

MARK SCHEME for the October 2007 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT

**5181A Core Module (Document Production, Data Manipulation,
Communication) 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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Printout of the e-mail prepared and ready to send to autoresponder

Check the send to address: **design.h@cie.org.uk**
Check the subject line **ICTCOREX**
Check the body text for **I have saved the files.**
Allow only one data entry error in text but none in the address line or subject line
Check for candidate name and today's date

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Hothouse Design
 1 Hills Road
 Cambridge
 CB1 2EU
 England

<today's date>

Date inserted here

Tomas Knousnoutdinof
 Botel Vlatava
 Praha 5 – Zizkov, 140 02
 Na Dvoreke louce
 Czech Republic

Name and address inserted here
 Allow one minor text entry error (eg. Spelling)

Promotional materials for you

Dear Sir,

Thank you for your letter requesting information on our range of promotional materials. We are familiar with the requirements of the hotel and restaurant trade and have a list of many satisfied customers from this sector.

Spelling corrected

We have two types of promotional materials available, those in our catalogue which is enclosed with this letter, and a range of bespoke products. The bespoke products are designed by our expert team in close consultation with you. Although they are a little more expensive than the catalogue items, they present innovative and interesting ideas which should increase the number of customers dramatically.

Deleted from here,
'after you have viewed the catalogue, then'

If you are interested in discussing our bespoke products, please contact Lilia Pilna who will be happy to meet you and help you to promote your business more effectively.

I have also enclosed some sample prices which will give you an idea of prices for some of our bespoke products.

Yours sincerely

Paragraph moved to here
 Moved from 3rd paragraph

1.5 line spacing (body text only)
 10 point
 left aligned
 serif font

Name

Name inserted here

Encl: Promotional materials catalogue
 Sample costs

Candidate name, Centre number, Candidate number.

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Hothouse Design
1 Hills Road
Cambridge
CB1 2EU
England

<today's date>

Tomas Knousnoutdinof
Botel Vlatava
Praha 5 – Zizkov, 140 02
Na Dvoreke louce
Czech Republic

This line only
20 point
sans-serif font
centre aligned
italic
underlined

Promotional materials for you

Dear Sir,

Thank you for your letter requesting information on our range of promotional materials. We are familiar with the requirements of the hotel and restaurant trade and have a list of many satisfied customers from this sector.

We have two types of promotional materials available, those in our catalogue which is enclosed with this letter, and a range of bespoke products. The bespoke products are designed by our expert team in close consultation with you. Although they are a little more expensive than the catalogue items, they present innovative and interesting ideas which should increase the number of customers dramatically.

If you are interested in discussing our bespoke products, please contact Lilia Pilna who will be happy to meet you and help you to promote your business more effectively.

I have also enclosed some sample prices which will give you an idea of prices for some of our bespoke products.

Yours sincerely

Single line spacing
12 point
fully justified
sans-serif font

Name

Encl: Promotional materials catalogue
Sample costs.

Candidate name, Centre number, Candidate number

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Candidate name, Centre number, Candidate number

Code	Product	Size	Specification	Price	Percent	Cost
BC-2	Business Card	A8	Single colour	\$37.00	80%	\$29.60
BC-4	Business Card	A8	Full colour	\$53.00	80%	\$42.40
HD-1	Brochure	A4 Tri-fold	Three colour	\$65.00	90%	\$58.50
HD-2	Flyer	A4	Full colour	\$59.00	75%	\$44.25
HD-3	Flyer	A5	Single colour	\$32.00	75%	\$24.00
HD-4	Brochure	A4 Tri-fold	Two colour	\$61.00	90%	\$54.90
HD-5	Brochure	A4 Bi-fold	Full colour	\$62.00	88%	\$54.56
HD-6	Flyer	A4 Tri-fold	Black	\$48.00	90%	\$43.20
HD-7	Flyer	A4 Tri-fold	Two colour	\$61.00	90%	\$54.90
HD-8	Flyer	A5	Full colour	\$40.00	75%	\$30.00
KY-4	Key ring	Medium	Silver	\$45.00	70%	\$31.50
KY-5	Key ring	Medium	Gold	\$90.00	85%	\$76.50
KY-6	Key ring	Medium	Black	\$35.00	70%	\$24.50
KY-23	Key ring	Large	Gold	\$140.00	85%	\$119.00
KY-24	Key ring	Large	Black	\$48.00	70%	\$33.60
TT-2	Coaster	Standard	Two colour	\$58.00	80%	\$46.40
TT-3	Coaster	Standard	Black	\$48.00	80%	\$38.40
TT-1	Coaster	Standard	Full colour	\$72.00	80%	\$57.60
BC-1	Business Card	A8	Black	\$30.00	85%	\$25.50
BC-3	Business Card	A8	Two colour	\$45.00	80%	\$36.00

Specification
Centre aligned

Percent
Calculated & replicated correctly
Formatted as % to 0 dp

Data entry
Price column
100% accuracy essential

Cost
Calculated & replicated correctly
Formatted as \$ to 2 dp

Data entry – last 2 full rows
100% accuracy essential
Any order – inserted above or between other rows is acceptable

Check column widths to ensure no data other than the 'Reduced' column is hidden, (Data includes labels)

Check candidate's name is printed
Position is immaterial

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Row and column headings must be visible

Candidate name, Centre number, Candidate number

	A	B	C	D	E	G	H
1	Code	Product	Size	Specification	Price	Percent	Cost
2	BC-2	Business Card	A8	Single colour	37	=F2/100	=E2*G2
3	BC-4	Business Card	A8	Full colour	53	=F3/100	=E3*G3
4	HD-1	Brochure	A4 Tri-fold	Three colour	65	=F4/100	=E4*G4
5	HD-2	Flyer	A4	Full colour	59	=F5/100	=E5*G5
6	HD-3	Flyer	A5	Single colour	32	=F6/100	=E6*G6
7	HD-4	Brochure	A4 Tri-fold	Two colour	61	=F7/100	=E7*G7
8	HD-5	Brochure	A4 Bi-fold	Full colour	62	=F8/100	=E8*G8
9	HD-6	Flyer	A4 Tri-fold	Black	48	=F9/100	=E9*G9
10	HD-7	Flyer	A4 Tri-fold	Two colour	61	=F10/100	=E10*G10
11	HD-8	Flyer	A5	Full colour	40	=F11/100	=E11*G11
12	KY-4	Key ring	Medium	Silver	45	=F12/100	=E12*G12
13	KY-5	Key ring	Medium	Gold	90	=F13/100	=E13*G13
14	KY-6	Key ring	Medium	Black	35	=F14/100	=E14*G14
15	KY-23	Key ring	Large	Gold	140	=F15/100	=E15*G15
16	KY-24	Key ring	Large	Black	48	=F16/100	=E16*G16
17	TT-2	Coaster	Standard	Two colour	58	=F17/100	=E17*G17
18	TT-3	Coaster	Standard	Black	48	=F18/100	=E18*G18
19	TT-1	Coaster	Standard	Full colour	72	=F19/100	=E19*G19
20	BC-1	Business Card	A8	Black	30	=F20/100	=E20*G20
21	BC-3	Business Card	A8	Two colour	45	=F21/100	=E21*G21

Formulae – for Percent and Cost

Formulae must be used and produce correct results

Formulae must include cell referencing or named references

Different formulae/methods may be applied but results must be correct (see previous page)

Check candidate's name & nos are printed - Position is immaterial

Check column widths to ensure no data other than the 'Reduced' column is hidden (Data includes labels)

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Sorted into ascending order of 'Product'
 All data must be sorted
 Incorrect if heading row is within the sorted table

Code	Product	Size	Specification	Price	Percent	Cost
BC-1	Business Card	A8	Black	\$30.00	85%	\$25.50
TT-3	Coaster	Standard	Black	\$48.00	80%	\$38.40
HD-6	Flyer	A4 Tri- fold	Black	\$48.00	90%	\$43.20
KY-6	Key ring	Medium	Black	\$35.00	70%	\$24.50
KY-24	Key ring	Large	Black	\$48.00	70%	\$33.60

Candidate name, Centre number, Candidate number

Check candidate's name & nos are printed - Position is immaterial

Searching
 Specification = Black
 Must be 5 rows
 All details must be shown

Code	Product	Size	Specification	Price	Percent	Cost
BC-2	Business Card	A8	Single colour	\$37.00	80%	\$29.60
HD-3	Flyer	A5	Single colour	\$32.00	75%	\$24.00
HD-8	Flyer	A5	Full colour	\$40.00	75%	\$30.00
KY-6	Key ring	Medium	Black	\$35.00	70%	\$24.50
BC-1	Business Card	A8	Black	\$30.00	85%	\$25.50

Candidate name, Centre number, Candidate number

Check candidate's name & nos are printed - Position is immaterial

Searching
 Cost <=30
 Must be 5 rows
 All details must be shown