstow	Essex

Other suitable locations need to be sought. For at least one of the sessions for the open water course a minimum pool depth of 3 to 4 metres will be required, but this would not be needed for all other sessions, especially taster sessions. As there are a limited number of public swimming pools in this area, it may be worth investigating the use of private pools through local health and fitness centres. One advantage of using this route would be that many of these health clubs are operated by chains so courses and details could be centrally arranged and all advertising could be covered internally. Another advantage would be that members of these private health clubs are likely to be in the right socio-economic group to be able to afford the courses and subsequent overseas holidays.

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Existing Courses

Little is yet known about these other than the details already mentioned in these briefing notes. This must be an area for immediate research if we are to understand enough about the client’s business. In order to see this business through the eyes of a customer, Abisayo has been enrolled on a taster session on Saturday evening, followed by the open water course, which will start next Tuesday.

Competitors

As the business is planning to become regional, rather than just localised, it is important to identify any competitors who may be established in the new areas. This must be done in terms of who the competitors are, the scale of their operation and how much of the estimated market share those competitors have already taken.

Population analysis

If Supa-Scuba is to expand the dive schools regionally we must analyse the demographic trends within the region. Population data, in terms of numbers, age analysis and economic analysis must be undertaken. These analyses must be mapped to the location of suitable venues, chains of health and fitness clubs (with swimming pools) and maps of competitors’ locations (and market share). Please remember that this activity is limited to individual More specific briefing notes within the next two days, printing these notes.

Data extract pasted here, correct with gridlines
Europe calculated correctly
Wholesale & Retail columns in £'s 2dp
Europe column in € 2dp
Searched on Ref > 50000 AND Product = BC
Sorted descending on Model then ascending on Europe
Ref column removed
Increase & Exchange removed
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Single line spacing, no text wrapping

Links between

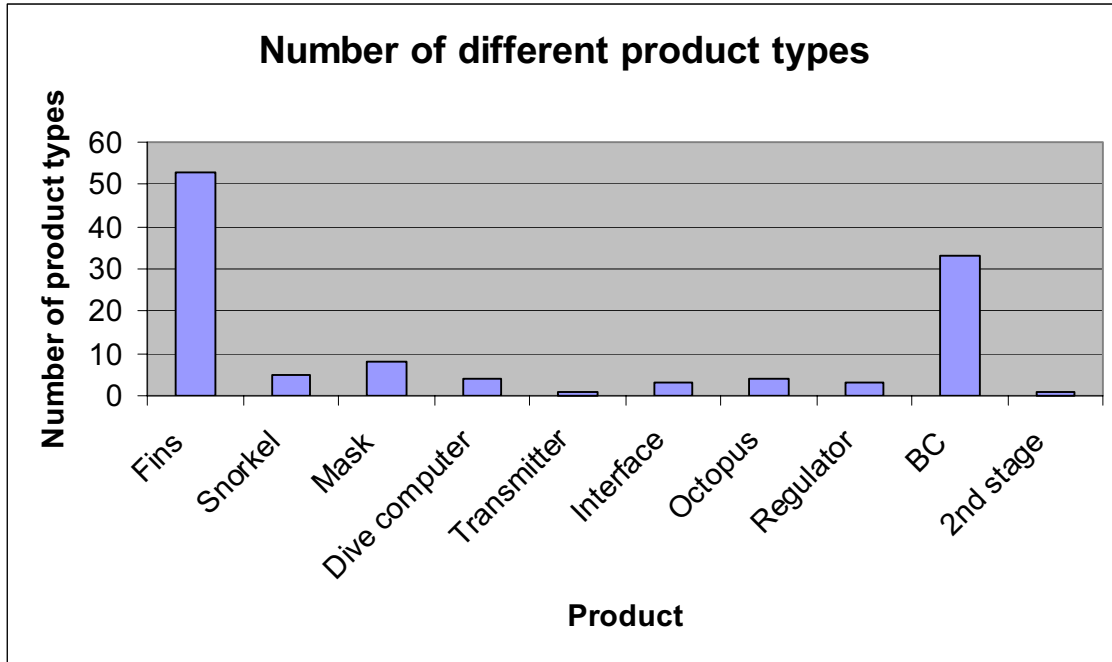
Another thing which must be given is a link between the dive school with the sale of equipment. This can be done on the internet. One element would be to have a list of products available from the shop within the dive school, allowing customers to get comfortable with the gear, and purchase it as and when they become qualified divers. This is the end we need to consider certain products to promote within the dive school. For example a range of buoyancy control devices (BC) that could be used would be:

Model	Product	Size	Colour	Wholesale	Retail	Europe
Equilite 2003	BC	XL	Black	£141.60	£181.25	€ 266.54
Equilite 2002	BC	L	Black	£141.60	£181.25	€ 266.54
Equilite 2001	BC	M	Blue/Black	£139.60	£178.69	€ 262.77
Equilite 2001	BC	M	Black	£141.60	£181.25	€ 266.54
Equilite 2000	BC	S	Black	£141.60	£181.25	€ 266.54

At some stage a full analysis of the number of each product types sold within the shop will be needed. Our client thinks that it may be

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Footer on all pages, left and right alignment must match body text

worth investigating this fully. We would probably need to present this information graphically in a format similar to this:



Proposed Strategy

In order to have a strategy prepared for our next scheduled meeting

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 Data must be correct
 Number of products on value axis
 Supplier on category axis – all fully visible
 No legend
 Title and axis labels must be correct
 Categories must be product types (displayed in full)

at all of the above tasks are the staff assigned to these will be at 2 o'clock this afternoon. Please ensure all objectives set for others within the specified tasks. Another element of our strategy is; Does our client (in every sense) to expand, or what? This may mean that a phased approach is needed.

I can confirm that the details will be discussed in the full team meeting on the morning of Wednesday 18th at 9:45 and the next meeting with Supa-Scuba which is on Monday 23rd at 2 o'clock.

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 No isolated headings
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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
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 **ACA7GEAR.TXT** and **ACA7CODE.CSV** have been deleted from the storage area.
Check **BACKUP** folder has been created
Check printout includes contents of **BACKUP** folder which should include **ACA7CODE.CSV** and a copy of the final document (may contain others files/versions as well)
Ensure final document has been moved 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

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