

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in ICT
Advanced Level

CORE MODULE

5201/A

Core Module: Practical Assessment

2006

No Additional Materials are required

**2 hours and 45 minutes
plus 15 minutes reading time**

READ THESE INSTRUCTIONS FIRST

Candidates are permitted **15 minutes** reading time before attempting the paper.

Make sure that your **name**, **centre number** and **candidate number** are **printed** on **each page** that you are asked to produce.

Carry out **every** instruction in each task.

Tasks are numbered on the left hand side of the page, so that you can see what to do, step by step. On the right hand side of the page for each task, you will find a box which you can tick (✓) when you have completed the task; this checklist will help you to track your progress through the assessment.

Before each printout you should proof-read the document to make sure that you have followed all instructions correctly.

At the end of the assignment put **all** your printouts into the Assessment Record Folder.

This document consists of **5** printed pages.



You work for a company called *Hothouse Design*. You have been asked to prepare a document about office supplies available from this company.

- | | | | |
|----|---|-------------------------------|-------------------------|
| 1 | Send an e-mail with the subject ADVANCED2006A to design.h@ucles.org.uk
The body of the message should ask for the attachment ACA6CODE.CSV | ✓
<input type="checkbox"/> | 1.2.1 |
| 2 | Download all the files from http://www.hothouse-design.co.uk/2006corea to your own work area. | <input type="checkbox"/> | 2.1.1
2.3.1 |
| 3 | Print out a listing of the files in your storage area. This should show the name of the file, its size and a time and date stamp. | <input type="checkbox"/> | 9.2.1 |
| 4 | Search the Hothouse website (http://www.hothouse-design.co.uk) for information on binders and files. Save the information you find as ACA6SUP.CSV | <input type="checkbox"/> | 2.2.1 |
| 5 | Create a folder called BACKUP and copy the files ACA6SUP.CSV and ACA6PHAS.TXT into it. | <input type="checkbox"/> | 10.3.1
10.5.1 |
| 6 | Load the file ACA6PHAS.TXT | <input type="checkbox"/> | 3.1.1 |
| 7 | Set the page size to A4 portrait. Make the top and bottom margins 4 centimetres and make the left and right margins 4 centimetres. | <input type="checkbox"/> | 4.1.1
4.1.2
4.1.4 |
| 8 | Insert a header which has your name on the left-hand side, the page number in the middle and the date on the right-hand side. Make sure that the header appears on every page, including the first page. | <input type="checkbox"/> | 4.3.1
4.1.3 |
| 9 | Set a style for the body text which: <ul style="list-style-type: none"> • has a size of 10 point • has a serif font • is fully justified • has no blank line before each paragraph • has a blank line 10 points high after each paragraph. | <input type="checkbox"/> | 4.2.1 |
| 10 | Set a style for headings which: <ul style="list-style-type: none"> • has a size of 16 point • has a bold, italic sans-serif font • is left aligned • has a blank line 16 points high before each heading • has no blank line after each heading. | <input type="checkbox"/> | 4.2.1 |
| 11 | Format all the text with the body style. | <input type="checkbox"/> | 4.2.1 |

✓

12 Format each of the headings listed below with the heading style.

4.2.1

- *Hothouse Design*
- *Office Supplies Marketing Strategy – Phase 3*
- *Evaluation of Phase 2*
- *Increase in customer base*
- *Advertising contracts*
- *Quality control*
- *Phase 3 focus*
- *Product Codes*
- *High profit margin products*
- *Affiliate partnership accounts*

13 Insert the image **ACA6HD.JPG** towards the top right of page 1.

3.3.1

3.3.2

3.4.1

8.1.1


Adjust the size and position of the image so that it fills the right half of the column width. Text wrap must be used and the top of the graphic must align with the top of the text, and look like this:

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 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



14 Set the paragraph which starts *The rapid increase in our customer base.....* into two columns with a **0.5** centimetre column spacing.

4.1.5

15 Insert a page break before the heading *Advertising contracts*

4.6.1

- | | | | |
|----|--|-------------------------------|--------------------------|
| 16 | Number the following list 1 – 5 :
A4 Lever Arch File
Lever Arch File Spine Labels
Laminated Lever Arch Files
9 Part Organiser Files
Square Cut Folders | ✓
<input type="checkbox"/> | 4.4.1 |
| 17 | Spell-check and proof-read the document. | <input type="checkbox"/> | |
| 18 | Check your e-mail. You should have a reply to the message you sent at step 1. There will be an attachment listing some information about the codes used for the office supplies. Save this as ACA6CODE.CSV | <input type="checkbox"/> | 1.1.1
1.4.1
10.1.1 |
| 19 | Create a table with 6 rows and 2 columns immediately after the heading <i>Product Codes</i> . Insert the data from the file ACA6CODE.CSV into this table. | <input type="checkbox"/> | 4.5.1 |
| 20 | Format this table with the same style as the body text, and make the column headings bold and italic. Insert a blank line below the table. Ensure that the table is in single line spacing and that all borders in the table are visible when printed. | <input type="checkbox"/> | 4.5.2 |
| 21 | Remove the row containing <i>Lever Arch Spine Labels</i> | <input type="checkbox"/> | 4.5.2 |
| 22 | Add the heading Recruitment before the paragraph beginning.... <i>It is anticipated that we will now need to recruit 4 new members of staff...</i>

Apply the heading style to this heading. | <input type="checkbox"/> | 3.2.1
4.2.1 |
| 23 | Save the document using a new filename and print it. | <input type="checkbox"/> | 9.1.1 |
| 24 | Insert a page break before <i>Product codes</i>

Change the layout from this heading to the end of the document to landscape. | <input type="checkbox"/> | 4.1.2
4.6.1 |
| 25 | Add the text Elite 70 Lever Arch File as the third item in the numbered list from step 16, re-numbering the other items as necessary. | <input type="checkbox"/> | 4.4.1
4.4.2 |
| 26 | Load the file ACA6SUP.CSV into a suitable application. This shows details of some office supplies. | <input type="checkbox"/> | 3.1.1 |
| 27 | Insert a new column 8 with the title %Profit | <input type="checkbox"/> | |
| 28 | Insert a formula in this column which calculates the <i>Profit</i> divided by the <i>Offer</i> price. Copy this formula for all rows. | <input type="checkbox"/> | 6.1.1 |
| 29 | Format the values in the <i>%Profit</i> column as percentages to 1 decimal place.

Format the values in the <i>Retail</i> , <i>Offer</i> , <i>Purchase</i> and <i>Profit</i> columns to 2 decimal places. | <input type="checkbox"/> | 8.1.1 |
| 30 | Save this data with a new filename. | <input type="checkbox"/> | |
| 31 | Extract all the records where the <i>Offer</i> price is greater than 5 and the <i>%Profit</i> is greater than 74% | <input type="checkbox"/> | 5.2.1
8.1.1 |
| 32 | Sort this data in descending order of <i>Type</i> then in descending order of <i>Ref</i> | <input type="checkbox"/> | 5.1.1 |

- ✓
- 33 Do not include the column headed *Retail* in your extract.
- 34 Copy this data and paste it as a table after the heading *High profit margin products* 8.1.1
- 35 Format this table with the same style as the body text, and make the column headings bold and italic. 4.5.2
- Insert a blank line above and below the table.
- Ensure that the table is in single line spacing and that all borders in the table are visible when printed.
- Adjust column widths, if necessary, to make the data fit without wrapping.
- 36 Using the file that you saved in Step 30, insert a new column **9** with the title **Product** 3.1.1
- 37 Insert a formula in this column which returns the *Product* from **ACA6CODE.CSV** where *Type = Code* 6.1.4
- 38 Copy this formula for all rows. 6.1.3
- 39 Calculate the average *%Profit* of each type of *Product* 6.1.2
- 40 Using this data, create a bar chart graph which shows the average *%Profit* for each type of *Product* 7.1.1
7.1.2
7.1.3
- Add the title **Average Profit Margins** to the chart.
- Label the category axis **Product** and the value axis **Profit**
- Do not include a legend.
- Make sure that the name of each product is displayed in full.
- 41 Return to the document and place the chart after the text which ends: *...products in each of these categories.* 7.1.4
- 42 Check the position of page breaks and adjust, if necessary, to ensure that: 8.1.2
- there are no widows/orphans
 - tables and lists remain on a single page
 - there are no isolated headings
- 43 Save the document using a new filename and print it. 9.1.2
- 44 Prepare an e-mail to **design.h@ucles.org.uk** with a subject line of **ICTCOREX** Attach the document you have created. 1.3.1
- Print a copy of this e-mail showing clearly the file attachment, and send the e-mail.
- 45 Delete the file **ACA6PHAS.TXT** from your work area. 10.2.1
- 46 Move the file **ACA6HD.JPG** into the **BACKUP** folder. 10.4.1
- 47 Copy the final version of the document in to the **BACKUP** folder. 10.3.1
- 48 Print out a listing of the files in your storage area, including the files in the **BACKUP** folder. 9.2.1

This should show the name of the file, its size and a time and date stamp.

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