



# **GCE MARKING SCHEME**

**APPLIED ICT  
AS/Advanced**

**JANUARY 2013**

## **INTRODUCTION**

The marking schemes which follow were those used by WJEC for the January 2013 examination in GCE APPLIED ICT. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

## AICT 1

### PART A

- ① *Name two methods that the marketing department could use to gather information from primary sources* 2 x [1]

Interview  
Questionnaire  
Observation  
Document inspection

*Describe two advantages of using primary sources rather than secondary sources to carry out this research*

The company can research exactly what it wants to, how it wants, and does not have to rely on other people's work.

2 x [1 + 1]

The company can interpret the results how it wants to and it does not need to rely on the quality/accuracy of other people's interpretations.

The research will be accurate for the current time / place / situation you are studying

Addresses specific research issues as the researcher controls the search design to fit their needs

Greater control; not only does primary research enable the marketer to focus on specific subjects; it also enables the researcher to have a higher control over how the information is collected.

Collects data which no other business will have access to (the results are confidential).

[Question total 6]

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- ② *Name two types of software application that they could use and describe which features of the named package make it suitable for this task*

Software package + features

2 x [1 + 1]

*Examples:*

Spreadsheet – ability to use formulae and functions to analyse data. Able to create charts to show the results clearly.

Word Processor – can be used to create a report on the research with charts pasted from the spreadsheet.

Database – can be used to store the data and can use queries (with calculated field) to analyse the data.

Presentation software – to organise the analysed information into a format that can be presented to others.

[Question total 4]

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③ Describe how they could use project management software to organise a half marathon event.

Project management software would allow them to:

4 x [1]

Set times for all major tasks and sub tasks

Identify resources need for each task

Make notes on progress

Compare progress to the timeline set by the software

Adjust the timeline to reflect delays

Set milestones and review progress

[Question total 4]

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④ Describe the features of a database package that would be helpful in handling runners' personal information.

2 x [1 + 1]

Named feature + description

*Examples:*

Able to store a large amount of data in a structured format – use of relationships so that runners details are only entered once

Able to use queries to produce lists/groups of names etc – possibly in age categories for a particular race

Able to produce paper-based reports from queries that can be used on the day – as registers

[Question total 4]

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⑤ State two other principles of the DPA and describe measures that 'Fun to Run' should take to ensure that they comply with each of these principles.

1. Used in question.

2 x [1]

2. It must only be held and used for the reasons given to the Information Commissioner.

3. It can only be used for those registered purposes

4. The information held must be adequate, relevant and not excessive

5. It must be accurate and be kept up to date.

6. It must not be kept longer than is necessary for the registered purpose.

7. The information must be kept safe and secure.

8. The files may not be transferred outside of the European Economic Area (that's the EU plus some small European countries) unless the country that the data is being sent to has a suitable data protection law.

Must include all details of the principle - not just "accurate" but also up to date. 2 x [1+1]

Relevant measures related to the chosen principles – second mark for good expansion.

[Question total 6]

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⑥ *Describe two methods that could be used to back up the data held by 'Fun to Run'.*

Method + Expansion

2 X [1+1]

*Examples:*

Back up onto magnetic tape/external hard drive and store off site

Back up onto online storage which will be available 24/7 for disaster recovery

Back up to a remote server – data backed up when anything is changed.

1 mark if the back up is clearly to a separate and appropriate device.

[Question total 4]

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⑦ *Describe the features of a spreadsheet that would help them to record the money raised by each runner, calculate the totals for each charity and predict the income from future events.*

Feature + expansion

2 x [1 + 1]

*Examples:*

Formulae – to carry out accurate calculations

Functions - to carry out more complex calculations/ to look up vales from elsewhere in the workbook

What if – to predict income from events by varying input data

Charting facility to present findings clearly

Validation – rules used to ensure that data conforms to particular format/is in a particular range/is from a restricted list.

[Question total 4]

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⑧ *Describe the features available in a standard email package and explain why the use of the features would be an advantage to 'Fun to Run'.* [8]  
Feature + advantage to 'Fun to Run'

*Examples:*

The use of separate folders to store emails from a particular organisation or volunteer so that they can find emails easily

The use of an address book that can be searched to find the email address for a particular organisation or volunteer

The ability to send the same email to a large number of people – instructions to volunteers

The ability to send attachments - photographs of places on the route of the half marathon.

Candidates give a clear, coherent answer fully and accurately describing the advantages of each feature identified. 6 - 8

Candidates describe features/facilities of email software and can suggest a limited range of advantages for the use of the features/facilities, but responses lack clarity. 3 - 5

Candidates simply list a range of features or give a brief explanation of advantages. The response lacks clarity and there are significant errors in spelling, punctuation and grammar. 1 - 2

No appropriate response 0

[Question total 8]

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## PART B

Task 1: Administration	
Description: Part a (13 Marks)	Mark
Create a database to store the given data Using sensible file name only (not db1)	1 mark
Import the data	1 mark
Use 2 tables	1 mark
One-to-many relationship On race	1 mark
Integrity enforced (follow through)	1 mark
Race table (7 records) Append/Make table query – 2 marks OR Table created by deletion – 1 mark	2 marks
Set Purchase Merchandise to Yes/No	1 mark
Set telephone number to text	1 mark
Set Estimated Completion Time to short time	1 mark
Validation in Race table Lookup, Range , Input Mask	3 marks
Task 1 a – Total 13 marks	13 marks

Task 1: Administration – Part b (9 Marks)	
Description	Mark
Create Query 'Buy merchandise' Search criteria - Yes	1 mark
Merged letter saved as "merchandise letter merged..."	1 mark
Name, address and contact no in footer Fun to Run, 45 Lewis Street, London, NW80 3JY, (02074) 876100	1 mark
Fun to Run logo in header	1 mark
Red border around logo	1 mark
Set tabs (2.0cm, 6.0cm, 11.5cm) 1 mark if all 3 set in position. 1 mark for decimal tab at 11.5cm.	2 marks
Mail merge Correct greeting - 1 mark. Address - 1 mark.	2 marks
Task 1 b– Total 9 Marks	9 marks



Task 1: Administration- Part c (12Marks)	
Description	Marks
Create query all races in February 1 mark – both tables 1 Mark operator (Between or <> or <= >=) 1 – mark correct criteria	3 marks
Fun to Run Logo	1 mark
Today's date and Participants on every page	1 mark
Race details	1 mark
Correct page break (2 or 0)	2 marks
Runner ID, first name, surname, estimated running time 1 mark - data, 1 mark - layout	2 marks
Sorted by estimated completion time	2 marks
<b>Task 1 c – Total 12 Marks</b>	<b>12 marks</b>

Task 2: Marketing- Part a (19 Marks)	
Description	Marks
Create 2 pages. Insert titles 'about us', 'contact us'. 1 mark, pages 1 mark	2 marks
Fun to Run Logo and slogan on each page 1 mark per page	2 marks
Create links between pages 1 mark per link	2 marks
Format; Colour 1 mark, font 1 mark	2 marks
About us. Sub heading 'Running further. Text 1 mark, background yellow 1 mark	2 marks
Roll over image 2 marks Both images only 1 mark	2 marks
Insert text from 'about us' file	1 mark
Well formatted 'about us' page	1 mark
By Phone and By Post 1 mark for both	1 mark
Form with space for name, email, distance and city. 1 mark for all	1 mark
Choice of distance, list box or radio button (10k or Half Marathon)	1 mark
Submit button	1 mark
Well formatted form on contact us page	1 mark
<b>Task 2 a – Total 19 Marks</b>	<b>19 marks</b>

Task 2– Marketing– Part b (7 Marks)	
Description	Mark
Memo Standard layout - 1 mark	1 mark
Identify 2 features	2 marks
Explanation of feature 1 -1 mark Expansion - 1 mark	2 marks
Explanation of feature 2 - 1 mark Expansion - 1 mark	2 marks
Task 2 b- Total	7 marks



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