

# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Advanced Level

## MARK SCHEME for the 2005 question paper

### CAMBRIDGE INTERNATIONAL DIPLOMA IN OFFICE ADMINISTRATION

5241 Text Processing, maximum mark 100

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 initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

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 discussion or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the November 2005 question papers for most IGCSE and GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

2005

**CAMBRIDGE INTERNATIONAL DIPLOMA**  
**Foundation Level**

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5241/A  
Office Administration (Text Processing)

Page 1	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

MEMO

TO All Staff  
FROM Fozia Ismail  
REF FI/jct  
DATE Day Month Year

URGENT

Printer Cartridges

You may remember that we started an experiment three months ago to use Tec compatible cartridges in our printers. These ink cartridges are very much cheaper than originals. We have been delighted with the experiment's results. A good quality print was achieved.

However, this week colleagues in the Research and Development Team have been testing cartridges produced by another company, named Jetcart. We have been very impressed with the quality, produced at a much cheaper price than the Tec cartridges. We will, therefore, start using those produced by Jetcart with immediate effect.

Our Purchasing Team has also been able to obtain significant bulk discounts from Jetcart and we will also be buying other computer consumables from this company. A catalogue is attached for your information.

It is very important that staff contact the Purchasing Team before placing any stationery orders. In the first instance, telephone extension number 2166.

Enc

<b>Page 2</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>CAMBRIDGE INTERNATIONAL DIPLOMA – 2005</b>	<b>5241/A</b>

RED SHARK COMPUTER COMPANY

BUYING A HOME COMPUTER

Buying a home computer is a major purchasing decision. There are many makes and models to choose from and many people willing to give advice about what to buy and where to buy it. Most importantly, you need to know what you want the computer to do for you and to decide how much you can afford to spend.

DECIDING ON AN OPERATING SYSTEM

Computers can be categorised into two basic operating systems or types. There are those designed primarily for graphics work and those for word processing, although both are capable of either function. To help you decide between the two operating systems, determine whether you will use the computer primarily for graphics or mainly for producing text.

Next consider the type of software you want to use and which type of computer it runs on. If you have a child who uses computers at school you will want to make sure that the computer he or she uses at home is compatible with the one used at the child's school.

BUYING FROM A REPUTABLE DEALER

Buying your computer from a reputable electronics dealer means that you are more likely to get a better warranty and service. The Red Shark Computer Company has succeeded because of the high quality of their computers and the service they provide, both before and after the sale.

Page 3	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

## WHAT TO CONSIDER BEFORE BUYING

How will you use the computer? Do you plan to write papers for a class using word processing software? Or perhaps you would like to keep track of your private financial details on a spreadsheet. You may wish to send electronic mail (known as emails) to relatives and friends or to surf the World Wide Web. You may want to play computer games.

Knowing how you will use your computer will help you to determine what type of minimum requirements the computer will need to have.

## BIGGER PROGRAMS REQUIRE MORE MEMORY

*Keep in mind that the size of the software you plan to run will dictate how much memory your computer should have. Ask about the software you will need.*

Most computer systems come with preloaded software. Be sure to check the inventory of what is on the computer, so you will know what you are getting.

A sales associate should be able to tell you how many megabytes of memory you will need based on your planned computer use. Typically, you will need a minimum of 64 megabytes of memory to run most programs adequately.

Page 4	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

## LAPTOP OR DESKTOP

After you have made all the decisions about what you want in a computer, you can also choose what type of model you would like: laptop or desktop. Laptop models are portable and if you travel a lot and need to take your computer along, this is the obvious choice. Desktops have larger screens and are easily expandable. They are also generally easier to use. Laptops are often regarded as companion computers to desktops, but they are sophisticated enough to be your primary computer. There are some laptops that weigh less than two kilograms.

Finally, if you don't know a mouse from a ram, then you will need to brush up on the language of computers.

Our free information sheet on computer terminology is available now. Just give us a call and we will send one to you.

Page 5	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

## RED SHARK COMPUTER COMPANY

22 P Q AHMED ROAD

SADDAR

KARACHI

Our ref MJ/iq

Day Month Year

URGENT

Mr and Mrs M Chigume  
119 M T Khan Road  
Saddar  
Karachi

Dear Mr and Mrs Chigume

### Buying a Computer

Thank you for your letter, which has been forwarded to me, enquiring about buying a computer. Our company has been operating for over 10 years and has a great deal of experience in helping people to find the right computer for all their needs.

There are many considerations when buying a computer and I have pleasure in enclosing an information sheet which details many of the factors to be taken into account before making a purchase.

The price will very much depend on what type of computer you require and how large the memory of the machine will need to be. Prices start at about \$1,000 for an entry-level computer to more than \$5,000 for a powerful, higher-end machine.

I have asked Naina Ghattaura, our sales associate for your district, to contact you. She will be happy to visit you in your home if you wish.

We hope you will soon be enjoying many hours of happy computing.

Yours sincerely

Manjit Jayatunga  
Chief Executive

Enc

Copy to Naina Ghattaura

Page 6	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

## RED SHARK COMPUTER COMPANY

22 P Q AHMED ROAD

SADDAR

KARACHI

Our ref MJ/iq

Day Month Year

URGENT

Mr and Mrs M Chigume  
119 M T Khan Road  
Saddar  
Karachi

Dear Mr and Mrs Chigume

### Buying a Computer

Thank you for your letter, which has been forwarded to me, enquiring about buying a computer. Our company has been operating for over 10 years and has a great deal of experience in helping people to find the right computer for all their needs.

There are many considerations when buying a computer and I have pleasure in enclosing an information sheet which details many of the factors to be taken into account before making a purchase.

The price will very much depend on what type of computer you require and how large the memory of the machine will need to be. Prices start at about \$1,000 for an entry-level computer to more than \$5,000 for a powerful, higher-end machine.

I have asked Naina Ghattaura, our sales associate for your district, to contact you. She will be happy to visit you in your home if you wish.

We hope you will soon be enjoying many hours of happy computing.

Yours sincerely

Manjit Jayatunga  
Chief Executive

Enc

Copy to **Naina Ghattaura**



Page 7	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

## RED SHARK COMPUTER COMPANY

22 P Q AHMED ROAD

SADDAR

KARACHI

Our ref MJ/iq

Day Month Year

URGENT

Mr and Mrs M Chigume  
119 M T Khan Road  
Saddar  
Karachi

Dear Mr and Mrs Chigume

### Buying a Computer

Thank you for your letter, which has been forwarded to me, enquiring about buying a computer. Our company has been operating for over 10 years and has a great deal of experience in helping people to find the right computer for all their needs.

There are many considerations when buying a computer and I have pleasure in enclosing an information sheet which details many of the factors to be taken into account before making a purchase.

The price will very much depend on what type of computer you require and how large the memory of the machine will need to be. Prices start at about \$1,000 for an entry-level computer to more than \$5,000 for a powerful, higher-end machine.

I have asked Naina Ghattaura, our sales associate for your district, to contact you. She will be happy to visit you in your home if you wish.

We hope you will soon be enjoying many hours of happy computing.

Yours sincerely

Manjit Jayatunga  
Chief Executive

Enc

Copy to Naina Ghattaura

Page 8	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

FIRE OFFICERS

QUALIFIED EMPLOYEES		SECTION	EXPIRY DATE
NAME	EXTENSION NO		
Anand Kumar	2418	Purchasing	24.10.2006
Fozia Ismail	1692	Business Services	16.01.2006
Kavita Mehta	4814	Sales	24.10.2005
Chen Lau	1381	Warehouse	31.11.2005
Steffen Johnsen	2292	Reception	16.01.2006
Ruksana Iqbal	1011	Personnel	22.06.2005
Mala Manqat	4410	Catering	22.06.2005

**FOR COMPLETION BY  
USERS OF TYPEWRITERS  
ONLY**

NAME ..... Hiroka Wong .....

ADDRESS ..... 52 Kaghan Road .....

..... Islamabad F-8/4 .....

DATE OF BIRTH ..... 14 February 1980 .....

TELEPHONE NUMBER ..... 22 713 461 .....

POST APPLIED FOR ..... Word Processing Operator: Sales .....

**PREVIOUS WORK EXPERIENCE:**

DATES	POSITION	EMPLOYER
16.09.02 to Present	Clerical Assistant	Mr K Rahman International Products PO Box 260 Karachi
01.01.00 to 13.09.02	Junior Clerk	Mr Leonard Gumbeze G & P PR Consultants Faraday House Faraday Park Karachi

**I WISH TO RECEIVE DETAILS ABOUT THE IN-SERVICE TRAINING SCHEME**  
(Please place X in appropriate box)



YES

NO

I PREFER TO WORK ~~PART TIME~~ FULL TIME\*

DATE ..... Day Month Year .....

\* Delete as appropriate

Page 10	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/A

2005

**CAMBRIDGE INTERNATIONAL DIPLOMA**  
**Foundation Level**

MARK SCHEME
MAXIMUM MARK: 100
PAPER: 5241/B Office Administration (Text Processing)

<b>Page 1</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>CAMBRIDGE INTERNATIONAL DIPLOMA – 2005</b>	<b>5241/B</b>

## **TASK 2**

MEMO

FROM        Bernice Wong  
TO            All Staff  
REF         BW/LT  
DATE        Day Month Year

### **CAREER DEVELOPMENT**

I am happy to confirm that a series of seminars for staff will take place at the Hotel Royal.

Our company made the decision to enter the counselling and development market 12 months ago. This is an expanding area that has generated a great deal of interest. We are now offering this service to all members of staff completely free of charge.

This new area of business has been very successful and we are in the process of buying our own residential training centre. This will give us dedicated facilities for training and counselling. It will also give us the opportunity to extend our training provision beyond the one-day seminar. I attach a press release concerning this purchase for your information.

Any members of staff who wish to develop a career, or change direction altogether, are welcome to take advantage of this new initiative. They should contact their Line Manager in the first instance.

Enc

Page 2	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/B

### TASK 3

#### CAREER DEVELOPMENT

Our company, Marigold & Greene, has been offering a career development service for the past 8 months. A series of 4 information and counselling seminars has been developed.

These are one-day seminars and are to be held at the Orchid Hotel Conference Centre. Each seminar relates to a particular career topic and is self-contained. This means that clients may either book for one seminar, or attend the full series. Those attending the 4 seminars will be able to take advantage of a 15% discount.

Details of costs, together with discounts, can be found in our brochure. Our Marketing Department has spent many hours updating this high quality brochure. Included also are many colour photographs of our new residential centre both indoor and outdoor.

***Our Chairman has called a press conference for next Wednesday at 1030 hours.***

Kim Ng will give a presentation concerning our new premises. Refreshments will be available. Local television and radio stations and newspaper reporters have been invited to attend.

Marigold & Greene made the decision to enter the counselling and development market 12 months ago. This is a new and expanding area that has generated a great deal of interest from many organisations, both large and small.

<b>Page 3</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>CAMBRIDGE INTERNATIONAL DIPLOMA – 2005</b>	<b>5241/B</b>

2

We have recruited dedicated professionals from many walks of life. All our development counsellors are trained to provide a competent and caring service to the individual applicant. Our expertise is especially strong in the areas of sales and marketing, finance and human resources.

Most people now recognise that a career for life is no longer a certainty in today's ever-changing climate. This situation places greater emphasis on the individual's ability to transfer skills in order to survive in the job market.

This area of our business has been so successful that we are in the process of buying our own residential training centre. This will give us dedicated facilities for training and counselling. It will also give us the opportunity to extend our training provision beyond the one-day seminar.

We are already planning a series of residential courses which, if successful, will be followed by courses and seminars lasting from 3 to 5 days. The topics to be covered are listed below.

Financial modelling

Finance development

Human resource solutions

Product design

Sales promotion techniques

<b>Page 4</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>CAMBRIDGE INTERNATIONAL DIPLOMA – 2005</b>	<b>5241/B</b>

3

Our Research and Development staff are continuing to research people's needs. They have focused initially on the business executive. This research forms the basis of our approach to career planning. It is intended to offer counselling and training to all types of employees eventually.

Each person who applies to us for a seminar is asked to complete a form detailing his or her career history to date. This exercise is designed to provide a detailed but concise summary to help us focus on each individual's strengths, skills and career needs.

We have already helped many people to overcome the problems of redundancy and other career crises. It is our aim to help people to develop fulfilling and dynamic careers.

The more we know about the applicants, the more we can help them in their career development. All information is treated as confidential.

Our Training staff would be happy to arrange for you to look round our new residential centre. You will be able to see for yourself all the accommodation, including bedrooms and study areas.

If this is not possible, why not visit our website [www.marigreene.com](http://www.marigreene.com) for a virtual tour, as well as more details of what our company can do for your company?



Page 5	Mark Scheme	Syllabus
	CAMBRIDGE INTERNATIONAL DIPLOMA – 2005	5241/B

#### TASK 4

**MARIGOLD & GREENE**  
PARADISE HOUSE  
PARADISE STREET  
SINGAPORE 345633

Our ref BW/LT

Day Month Year

URGENT

Mr Keung Fang  
Chief Executive  
IPQ International Pte Ltd  
59 Mackenzie Street  
Singapore 483914

Dear Mr Fang

#### FORTHCOMING SEMINARS

Thank you for your enquiry concerning our career and development seminars. A one-day seminar on sales promotion techniques is due to take place at the Orchid Hotel next month. At present we can accommodate 3 of your staff only. If you would like to take advantage of these vacancies, I recommend that you telephone me immediately.

Our Training Department has prepared a series of 4 one-day seminars. These courses will run over 4 weeks. I have pleasure in enclosing our company's brochure which gives detailed information concerning our seminars with locations, topics, dates and costs. Participants may attend only one seminar or the full series.

I am sending a copy of this letter to Gilli Humphries who is the co-ordinator of all our seminars. Gilli will telephone you next week to make an appointment to see you at a mutually convenient time. She will be happy to give you all the help you need.

Please do not hesitate to contact me again if you have any queries.

Yours sincerely

Bernice Wong  
Chief Executive

Enc

Copy Gilli Humphries

<b>Page 6</b>	<b>Mark Scheme</b>	<b>Syllabus</b>
	<b>CAMBRIDGE INTERNATIONAL DIPLOMA – 2005</b>	<b>5241/B</b>

## **TASK 5**

### **FORTHCOMING SEMINARS**

<b>TITLE</b>	<b>LOCATION DETAILS</b>		<b>ORGANISER</b>
	<b>CITY</b>	<b>VENUE</b>	
Sales promotion techniques	Singapore	Orchid Hotel	Vivien Wong
Finance development	Manila	Grand Plaza Hotel	Ernest Co
Product design	Beijing	University House	Chan Kheng Ho
Human resource solutions	Dubai	Airport Centre	Hanan Alkan
Financial modelling	Singapore	Hotel Royal	Patsy Ong
Human resource solutions	Manila	Filomena Building	Juliet Hsu