

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5191/A
CORE MODULE

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/A

A. Student

Printout of the second e-mail prepared and ready to send to autoresponder-

Check send to address: **design.h@ucles.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **TREE2003.TXT**
If candidate has attached file **TREES.CSV** instead of TREE2003.TXT then allow this

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/A

A. Student

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Date top right of page
Does not have to be in the header

<today's date>

A4 page size
Landscape
All margins 4 cm
Allow for paper feed inconsistencies with printers –
(the line length must be between 21.5 and 22 cm)

Rootrainer Trees – Growth in 2003

Heading inserted
Centre aligned
18 point, underscored
Different font to body text

Rootrainer Trees has shown major growth over the past twelve months and can now be hailed as a significant success story as it progresses from a small company which started in England, into a global force in arboreal supplies and conservation. Initially starting with offices in America, Thailand, Australia and South Africa, during the first six months of last year new offices opened in Brazil and Japan. The last few weeks have seen the launch of offices in Argentina, India and Indonesia.

Expansion plans for the future include regional offices in seventeen more countries as many governments worldwide are starting to prioritise environmental issues. The original aim of the company; ‘to help in arresting the deforestation of the United Kingdom, by providing indigenous trees at a reasonable cost’ has grown into a multi million dollar business across the globe.

The core business still remains the container grown one-year-old seedlings called Rootrainers. Costs continue to be kept low (both financially and environmentally) by retaining the sales of bare rooted trees in the second and subsequent years.

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Body text fully justified
14 point
Single line spacing

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Does not have to be in the footer

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Page 3	Mark Scheme	Module
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A. Student

<today's date>

During the past twelve months some restructuring has taken place within the company. Takeo Ogawa was appointed to oversee the opening of the Japanese office and had such a profound impact on Roottrainer Trees that he now heads the 'South East Asian Division' which includes the current offices in Japan, Thailand, Australia, India and Indonesia. His business plan has led to diversification, and there are current developments in the following areas:

- bonsai trees
- landscaping
- koi carp

Bullet points
Indented at least 3cm
Accept if start of text indented by 3cm from margin

The problems experienced in 2002 with supply and demand still exist but to a lesser degree. Roottrainer Trees nurseries continue to run at full capacity within England, and regional nurseries are now in full swing in America, Thailand and South Africa. America currently has two nurseries with others in the planning stages, and a 17,000-acre site has been acquired in Malaysia to try to counter the rapidly increasing demand. Here is a summary of the site allocations:

The company still maintains its policy of not lifting plants for specific dates, if plant condition or weather conditions are such that damage is likely to be sustained during or as a result of lifting during these periods. The company has made every effort to meet their customers' planting deadlines, but have always kept their customers fully informed if this has not been possible.

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A. Student

<today's date>

As in 2002, this has meant that whilst demand continues to rise dramatically for the larger trees, Rootrainer Trees can not meet that demand throughout the season. Where the size a customer has specified has not been available, the company has substituted the next size down and customers have been informed about the reduction in price.

The market for shrubs has also continued to increase and Rootrainer Trees has continued to add an even wider range of shrubs which are entirely suitable for amateur gardeners and in particular the development of wildlife habitats. This is an example of some acid loving small trees and shrubs:

The company database has outgrown its current hardware and has been redesigned to allow on-line requests using the internet. These requests will list all the products and availability within each country, as well as providing the customer with the opportunity to request data on trees which meet their specific needs. For example if a customer requested trees which were available for an acidic soil and which were between 40 and 89 centimetres in height, the database would suggest which trees or shrubs would be most suitable. It will also provide valuable information about the habit of each specimen, the maximum growing height and spread, growth rates and a multitude of other information.

The advent of the web server for the database has only been a partial success this year. The other element in last years' corporate development plan was to introduce a secure ordering facility to their customers. This element is still under development but has been complicated by the issues of demand outstripping the available supply and how to meet the perceived increase in sales that this is likely to cause.

Page orientation portrait

Heading 'Alkaline soil' at the top
Does not have to be in the header and any alignment is acceptable

Alkaline soil

Species	ID	MaxSize	Ground	PH	Size	Cost
Yew	37	2	I	Alkaline	1	3.85
Yew	38	2	L	Alkaline	2	4.76
Poplar	23	3	WLH	Alkaline	4	1.25
Poplar	22	3	WLH	Alkaline	2	1.09
Oak	21	3	H	Alkaline	2	1.12
Oak	20	3	H	Alkaline	2	0.8
Lime	19	3	H	Alkaline	6	13.75
Lime	18	3	H	Alkaline	4	1.44
Lime	17	3	H	Alkaline	3	1.08
Lime	16	3	H	Alkaline	2	0.87
Horse Chestnut	14	3	LH	Alkaline	4	1.21
Horse Chestnut	13	3	LH	Alkaline	3	1.08
Horse Chestnut	15	3	LH	Alkaline	6	15.95
Horse Chestnut	12	3	LH	Alkaline	2	0.78
Field Maple	11	2	H	Alkaline	4	1.1
Field Maple	10	2	H	Alkaline	3	0.95
Field Maple	9	2	H	Alkaline	2	0.75
Elder	40	1	LH	Alkaline	1	1.25
Elder	41	1	LH	Alkaline	2	1.75
Beech	8	3	L	Alkaline	4	1.57
Beech	7	3	L	Alkaline	3	1.2
Beech	6	3	L	Alkaline	3	1.2
Ash	5	3	WLH	Alkaline	4	1.09
Ash	4	3	WLH	Alkaline	3	0.95
Alder	1	2	W	Alkaline	2	0.73
Alder	3	2	W	Alkaline	4	1.09
Alder	2	2	W	Alkaline	3	0.95

Sorted in descending order on 'Species'

Check data entry of two records for Elder
Must be 100% accurate

Search
PH = Alkaline

A. Student

Sorted in ascending order on 'Ground'

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Does not have to be in the header and any alignment is acceptable

Check data entry for Broom
Must be 100% accurate

L or WLH

<i>Ground</i>	<i>Species</i>	<i>Cost</i>
L	Broom	1.33
L	Silver Birch	1
L	Beech	0.77
L	Beech	1.2
L	Beech	1.57
L	Silver Birch	0.79
L	Yew	4.76
L	Silver Birch	1.1
L	Sweet Chestnut	0.8
L	Sweet Chestnut	1
L	Sweet Chestnut	1.45
L	Walnut	2.53
L	Yew	3.85
WLH	Ash	0.95
WLH	Poplar	1.09
WLH	Ash	1.09
WLH	Poplar	1.25
	<i>Average</i>	1.56

Only these 3 fields selected
Can be any order or layout

Search 'Ground' = L or WLH only

Calculated Field
Average Cost calculated

A. Student

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Rootrainer Trees – Growth in 2003

Page
Portrait orientation
All margins 2cm

Allow for paper feed inconsistencies with printers – (the line length must be between 16.75 and 17.25 cm)

...ast twelve months and can now
...which started in England, into
...ices in America, Thailand, Australia and South Africa,

Heading present
Any alignment, font
or point size, is acceptable

during the first six months of last year new offices opened in Brazil and Japan. The last few weeks have seen the launch of offices in Argentina, India and Indonesia.

Expansion plans for the future include regional offices in seventeen more countries as many governments worldwide are starting to prioritise environmental issues. The original aim of the company; ‘to help in arresting the deforestation of the United Kingdom, by providing indigenous trees at a reasonable cost’ has grown into a multi million dollar business across the globe.

The core business still remains the container grown one-year-old seedlings called Rootrainers. Costs continue to be kept low (both financially and environmentally) by retaining the sales of bare rooted trees in the second and subsequent years.

Body text left aligned
11 point
1.5 times line spacing

During the past twelve months some restructuring has taken place within the company. A manager was appointed to oversee the opening of the Japanese office and had such a profound impact on Rootrainer Trees that he now heads the ‘South East Asian Division’ which includes the current offices in Japan, Thailand, Australia, India and Indonesia. His business plan has led to diversification, and there are current developments in the following areas:

- bonsai trees
- landscaping
- koi carp

The problems experienced in 2002 with supply and demand still exist but to a lesser degree. Rootrainer Trees nurseries continue to run at full capacity within England, and regional nurseries are now in full swing in America, Thailand and South Africa. America currently has two nurseries with others in the planning stages, and a 17,000-acre site has been acquired in Malaysia to try to counter the rapidly increasing demand. Here is a summary of the site allocations:

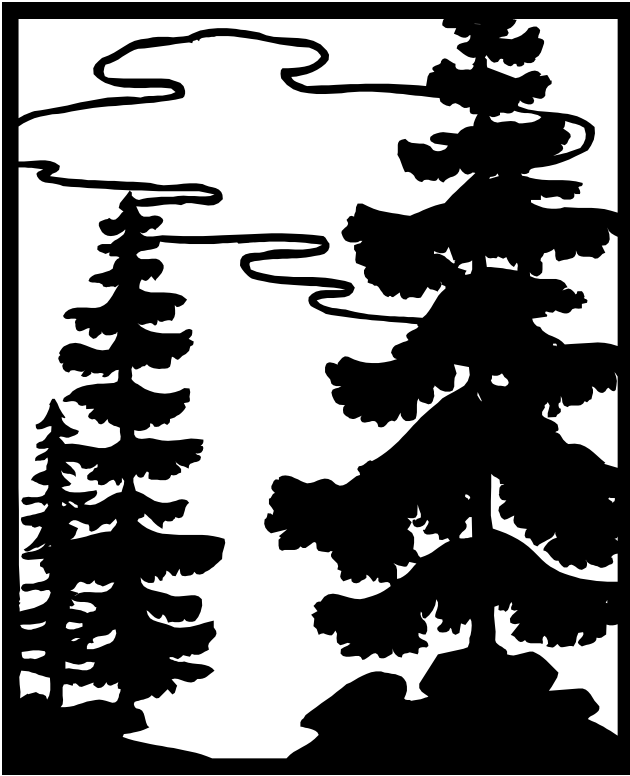
Site	Current size	Planned size
England	3200	3200
America	8000	8500
Thailand	750	2000
South Africa	500	500

Table inserted here
100% accuracy in numeric data entry needed

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e N



The company still maintains its policy of not lifting plants for specific dates, if plant condition or weather conditions are such that damage is likely to be sustained during or as a result of lifting during these periods. The company has made every effort to meet their customers' planting deadlines, but have always kept their customers fully informed if this has not been possible.

As in 2
continu
Rootrai

Image of any tree/s inserted
It may contain a tree or any constituent part
Placed top left of page
Graphic area no more than 40% of printed page and no less than 15% of page
Orientation of graphic not important
Text must wrap around all the image

throughout the season. Where the size a customer has specified has not been available, the company has substituted the next size down and customers have been informed about the reduction in price.

The market for shrubs has also continued to increase and Roottrainer Trees has continued to add an even wider range of shrubs which are entirely suitable for amateur gardeners and in particular the development of wildlife habitats. This is an example of some acid loving small trees and shrubs:

Species	MaxSize	PH	Size
Silver Birch	3	Acid	2
Sweet Chestnut	3	Acid	2
Broom	1	Acid	1

Database extract placed here
Format of the extract is not important

The company database has undergone its current hardware and has been updated using the internet. The requests will list all the products available within each country, as well as

with the opportunity to request data for trees which meet their specific needs. For the requested trees which were available, the database would suggest which trees or shrubs would be most suitable. It

will also provide valuable information about the habit of each specimen, the maximum growing height and spread, growth rates and a multitude of other information.

The advent of the web server for the database has only been a partial success this year. The other element in last years' corporate development plan was to introduce a secure ordering facility to their customers. This element is still under development but has been complicated by the issues of demand outstripping the available supply and how to meet the perceived increase in sales that this is likely to cause.

Searching for
'PH' Acid
AND 'Size' 1 OR 2

Only these 4 fields selected
Can be arranged in any order or layout

Check data entry for Broom
Must be 100% accurate

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5191/B

CORE MODULE

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A. Student

<today's date>

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Check send to address: **design.h@ucles.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **OGAWA.TXT**
If candidate has attached file **OGAWA.CSV** instead of OGAWA.TXT then allow this

Page 2	Mark Scheme	Module
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A. Student

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<today's date>

A4 page size
Landscape
All margins 3.5 cm
Allow for paper feed inconsistencies with printers –
(the line length must be between 22.5 and 23 cm)

OGAWA BONSAI

Heading inserted
Centre aligned
16 point, bold & italic
Different font to body text

past financial year and has set up a new business strand called Ogawa Bonsai. The decision to move away from the

Rootrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Rootrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo has taken the horticultural expertise of the English growers within the company and merged it with the tradition and mystery of the Japanese bonsai culture. The marketing strategy which will be used to target initially the western European and North American markets will bring an image of serenity and tranquility to every lounge, sitting room and office in these areas.

In order to fulfil this marketing strategy, Takeo has initiated a study into the preferred styles and species of trees for these new market places. Following the initial studies, Takeo plans to initiate the propagation of sufficient quantities of the selected species to enable a major Europe wide and North American launch of these new products. The summary of this research is:

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Body text left aligned
10 point
Double line spacing

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A. Student

<today's date>

There would be a need for several of Takeo's multilingual Japanese arborealists and two consultant bonsai masters to visit the growers within the European and American divisions. The aim of these workshops would be to introduce the following areas:

- propagation techniques
- root pruning
- wiring
- bonsai seasons

Bullet points
Indented at least 2cm
Accept if start of text indented by 2cm from margin

These workshops and demonstrations would be to all the designated employees of Roottrainer Trees who were assigned responsibility for the 'Ogawa Bonsai' sections of the business. This instruction will of course include the selection of suitable material for growing good bonsai specimens. All packaging and distribution will be using our existing Roottrainer Trees network, at least in the initial phases.

As can be seen from the survey results, there will need to be different growing and marketing strategies for each of the divisions, with the North American markets requiring more coniferous varieties and the European markets preferring more deciduous trees. Some of the Acer species would appear to be the favourite deciduous varieties on both continents. Unfortunately, this could lead to some time-related issues as some of the Acer species are very slow growing. They do make superb traditional bonsai specimens but have a growth rate which makes the commercial cultivation and fast-track production needed to keep costs down very difficult.

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<today's date>

This may require an alternative business strategy to that originally proposed by Takeo. One strategy might be a dual approach; in other words, maintaining the ideal of fast-track production with large volumes of trees produced, and a secondary, more labour intensive development of these slow-growing trees which would not net any profit for a number of years.

This would provide an alternative source of 'Premier' range trees for the 'more discerning customer' which after the initial market impact of the fast-track trees, may possibly open a secondary market. This secondary market must be seen as exclusive and to a degree be vastly overpriced, in order to cultivate a different client base.

It is proposed to target specific areas for this new market and the initial trial is proposed for the Knightsbridge area of London in conjunction with a very large and exclusive department store. This divergence from our usual marketing strategy should enable other aspects of our corporate development plan to grow. Many of these new clients may be interested in our other new ventures. The most popular trees from the European market research are:

In summary, this should be seen as an opportunity to open new markets, never before dreamed of by the traditional nurseries. If successful, this should lead to increased and persistent company growth in the next few years.

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A. Student

<today's date>

Page orientation portrait

Acer or Betula

Check data entry of Acer Palmatum Ukon
Must be 100% accurate

<i>Years</i>	<i>Species</i>	<i>Variety</i>	<i>Europe</i>	<i>America</i>
25	Acer	Palmatum Kiyohime	75	34
17	Acer	Palmatum Seigen	78	34
10	Acer	Palmatum Ukon	82	46
9	Betula	Nana	38	41
9	Acer	Deshojo	70	34
8	Acer	Japonicum Kashima	63	37
8	Acer	Palmatum Kashima	70	37
6	Betula	Pendulata	26	30
6	Acer	Buergerianum	60	34

Check data entry of two records for Betula
Must be 100% accurate

Search
Species = Acer or Betula

Sorted in descending order on 'Years'

A. Student

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the page

A. Student

<today's date>

Sorted in ascending order on 'Variety'

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Pinus in America

<i>Variety</i>	<i>Species</i>	<i>America</i>
Parviflora	Pinus	60
Pentaphylla	Pinus	62
Pinta Phylla	Pinus	58
Sylvestris Beavinestrus	Pinus	62
Sylvestris Globosa	Pinus	60
Thunbergii	Pinus	64
	<i>Average</i>	61

Only these 3 fields selected
Can be any order or layout

Calculated Field
Average America calculated

Search 'Species' = **Pinus**

A. Student

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Page
Portrait orientation
All margins 2cm
Allow for paper feed inconsistencies with printers – (the line length must be between 16.75 and 17.25 cm)

<today's date>

OGAWA BONSAI

Heading present
Any alignment, font or point size is acceptable

Roottrainer Trees has diversified during the past financial year and has set up a new business strand called Ogawa Bonsai. The decision to move away from the Roottrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Roottrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo has taken the horticultural expertise of the English growers within the company and merged it with the tradition and mystery of the Japanese bonsai culture. The marketing strategy which will be used to target initially the western European and North American markets will bring an image of serenity and tranquility to every lounge, sitting room and office in these areas.

In order to fulfil this marketing strategy, Takeo has initiated a study into the preferred styles and species of trees for these new market places. He will then initiate the propagation of sufficient quantities of these new products for a wide and North American launch of these new products.

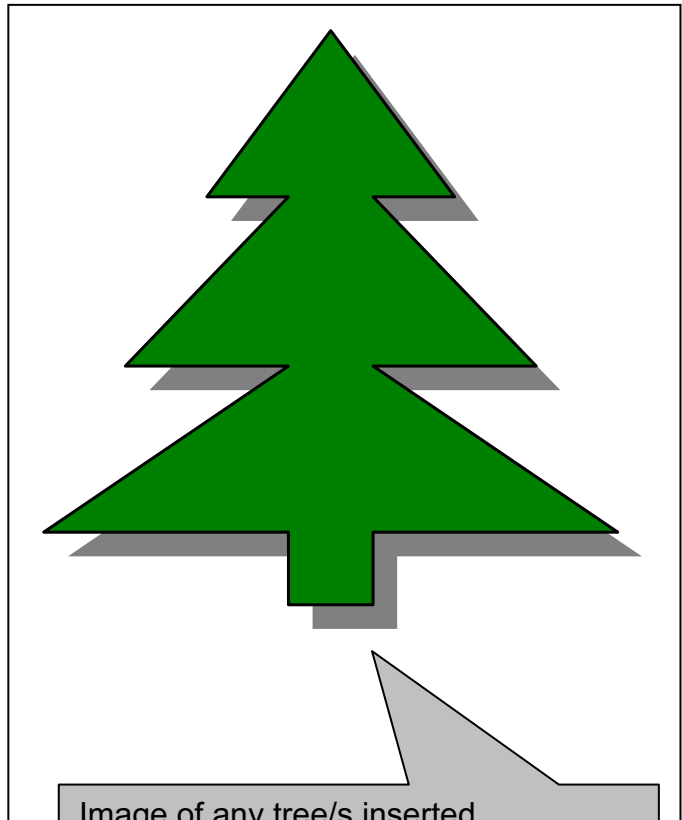


Image of any tree/s inserted
It may contain a tree or any constituent part
Placed top right of page
Graphic area no more than 40% of printed page and no less than 15% of page
Orientation of graphic not important
Text must wrap around all the image

Species	Deciduous	Coniferous	
Larix	Yes		Europe
Acer	Yes		Europe
Ulmus	Yes		Both
Picea		Yes	America
Pinus		Yes	America
Juniperus		Yes	America

Table inserted here
Allow 3 data entry errors

There would be a need for several of Takeo's multilingual Japanese and American bonsai masters to visit the growers within the European and American divisions. The aim of these workshops would be to introduce the following areas:

- propagation techniques
- root pruning
- wiring
- bonsai seasons

Body text fully justified
12 point
Single line spacing

These workshops and demonstrations would be to all the designated employees of Roottrainer Trees who were assigned responsibility for the 'Ogawa Bonsai' sections of the business. This instruction will of course include the selection of suitable material for growing good bonsai specimens. All

A. Student

<today's date>

packaging and distribution will be using our existing Roottrainer Trees network, at least in the initial phases.

As can be seen from the survey results, there will need to be different growing and marketing strategies for each of the divisions, with the North American markets requiring more coniferous varieties and the European markets preferring more deciduous trees. Some of the Acer species would appear to be the favourite deciduous varieties on both continents. Unfortunately, this could lead to some time-related issues as some of the Acer species are very slow growing. They do make superb traditional bonsai specimens but have a growth rate which makes the commercial cultivation and fast-track production needed to keep costs down very difficult.

This may require an alternative business strategy to that originally proposed by Takeo. One strategy might be a dual approach; in other words, maintaining the ideal of fast-track production with large volumes of trees produced, and a secondary, more labour intensive development of these slow-growing trees which would not net any profit for a number of years.

This would provide an alternative source of 'Premier' range trees for the 'more discerning customer' which after the initial market impact of the fast-track trees, may possibly open a secondary market. This secondary market must be seen as exclusive and to a degree be vastly overpriced, in order to cultivate a different client base.

It is proposed to target specific areas for this new market and the initial trial is proposed for the Knightsbridge area of London in conjunction with a very large and exclusive department store. This divergence from our usual marketing strategy should enable other aspects of our corporate development plan to grow. Many of these new clients may be interested in our other new ventures. The most popular trees from the European market research are:

Species	Variety	Europe	Years
Acer	Palmatum Kashima	70	8
Acer	Deshojo	70	9

Database extract placed here
Format of the extract is not important

In summary, this should be seen as an opportunity to open new markets, never before dreamed of by the traditional nurseries. If successful, this should lead to increased and persistent company growth in the next few years.

Searching for
Europe > 65
AND 'Years' <10

Check for no widows, orphans or lists or tables which overlap two pages

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2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5191/C

CORE MODULE

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/C

A. Student

Printout of the second e-mail prepared and ready to send to autoresponder-

Check send to address: **design.h@ucles.org.uk**
Check subject line **ICTCOREX**
Check for attachment present **KUROKI.TXT**
If candidate has attached file **KUROKI.CSV** instead of KUROKI.TXT then allow this

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5191/C

A. Student

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<today's date>

A4 page size, Landscape
All margins 3.5 cm
Allow for paper feed inconsistencies with printers –
(the line length must be between 22.5 and 23 cm)

Kuroki Koi

Heading inserted, centre aligned
14 point, bold, underscored
Different font to body text

Rootrainer Trees has diversified during the past financial year and has set up a new business strand called Kuroki Koi. The business deals with ornamental fish called koi carp. The decision to move away from the Rootrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Rootrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo had noticed on his recent trips to Europe and America that there was a growing interest in the cultures of many Asian countries. The natural progression from this was to look at opportunities of turning this cultural interest into hard cash. Allied with the business structures set in place by Rootrainer Trees, Takeo has developed 'Kuroki Koi'. The business has been started with two distinct markets identified. The first of these is the elite, highly prized and very profitable koi carp exported from his native Japan to specialist outlets in several locations in the West. These include:

- London
- Paris
- Milan
- Washington
- Seattle

Bullet points
Indented at least 4cm
Accept if start of text indented by 4cm from margin

There are plans to open new outlets (as franchises) in Riyadh, Dubai and Athens during the next twelve months. The second business strand is aimed at the mass market, particularly relating to the English obsession with gardening. Takeo plans to sell directly to over 7000 garden centres within the British Isles in the next two years, and then move into the Netherlands, France, Germany and Spain the year after that. The production of cheaper, 'mass produced' but lower quality koi will require the establishment of fish farms somewhere in Western Europe during the next twelve months.

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<today's date>

The location of these farms will depend upon several factors: the host country must be a member of the European Union; the warmer the temperature the more rapidly the fish will grow and therefore have a minimum time from hatching to a marketable product; the population must have some experience of animal husbandry, preferably with fish; and the area must have first class transportation links to ensure less stress on the fish during distribution. Possible locations considered so far are:

There will clearly be a need for major investment in the new fish farms and it is proposed to use the initial profits from the more exclusive koi sales to partially fund this growth. To reduce costs the company will run alongside Ogawa Bonsai and Roottrainer Trees, using the same distribution network and will also use its sister company Ogawa Bonsai to assist in marketing.

Vouchers for Kuroki Koi will be given free with all Ogawa Bonsai trees sold, giving the holder a 10% discount on any koi carp purchased within a 12 month period. This strategy will hopefully encourage people who would not previously have considered a pond and koi carp to adopt a more oriental flavour to their garden. Once hooked - excuse the pun - the more exclusive (and expensive) fish can be sold, generating a self-perpetuating marketplace.

Results of the surveys of preferred koi breeds are included below for the English mass market. The results of this survey were extracted from customers leaving a variety of garden centres identifying the specific koi they would put into a pond if they had one.



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<today's date>

Another possible development of this idea would be to introduce specialist koi purchasing trips to Japan, for the discerning customer to hand select their own koi. By arranging a hassle free trip, which includes shipping and quarantining of their selected fish at the appropriate time of year would net a large potential profit. Although the number of customers would be likely to be small, the opportunity for clients to hand select koi in the natural surroundings of the Niigata region should provide the 'chance of a lifetime'. The area selected would probably be Mushigami. If this trip were marketed correctly, the profits should be extensive and on top of the trip costs, charges for the transportation, quarantining and veterinary charges would also be a possibility.

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10 point
1.5 line spacing

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Page orientation portrait

Benigoi Koi

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<i>Species</i>	<i>Main</i>	<i>Other</i>	<i>Metalic</i>	<i>Rating</i>
Benigoi	Orange	None	Y	62
Benigoi	Red	None	N	45
Benigoi	Red	None	Y	55
Benigoi	Orange	None	N	56

Check data entry of last 3 records
Must be 100% accurate

Sorted in any order

A. Student

Name bottom right of report
Does not have to be at bottom of page

A. Student

<today's date>

Heading 'Koi with Yellow' at the top
Does not have to be in the header

Koi with Yellow

<i>Species</i>	<i>Main</i>	<i>Other</i>	<i>Rating</i>
Ki Bekko	Yellow	Black	32
Ki Utsuri	Black	Yellow	28
Kigo	Yellow	None	58
Kujaku	Yellow	Platinum	43
		<i>Average</i>	40.25

Sorted in ascending order of 'Species'

Only these 4 fields selected
Can be any order or layout

Search Main = Yellow OR
Other = Yellow

Calculated Field
Average Rating calculated
Accept any number of decimal places

A. Student

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	ICT CAREER AWARD - 2003	5191/C

A. Student

Kuroki Koi

Rootrainer Trees has diversified during the past financial year and has set up a new business strand called Kuroki Koi. The business deals with ornamental fish called koi carp. The decision to move away from the Rootrainer name was taken in an attempt to add an oriental and authentic facade to this business. The idea was developed by Takeo Ogawa, who is the head of Rootrainer's 'South East Asian Division' which covers all operations in Japan, Thailand, Australia, India and Indonesia.

Takeo had noticed on his recent trips to Europe and America that there was a growing interest in the cultures of many Asian countries. The natural progression from this was to look at opportunities of turning this cultural interest into hard cash. Allied with the business structures set in place by Rootrainer Trees, Takeo has developed 'Kuroki Koi'. The business has been started with two distinct markets identified. The first of these is elite, highly prized and very profitable koi carp exported from his native Japan to specialist outlets in several locations in the West. These include:

- London
- Paris
- Milan
- Washington
- Seattle

There are plans to open new outlets (as franchises) in Riyadh, Dubai and Athens during the next twelve months. The second business strand is aimed at the mass market, particularly relating to the English obsession with gardening. Takeo plans to sell directly to over 7000 garden centres within the British Isles in the next two years, and then move into the Netherlands, France, Germany and Spain the year after that. The production of cheaper, 'mass produced' but lower quality koi will require the establishment of fish farms somewhere in Western Europe during the next twelve months.

Heading present
Any alignment, font or point size, is acceptable

Portrait page orientation
All margins 2cm
Allow for paper feed inconsistencies with printers – (the line length must be between 16.75 and 17.25 cm)



Image of any fish inserted
It may also be a lake, pond or ocean picture
Placed top right of page
Graphic area no more than 40% of printed page and no less than 10% of page
Orientation of graphic not important
Text must wrap around all the image

A. Student

<today's date>

The location of these farms will depend upon several factors: the host country must be a member of the European Union; the warmer the temperature the more rapidly the fish will grow and therefore have a minimum time from hatching to a marketable product; the population must have some experience of animal husbandry, preferably with fish; and the area must have first class transportation links to ensure less stress on the fish during distribution. Possible locations considered so far are:

La Roda	Spain	Warm
Whitstable	England	Close to market
Emmen	Netherlands	Natural lakes
Toulouse	France	Warm, good transport
Crawley	England	Close to market

Table inserted here
100% accuracy in all data entry needed

There will clearly be a need for major investment in the new fish farms and it is proposed to use the initial profits from the more exclusive koi sales to partially fund this growth. To reduce costs the company will run alongside Ogawa Bonsai and Roottrainer Trees, using the same distribution network and will also use its sister company Ogawa Bonsai to assist in marketing.

Vouchers for Kuroki Koi will be given free with all Ogawa Bonsai trees sold, giving the holder a 10% discount on any koi carp purchased within a 12 month period. This strategy will hopefully encourage people who would not previously have considered a pond and koi carp to adopt a more oriental flavour to their garden. Once hooked - excuse the pun - the more exclusive (and expensive) fish can be sold, generating a self-perpetuating marketplace.

Results of the surveys of preferred koi breeds are included below for the English mass market. The results of this survey were extracted from customers leaving a variety of garden centres identifying the specific koi they would put into a pond if they had one.

Species	Rating
Kohaku	92
Hi Utsuri	76
Tancho Sanke	67
Ogon	64
Benigo	62
Shiromuji	62
Hi Showa	62
Ogon	60
Chagoi	60

Database extract placed here
Format of the extract is not important

Searching for
Rating > = 60

Sorted descending on
Rating

Only these 2 fields selected
Can be arranged in any order or layout

Another possible development of this idea would be to introduce specialist koi purchasing trips to Japan, for the discerning customer to hand select their own koi. By arranging a hassle free trip, which includes shipping and quarantining of their selected fish at the appropriate time of year would net a large potential profit. Although the number of customers would be likely to be small, the opportunity for clients to hand select koi in the natural surroundings of the Niigata region should provide the 'chance of a lifetime'. The area selected would probably be Mushigami. If this trip were marketed correctly, the profits should be extensive and on top of the trip costs, charges for the transportation, quarantining and veterinary charges would also be a possibility.

Check for no widows, orphans, lists or tables which overlap two pages

Body text fully justified 12 point
Single line spacing

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5192/A

DATA ANALYSIS

Formula:
Order Value * Lookup(Discount Value, Range)
 Alignment not important
 Row/Column may not be the same as this example
 Must display the use of a named range

Formula:
Discount * Order

Formula:
IF Order Value > 1500 then 0.05 else 0
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells/ ranges

Company	Order	Code	Discount	Value	Concession 5%	Total
		1	=LOOKUP(C7,info)	=D7*B7	=IF(B7>1500,B7*5%,0)	=B7-E7-F7
		5	=LOOKUP(C8,info)	=D8*B8	=IF(B8>1500,B8*5%,0)	=B8-E8-F8
		5	=LOOKUP(C9,info)	=D9*B9	=IF(B9>1500,B9*5%,0)	=B9-E9-F9
		5	=LOOKUP(C10,info)	=D10*B10	=IF(B10>1500,B10*5%,0)	=B10-E10-F10
		3	=LOOKUP(C11,info)	=D11*B11	=IF(B11>1500,B11*5%,0)	=B11-E11-F11
		1	=LOOKUP(C12,info)	=D12*B12	=IF(B12>1500,B12*5%,0)	=B12-E12-F12
		1	=LOOKUP(C13,info)	=D13*B13	=IF(B13>1500,B13*5%,0)	=B13-E13-F13
		4	=LOOKUP(C14,info)	=D14*B14	=IF(B14>1500,B14*5%,0)	=B14-E14-F14
		3	=LOOKUP(C15,info)	=D15*B15	=IF(B15>1500,B15*5%,0)	=B15-E15-F15
Information Table						
Codes	1	2	3	4	5	
Disc	0.05	0.1	0.15	0.2	0.25	

Replication:
 All 4 formulae correctly replicated

Formula:
Order less Value less Concession 5%
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells/ ranges

Page orientation landscape
 This printout must show formulae view
 Column width / row height must show all of formulae and labels

Format Order Value as Integer

Format the results in the Order, Value, Concession 5% and Total columns to 2dp

Company	Order	Co	Discount	Value	Concession 5%	Total
Evergreens	\$1,735.79	1	5%	\$86.79	\$86.79	\$1,562.21
Patel Inds	\$1,589.65	5	25%	\$397.41	\$79.48	\$1,112.76
Price Mart	\$2,478.36	5	25%	\$619.59	\$123.92	\$1,734.85
Sam's Café	\$89.47	5	25%	\$22.37	\$0.00	\$67.10
Toy Store	\$4,832.96	3	15%	\$724.94	\$241.65	\$3,866.37
Wilson's Store	\$7,892.00	1	5%	\$394.60	\$394.60	\$7,102.80
Sam's Café	\$125.36	1	5%	\$6.27	\$0.00	\$119.09
Rowley Shop	\$1,273.14	4	20%	\$254.63	\$0.00	\$1,018.51
Watkins Sports	\$4,587.00	3	15%	\$688.05	\$229.35	\$3,669.60
Information Table						
Codes		2	3	4	5	
Disc		10%	5%	20%	25%	

Test data:
First 3 columns must be 100% accurate

Format Total Value to Currency with \$ sign and 2dp

Format Discount to Percentage

Page 3	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5192/A

Searching:
Discount Code equal to or greater than 3 and Total Value greater than 1500
 Only these three rows should be visible

Company	Order	Code	Discount	Value	Concession 5%	Total
Price Mart	\$2,478.36	5	25%	\$619.59	\$123.92	\$1,734.85
Toy Store	\$4,832.96	3	15%	\$724.94	\$241.65	\$3,866.37
Watkins Sports	\$4,587.00	3	15%	\$688.05	\$229.35	\$3,669.60

Searching:
Discount Value equals 5 and Concession % does not equal 0
 Only these two rows should be visible

Company	Order	Code	Discount	Value	Concession 5%	Total
Patel Inds	\$1,589.65	5	25%	\$397.41	\$79.48	\$1,112.76
Price Mart	\$2,478.36	5	25%	\$619.59	\$123.92	\$1,734.85

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5192/B

DATA ANALYSIS

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5192/B

Formula:
Cut Cost = Lookup(Facet in Named Range)/Carat
 Alignment not important
 Row/Column may not be the same as this example
 Must display the use of a named range

Formula:
IF Precious = p 2.5 else 1.5
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells/ ranges

Cutting options

Gem cut	cabochons	faceted
Cutting cost	5	10

Name	Precious	Gem Cut	Carat	Carat Value	Cut Cost	Insurance	Total Value
					=LOOKUP(C7,cut)/D7	=IF(B7="p",D7*2.5,D7*1.5)	=D7*E7+F7+G7
					=LOOKUP(C8,cut)/D8	=IF(B8="p",D8*2.5,D8*1.5)	=D8*E8+F8+G8
					=LOOKUP(C9,cut)/D9	=IF(B9="p",D9*2.5,D9*1.5)	=D9*E9+F9+G9
					=LOOKUP(C10,cut)/D10	=IF(B10="p",D10*2.5,D10*1.5)	=D10*E10+F10+G10
					=LOOKUP(C11,cut)/D11	=IF(B11="p",D11*2.5,D11*1.5)	=D11*E11+F11+G11
					=LOOKUP(C12,cut)/D12	=IF(B12="p",D12*2.5,D12*1.5)	=D12*E12+F12+G12
					=LOOKUP(C13,cut)/D13	=IF(B13="p",D13*2.5,D13*1.5)	=D13*E13+F13+G13
					=LOOKUP(C14,cut)/D14	=IF(B14="p",D14*2.5,D14*1.5)	=D14*E14+F14+G14
					=LOOKUP(C15,cut)/D15	=IF(B15="p",D15*2.5,D15*1.5)	=D15*E15+F15+G15
					=LOOKUP(C16,cut)/D16	=IF(B16="p",D16*2.5,D16*1.5)	=D16*E16+F16+G16
					=LOOKUP(C17,cut)/D17	=IF(B17="p",D17*2.5,D17*1.5)	=D17*E17+F17+G17
					=LOOKUP(C18,cut)/D18	=IF(B18="p",D18*2.5,D18*1.5)	=D18*E18+F18+G18

Replication:
 All 3 formulae correctly replicated

Formula:
Carat*Carat Value plus Cut Cost plus Insurance
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells/ ranges

Page orientation landscape
 This printout must show formulae view
 Column width / row height must show all of formulae and labels

Format the results in the Carat Value, Cut Cost, Insurance and Total Value columns to *currency showing the \$ and 2 dp*

Cutting options

Gem cut	cabochons	faceted
Cutting cost	5	10

Name	Precious	Gem Cut	Carat	Carat Value	Cut Cost	Insurance	Total Value
Amethyst	sp	faceted	17.9	\$5.00	\$0.56	\$26.85	\$116.91
Amethyst	sp	cabochons	25.9	\$6.00	\$0.19	\$38.81	\$194.22
Aquamarine	sp	faceted	2.23	\$31.50	\$4.48	\$3.35	\$78.07
Citrine	sp	faceted	18.9	\$12.00	\$0.53	\$28.32	\$255.41
Diamond	p	faceted	0.29	\$862.00	\$34.48	\$0.73	\$285.19
Emerald	p	cabochons	0.42	\$357.00	\$11.90	\$1.05	\$162.89
Garnet	sp	cabochons	6.34	\$26.00	\$0.79	\$9.51	\$175.14
Peridot	sp	faceted	3.52	\$30.00	\$2.84	\$5.28	\$113.72
Ruby	p	faceted	0.7	\$286.00	\$14.29	\$1.75	\$216.24
Sapphire	p	faceted	1.51	\$100.00	\$6.62	\$3.78	\$161.40
Tanzanite	sp	cabochons	1.12	\$151.00	\$4.46	\$1.68	\$175.26
Topaz	sp	faceted	15.8	\$11.00	\$0.63	\$23.70	\$198.13

Test data:
First 5 columns must be 100% accurate

Page orientation not specified
This printout must show data and fit on a single page

Page 3	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5192/B

Searching:
Total Value is greater than 150 and Precious is sp
 Only these five rows should be visible

Name	Precious	Gem Cut	Carat	Carat Value	Cut Cost	Insurance	Total Value
Amethyst	sp	cabochoons	25.87	\$6.00	\$0.19	\$38.81	\$194.22
Citrine	sp	faceted	18.88	\$12.00	\$0.53	\$28.32	\$255.41
Garnet	sp	cabochoons	6.34	\$26.00	\$0.79	\$9.51	\$175.14
Tanzanite	sp	cabochoons	1.12	\$151.00	\$4.46	\$1.68	\$175.26
Topaz	sp	faceted	15.8	\$11.00	\$0.63	\$23.70	\$198.13

Searching:
Facet equals faceted and Insurance less than 5.00
 Only these four rows should be visible

Name	Precious	Gem Cut	Carat	Carat Value	Cut Cost	Insurance	Total Value
Aquamarine	sp	faceted	2.23	\$31.50	\$4.48	\$3.35	\$78.07
Diamond	p	faceted	0.29	\$862.00	\$34.48	\$0.73	\$285.19
Ruby	p	faceted	0.7	\$286.00	\$14.29	\$1.75	\$216.24
Sapphire	p	faceted	1.51	\$100.00	\$6.62	\$3.78	\$161.40

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5192/C

DATA ANALYSIS

Formula:
Ins Rate = Lookup(Category in Named Range)
 Alignment not important
 Row/Column may not be the same as this example
 Must display the use of a named range

Formula:
Rate multiplied by Ins Rate
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells/ ranges

Category	Car Type	Doors	Rate	Ins Rate	Insurance	Total	Deposit
				=LOOKUP(A2,ins)	=D2*E2	=D2+F2	=IF(D2>60,"Yes","No")
				=LOOKUP(A3,ins)	=D3*E3	=D3+F3	=IF(D3>60,"Yes","No")
				=LOOKUP(A4,ins)	=D4*E4	=D4+F4	=IF(D4>60,"Yes","No")
				=LOOKUP(A5,ins)	=D5*E5	=D5+F5	=IF(D5>60,"Yes","No")
				=LOOKUP(A6,ins)	=D6*E6	=D6+F6	=IF(D6>60,"Yes","No")
				=LOOKUP(A7,ins)	=D7*E7	=D7+F7	=IF(D7>60,"Yes","No")
				=LOOKUP(A8,ins)	=D8*E8	=D8+F8	=IF(D8>60,"Yes","No")
				=LOOKUP(A9,ins)	=D9*E9	=D9+F9	=IF(D9>60,"Yes","No")

Insurance Table

Category	Ins
A	0.1
B	0.15
C	0.2
D	0.25
E	0.3
F	0.35

Formula:
Rate + Insurance
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells

Formula:
IF Rate greater than 60, Yes if less than or equal to 60 No
 Alignment not important
 Row/Column may not be the same as this example
 Do not penalise the use of named cells/ ranges

Page orientation landscape
 This printout must show formulae view
 Column width / row height must show all of formulae and labels

Format the results in the Ins Rate column to percentage

Format the results in the Rate, Insurance and Total columns to currency showing \$ and 2 dp

Category	Car Type	Doors	Rate	Ins Rate	Insurance	Total	Deposit
A	Economy	2	\$38.00	10%	\$3.80	\$41.80	No
B	Compact	2	\$44.00	15%	\$6.60	\$50.60	No
B	Compact	4	\$48.00	15%	\$7.20	\$55.20	No
C	Intermediate	2	\$58.00	20%	\$11.60	\$69.60	No
C	Intermediate	4	\$60.00	20%	\$12.00	\$72.00	No
D	Jeep wrangler	2	\$78.00	25%	\$19.50	\$97.50	Yes
E	Premium	4	\$94.00	30%	\$28.20	\$122.20	Yes
F	Luxury	4	\$95.00	35%	\$33.25	\$128.25	Yes

Insurance Table

Category	Ins
A	0.1
B	0.15
C	0.2
D	0.25
E	0.3
F	0.35

Test data:
Four columns and Insurance Table must be 100% accurate

Page 3	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5192/C

Searching:
Total greater than 60 and less than 100 and Doors = 2
 Only these two rows should be visible

Category	Car Type	Doors	Rate	Ins Rate	Insurance	Total	Deposit
C	Intermediate	2	\$58.00	20%	\$11.60	\$69.60	No
D	Jeep wrangler	2	\$78.00	25%	\$19.50	\$97.50	Yes

Searching:
Total is greater than 50 and the Category is B or C
 Only these four rows should be visible

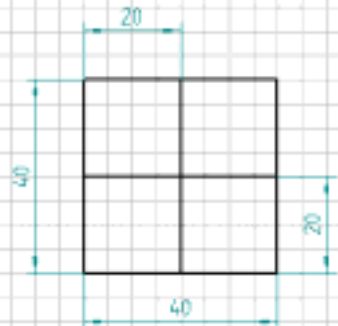
Category	Car Type	Doors	Rate	Ins Rate	Insurance	Total	Deposit
B	Compact	2	\$44.00	15%	\$6.60	\$50.60	No
B	Compact	4	\$48.00	15%	\$7.20	\$55.20	No
C	Intermediate	2	\$58.00	20%	\$11.60	\$69.60	No
C	Intermediate	4	\$60.00	20%	\$12.00	\$72.00	No

2003

CAREER AWARD IN ICT
Standard Level

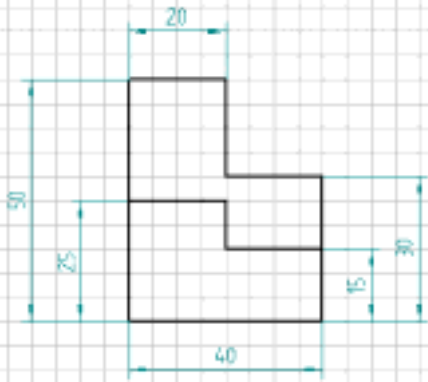
MARK SCHEME

MODULE: 5195/A
COMPUTER AIDED DESIGN

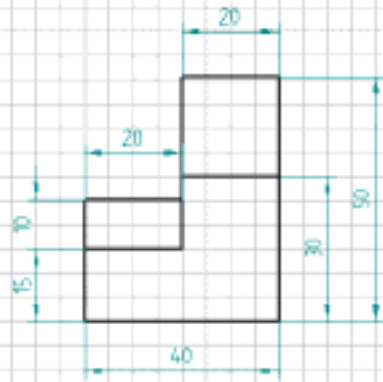


Plan View C

Should display Elevations as shown, including external dimensions on all three views.



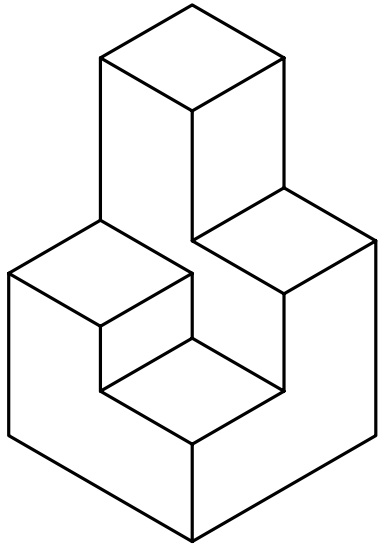
Front View A



End View B

Should display Title block, which contains: Title, scale, dimensions, name and date

Title : Bracket
Scale 1:1
Dimensions all in millimeters
Date : 24/02/2002
Drawn by : A.Jones

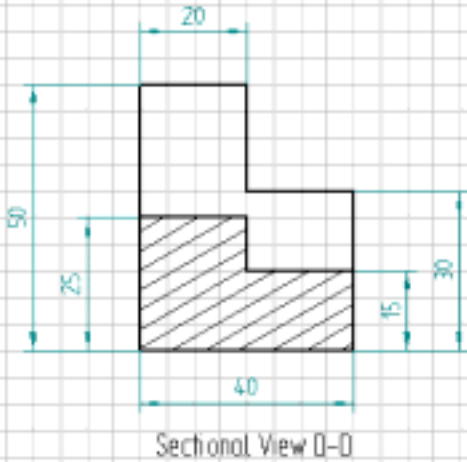


Isometric View

Should display
 Isometric projection in 3 planes at 60 degree angles.
 No dimensions on the diagram but dimensions must match the specification.
 Centre lines and hidden detail not required. Do not penalise if present.

Should display
 Title block, which contains: Title, scale, dimensions, name and date

Title : Bracket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : Jones



Should display
Elevation including hatching as shown

Should display
Title block, which contains: Title, scale, dimensions, name and date

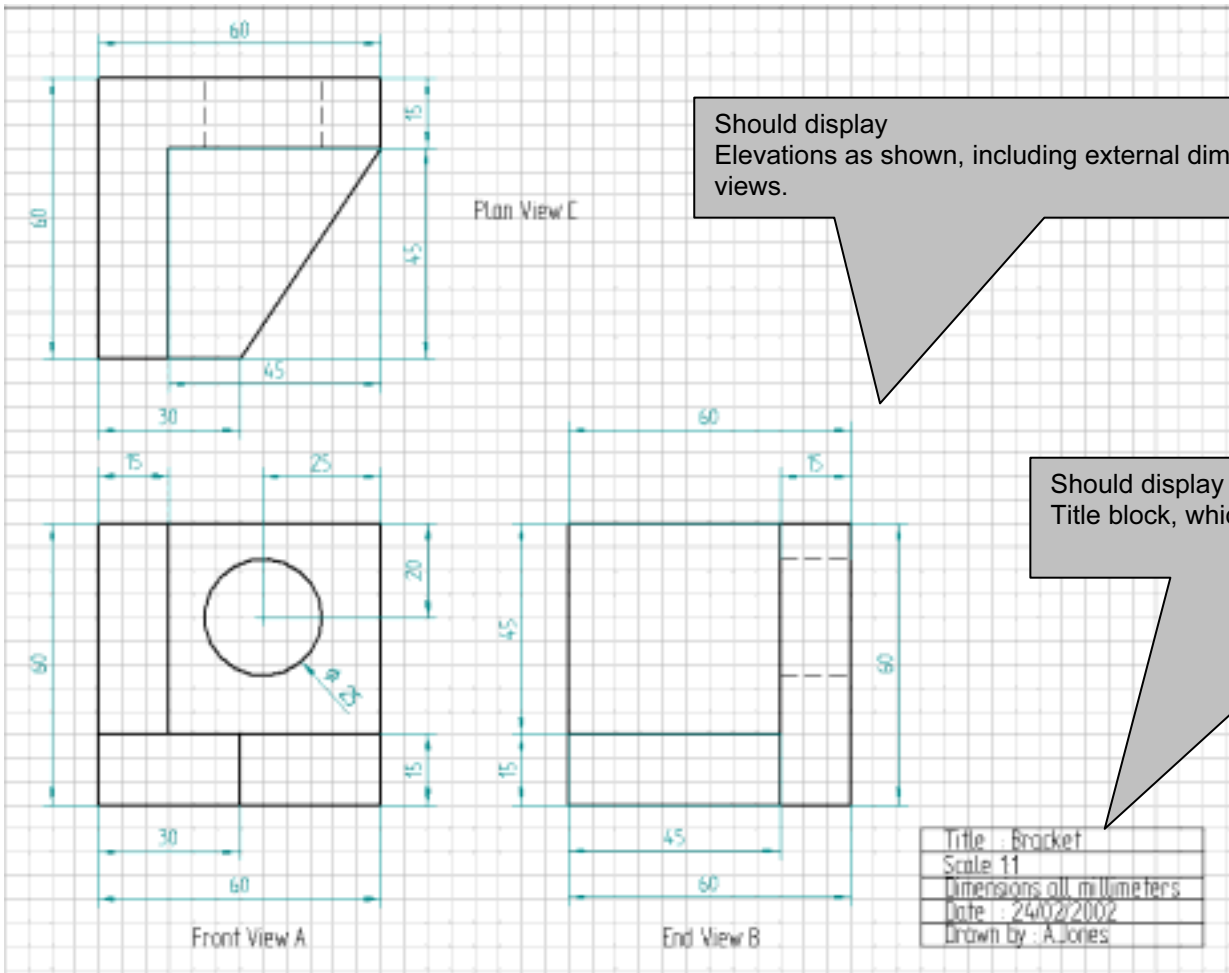
Title : Bracket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : A.Jones

2003

CAREER AWARD IN ICT
Standard Level

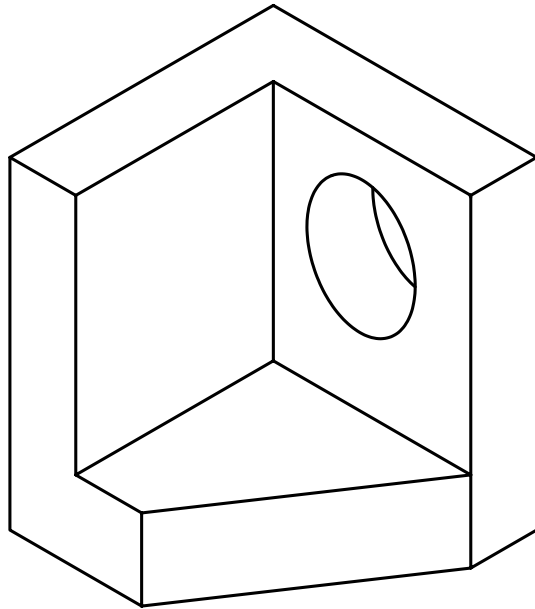
MARK SCHEME

MODULE: 5195/B
COMPUTER AIDED DESIGN



Should display Elevations as shown, including external dimensions on all three views.

Should display Title block, which contains: Title, scale, dimensions, name and date

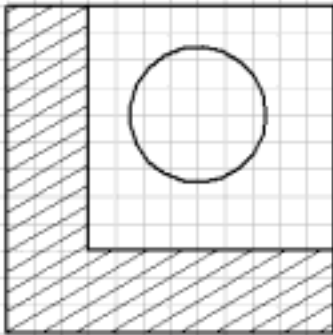


Isometric View

Should display
 Isometric projection in 3 planes at 60 degree angles.
 No dimensions on the diagram but dimensions must match the specification.
 Centre lines and hidden detail not required. Do not penalise if present.

Should display
 Title block, which contains: Title, scale, dimensions, name and date

Title : Bracket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : Jones



Should display
Elevation including hatching as shown

Sectional View D-D

Should display
Title block, which contains: Title, scale, dimensions, name and date

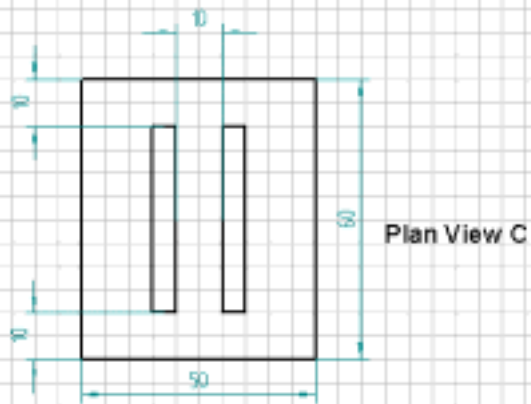
Title : Bracket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : A Jones

2003

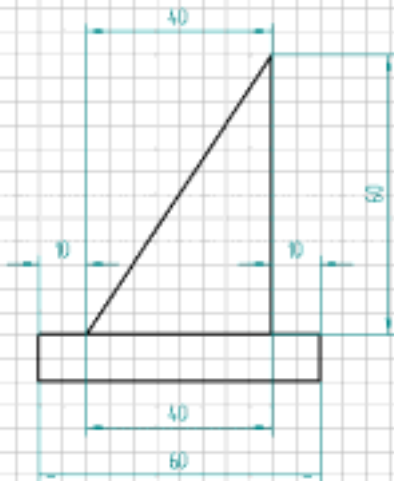
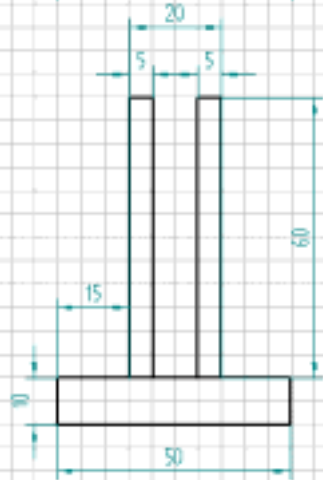
CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5195/C
COMPUTER AIDED DESIGN

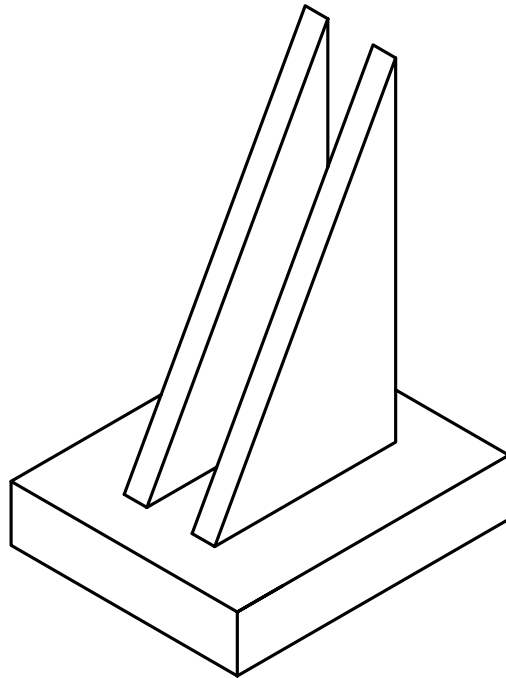


Should display Elevations as shown, including external dimensions on all three views.



Should display Title block, which contains: Title, scale, dimensions, name and date

Title : Bracket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : A.Jones

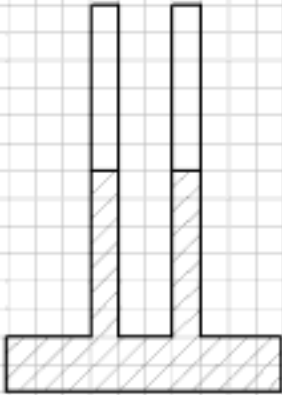


Isometric View

Should display
 Isometric projection in 3 planes at 60 degree angles.
 No dimensions on the diagram but dimensions must match the specification.
 Centre lines and hidden detail not required. Do not penalise if present.

Should display
 Title block, which contains: Title, scale, dimensions, name and date

Title : Basket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : Jones



Sectional View D-D

Should display
Elevation including hatching as shown

Should display
Title block, which contains: Title, scale, dimensions, name and date

Title : Bracket
Scale 1:1
Dimensions all millimeters
Date : 24/02/2002
Drawn by : A Jones

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

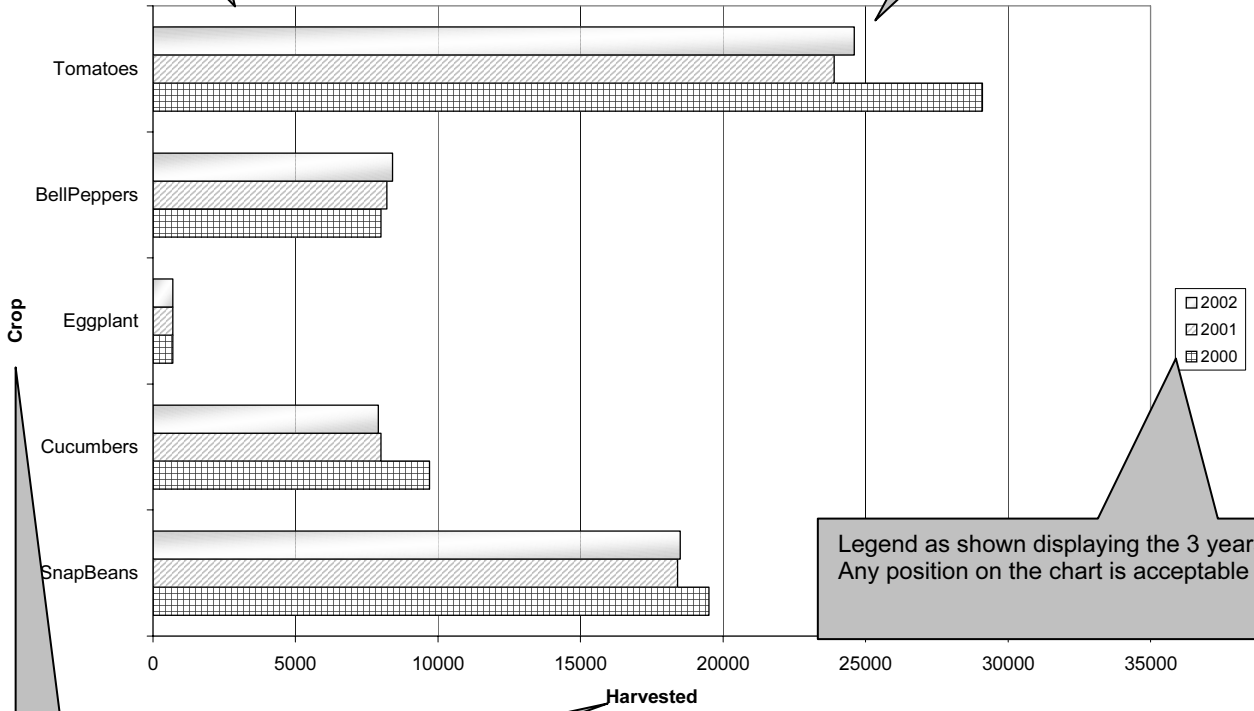
MODULE: 5196/A
BUSINESS CHARTS

Bars may be horizontal or vertical
Any format – 2D, 3D is acceptable

Title as below
Any position on the chart is acceptable

Only these 5 crops selected

Crops Hand Harvested



Legend as shown displaying the 3 years
Any position on the chart is acceptable

Y-axis labeled
Crop

X-axis labeled
Harvested

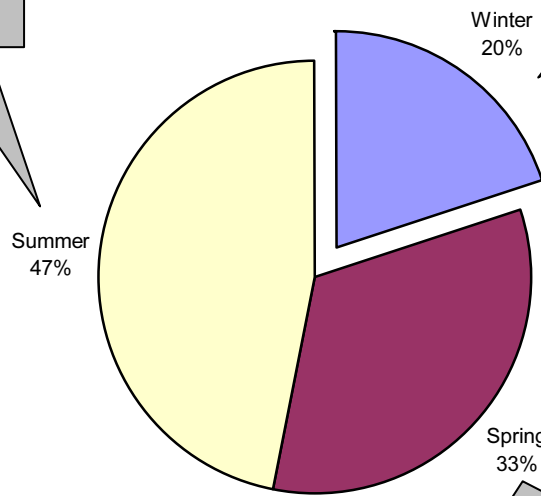
Shading patterns which make bars distinctive
In colour or for black and white printer

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5196/A

Title as shown
Any position on the chart is acceptable

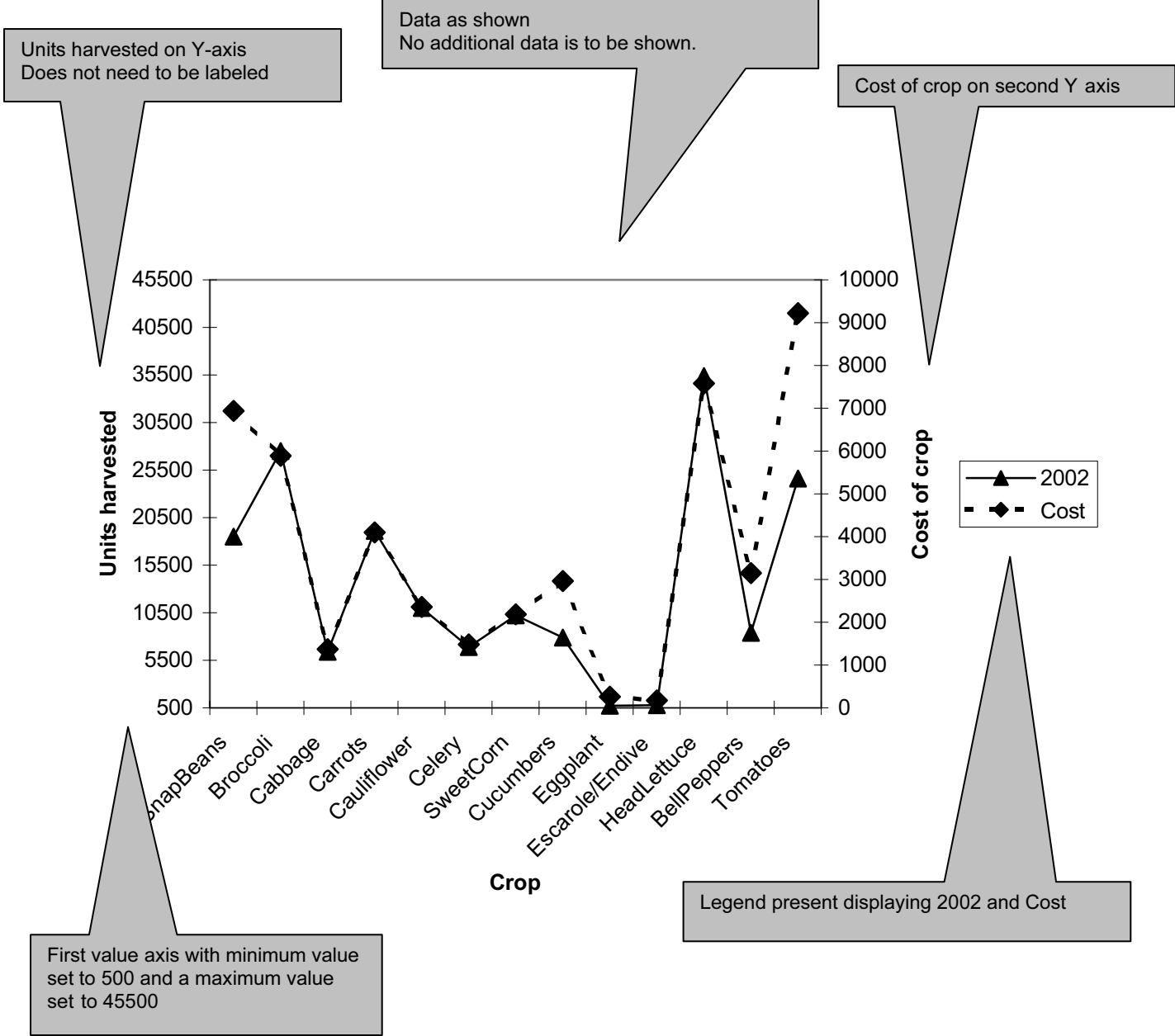
Harvested 2002

Data as shown



Winter – slice pulled out

Each slice must have the season's name and % value
Do not penalise if other data also present



2003

CAREER AWARD IN ICT
Standard Level

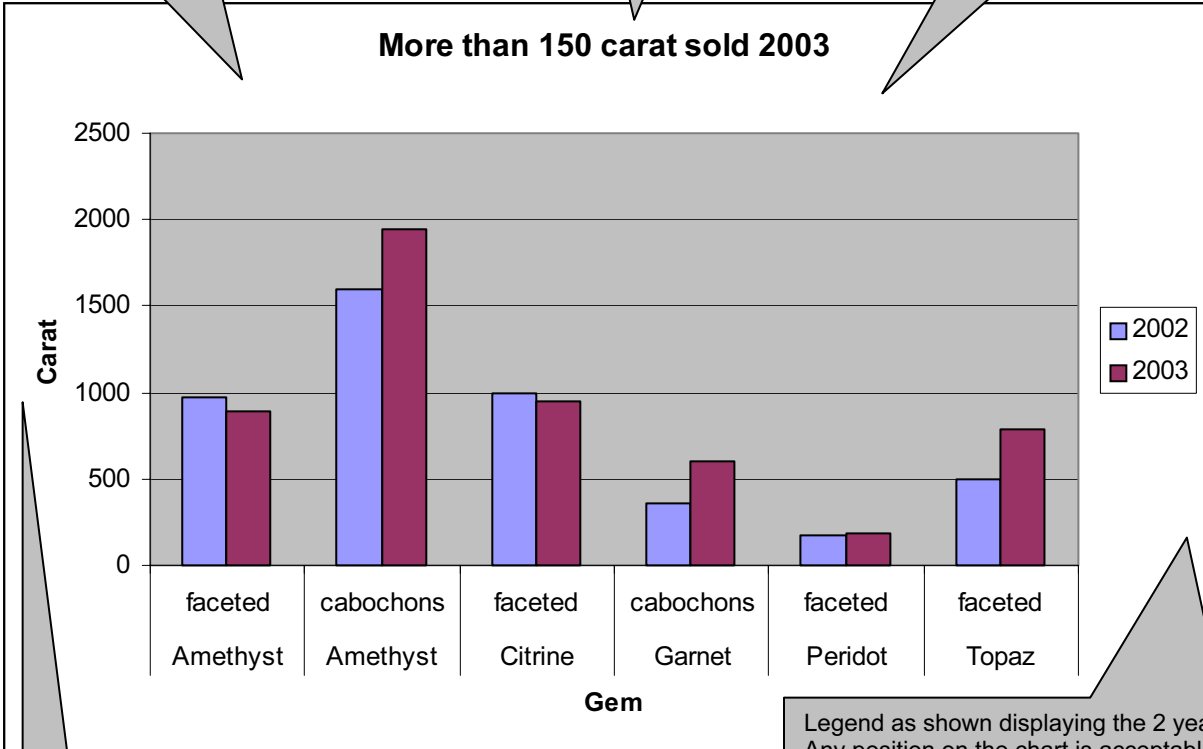
MARK SCHEME

MODULE: 5196/B
BUSINESS CHARTS

Title as below
Any position on the chart is acceptable

Bars may be horizontal or vertical
Any format – 2D, 3D is acceptable

Only these 5 gems selected

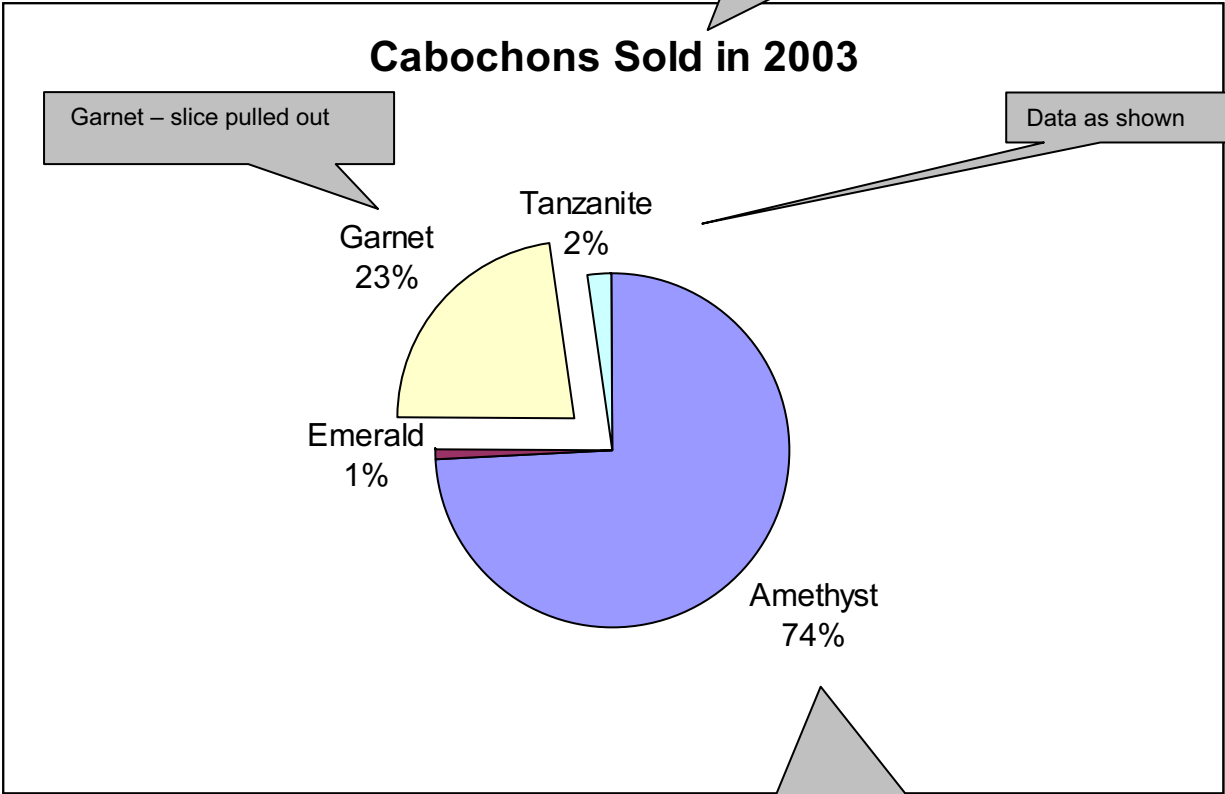


Y-axis labeled
Carat

X-axis labeled
Gems

Shading patterns which make bars distinctive
In colour or for black and white printer

Title as shown
Any position on the chart is acceptable



Garnet – slice pulled out

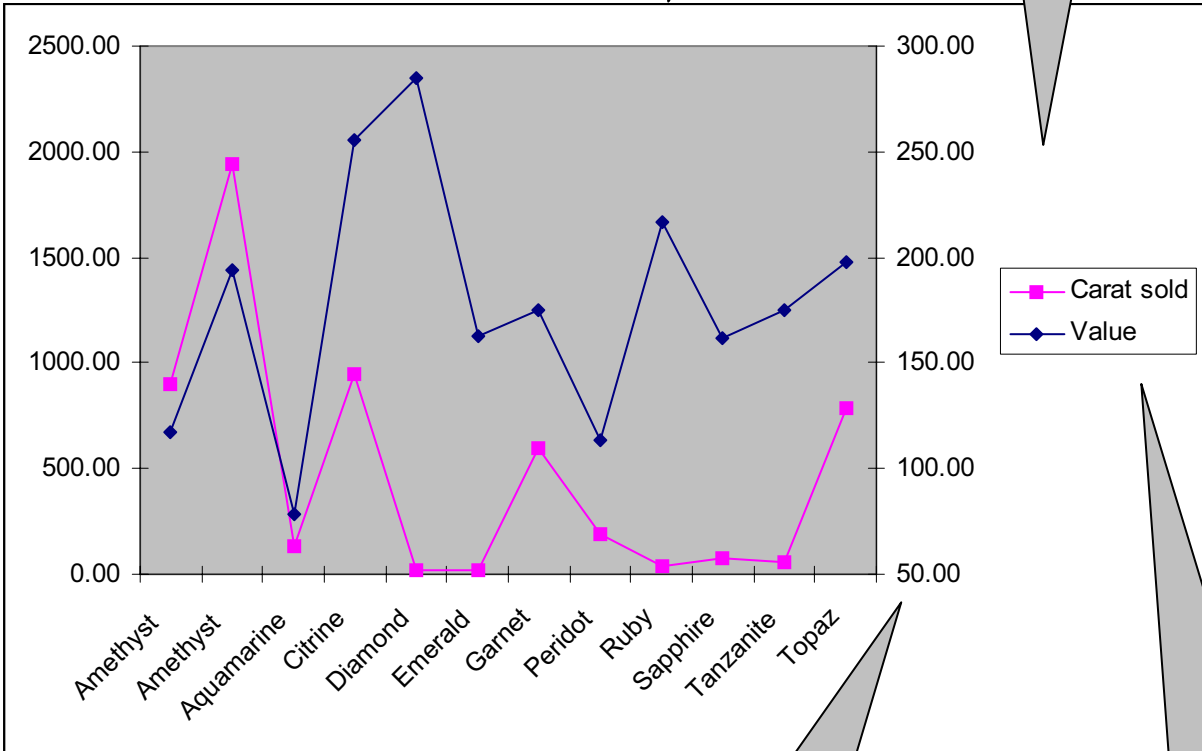
Data as shown

Each slice must have the gem's name and % value
Do not penalise if other data also present

Carat Sold on Y-axis
Does not need to be labeled

Data as shown
No additional data is to be shown.

Value of gem on second Y-axis



Second value axis with
minimum value set to 50.00

Legend present displaying
Carat sold and Value

2003

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Standard Level

MARK SCHEME

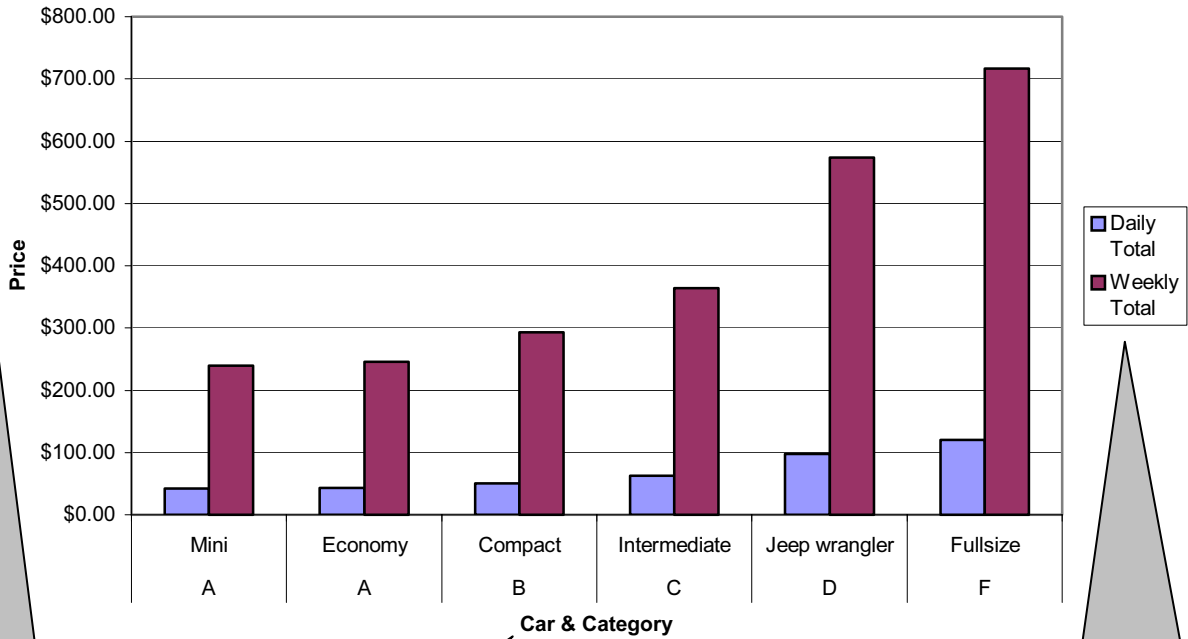
MODULE: 5196/C
BUSINESS CHARTS

Title as below
Any position on the chart is acceptable

Bars may be horizontal or vertical
Any format – 2D, 3D is acceptable

Only these 6 categories selected

2 Door Car Hire



Y-axis labeled Price

X-axis labeled Car & Category

Legend as shown displaying the Daily Total and the Weekly Total
Any position on the chart is acceptable

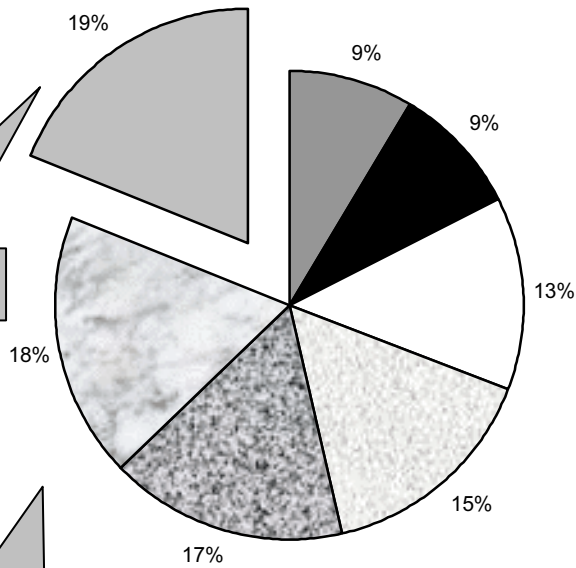
Shading patterns which make bars distinctive
In colour or for black and white printer

Title as shown
Any position on the chart is acceptable

Data as shown

Daily Hire Charges

Luxury- slice pulled out



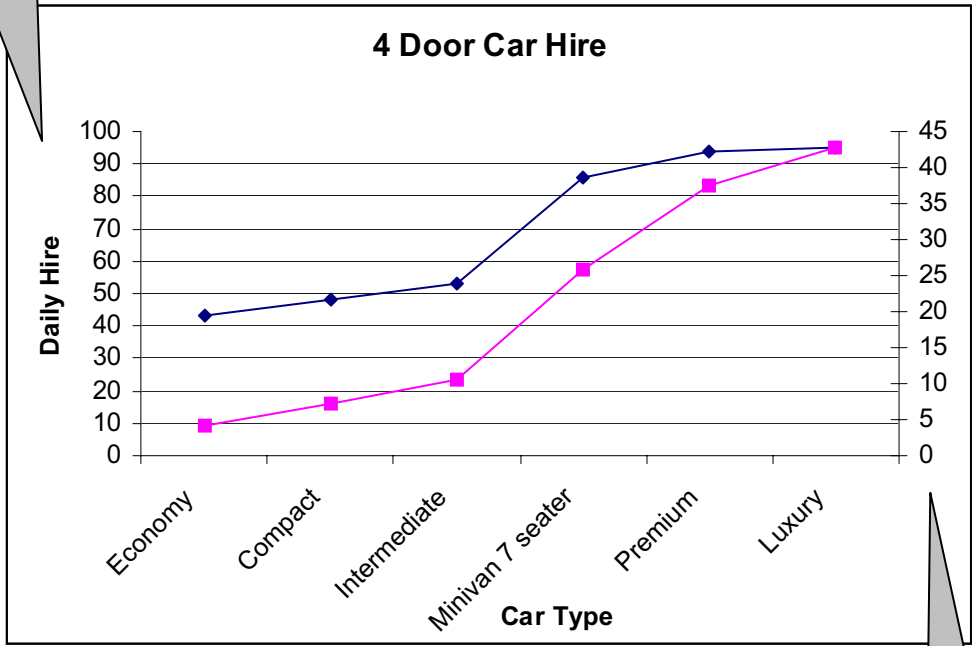
- Intermediate
- Intermediate
- Jeep wrangler
- Minivan 7 seater
- Fullsize
- Premium
- Luxury

Each slice must have the % value
Do not penalise if other data also present

Legend as shown displaying the
Categories
Any position on the chart is acceptable

Title as shown
Any position on the chart is acceptable

Daily Hire on Y-axis
Must be labeled



Data as shown
No additional data is to be shown.

Car Type on category axis
Must be labeled

Second value axis with minimum value set to 0 and a maximum of 45

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CAREER AWARD IN ICT
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MARK SCHEME

MODULE: 5197/A
WEBSITE AUTHORIZING

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/A

New web page called FCHOME.HTM
Does not need to be labelled

Heading – Style H1
From stylesheet, Dark Blue, serif font, largest text size, bold, centre aligned

Table created with 5 rows and 2 columns
Top row cells merged, row 3 cells merged

FOOD CHAIN

OUR SERVICES

Suppliers to the Catering Industry

From vegetables we have grown to offer many other products and services.

Quality Assurance

We ensure many of our vegetables are hand harvested and we buy from reputable farmers who standard has been audited and checked yearly by our own environmental...

The Future

Our products vary from fruit and vegetables to meats and pre-cooked also bakery products have extended our services. For many businesses we supply all their requirements. We are always open to suggestions of new products to put on list.

FOODC.JPG in this cell
Any vertical or horizontal alignment is acceptable
Image resized 50 pixels width
All image must be visible

Hyperlink created

Style H1

Style H2

Style H2

Style H3

Style H2
From stylesheet, Bright Blue, sans-serif font, bold, italic and middle text size, left aligned

Style H3
From stylesheet, Bright Green, sans-serif font, smallest text size, fully justified

Menu contains FCMENU.TXT – Style H2

- HTML code is likely to vary greatly from this example – only check for required elements
- Note that some candidates may use JPEG as an extension. Do not penalise this.
- Note that if no html code is included, a visual check of the table is not sufficient, and marks should be deducted, as you cannot check that a style sheet has been used. No PC's from section 17 can be awarded.

```
<html>
<head>

<title>home IIIA</title>
<link rel="stylesheet" type="text/css" href="foodstyle.css">

</head>

<body>

<h1>Food Chain</h1>

<h2>About Us</h2>
<table border="4" width="59%" align="right" cellpadding="0">
  <tr>
    <td width="100%" colspan="2">
      <h1>our services</h1>
    </td>
  </tr>
  <tr>
    <td width="48%">
      <h2>Suppliers to the Catering Industry</h2>
    </td>
  </tr>
</table>
```

External stylesheet attached to web page

Check for table border set to 4 point

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/A

```

<td width="52%"></td>
</tr>
<tr>
<td width="100%" colspan="2">
<h3>From vegetables we have grown to offer many other products
and services to our clientele. &nbsp; &nbsp; </h3>
</td>
</tr>
<tr>
<td width="48%">
<h2>Quality Assurance</h2>
</td>
<td width="52%">
<h2>The Future</h2>
</td>
</tr>
<tr>
<td width="48%">
<h3>We ensure many of our vegetables are hand harvested and
only buy from reputable farmers who's standard has been audited and checked
yearly by our own environmental officers.</h3>
</td>
<td width="52%">
<h3>Our products vary from fruit and vegetables to meats and
pre-cooked also bakery products have extended our services. &nbsp; &nbsp; &nbsp;
For many businesses we supply all their requirements. &nbsp; &nbsp; &nbsp;
We are always open to suggestions of new products to put on list.</h3>
<p>&nbsp; &nbsp; </td>
</tr>
</table>
<h2>Products</h2>
<h2>Fruit<br>
Vegetables<br>
Meat<br>
Bakery<br>
Pre-cooked</h2>
<h2><a href="FCCROPS.HTM" target="EXTERNAL">Crops</a></h2>
<h2>Snapbeans<br>
Broccoli<br>
Cabbage<br>
Carrots<br>
Cauliflower<br>
Eggplant<br>
Bell peppers<br>
Tomatoes</h2>
<h2>Delivery</h2>
<h2>Italy<br>
Germany<br>
Greece<br>
Spain<br>
United Kingdom</h2>
<h2>Contact details</h2>
<p>&nbsp; &nbsp; </p>
</body>
</html>

```

Check graphic size for FOODC.JPG is set to width 52

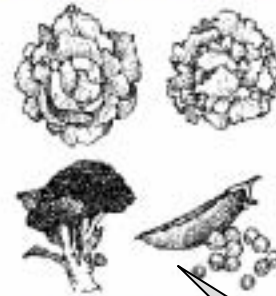
Reference from hyperlink 'crops' to open FCCROPS.HTM in new window called EXTERNAL

CROPS

Our products are grown organically and we ensure that the farms harvesting is the best for the product.

Many products are hand harvested to ensure quality. The quantity of vegetables harvested in 2002 is shown in the table below:

Crop	Picked	Harvested in 2002
Snap Beans	Hand	10500
Broccoli	Machine	22500
Cabbage	Machine	6400
Carrots	Machine	10100
Caiflower	Machine	11000
Celery	Machine	6900
Sweet Corn	Machine	10200
Cornishon	Hand	7900
Eggplant	Hand	700
Escarole/Tardis	Machine	900
Head Lettuce	Machine	25400
Bell Peppers	Hand	8400
Tomatoes	Hand	24600



We can delivery to many countries and ensure the products retain their freshness use our own delivery team. An order placed at noon on Monday can with the customer before noon on Tuesday.

Our delivery is within the European Union to:

Italy
Germany
Greece
Spain
United Kingdom

We offer not just vegetables but now supply fruit, meat, bakery and pre-cooked

Why wait? Contact us for further information.

Home Page 

VEG.JPG in this cell
Any vertical or horizontal alignment is acceptable
Image resized 300 pixels width
All image must be visible

Style H1, H2, H3 used
No specific instruction on which text

Check this graphic has replaced the text

External stylesheet attached to this web page

```
<html>
<head>
<title>Crops IIIA</title>
<link rel="stylesheet" type="text/css" href="foodstyle.css">
</head>
<body>
<h1>Crops</h1>
<h2>Our products are grown organically and we ensure that the farms harvesting is the best for the product.</h2>
<h2>Many products are hand harvested to ensure quality. The quantity of vegetables harvested in 2002 is shown in the table below:</h2>
<table border=0 cellspacing=0 cellpadding=0 style='border-collapse:collapse; mso-padding-alt:0cm 1.5pt 0cm 1.5pt'>
<tr>
<td>
<h3>Crop</h3>
</td>
<td>
<h3>Picked</h3>
</td>
<td>
<h3>Harvested in 2002</h3>
</td>
</tr>
<tr>
<td>
<h3>Snap Beans</h3>
<ul:p></ul:p></h3>
</td>
<td>
</td>
<td>
</td>
</tr>
</table>
```

VEG.JPG
Any vertical or horizontal alignment is acceptable
Image resized 300 x 300 pixels
All image must be visible

Page 4	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/A

```

<h3>Hand</h3>
</td>
<td>
<h3>18500</h3>
</td>
</tr>
<tr>
<td>
<h3>Broccoli</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>27500</h3>
</td>
</tr>
<tr>
<td>
<h3>Cabbage</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>6400</h3>
</td>
</tr>
<tr>
<td>
<h3>Carrots</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>19100</h3>
</td>
</tr>
<tr>
<td>
<h3>Cauliflower</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>11000</h3>
</td>
</tr>
<tr>
<td>
<h3>Celery</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>6900</h3>
</td>
</tr>
<tr>
<td>
<h3>Sweet
Corn</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>10200</h3>
</td>

```

Page 5	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/A

```

</tr>
<tr>
<td>
<h3>Cucumbers</h3>
</td>
<td>
<h3>Hand</h3>
</td>
<td>
<h3>7900</h3>
</td>
</tr>
<tr>
<td>
<h3>Eggplant</h3>
</td>
<td>
<h3>Hand</h3>
</td>
<td>
<h3>700</h3>
</td>
</tr>
<tr>
<td>
<h3>Escarole/Endive</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>800</h3>
</td>
</tr>
<tr>
<td>
<h3>Head Lettuce</h3>
</td>
<td>
<h3>Machine</h3>
</td>
<td>
<h3>35400</h3>
</td>
</tr>
<tr>
<td>
<h3>Bell
Peppers</h3>
</td>
<td>
<h3>Hand</h3>
</td>
<td>
<h3>8400</h3>
</td>
</tr>
<tr>
<td>
<h3>Tomatoes</h3>
</td>
<td>
<h3>Hand</h3>
</td>
<td>
<h3>24600</h3>
</td>
</tr>
</table>

```

<h2>We can delivery to many countries and ensure the products retain their freshness use our own delivery team. An order placed at noon on Monday can with the customer before noon on Tuesday.</o:p></o:p></h2>

Page 6	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/A

<h3>Our delivery is within the European Union to: </h3>

<h3>Italy</h3>

<h3>Germany</h3>

<h3>Greece</h3>

<h3>Spain</h3>

<h3>United Kingdom</h3>

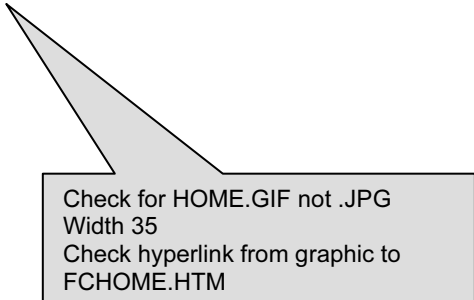
<h3>We offer not just vegetables but now supply fruit, meat, bakery and pre-cooked foods.</h3>

<h3>Why wait? Contact us for further information.</h3>

<h3>Home Page </h3>

</body>

</html>



Check for HOME.GIF not .JPG
Width 35
Check hyperlink from graphic to FCHOME.HTM

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5197/B

CORE MODULE

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/B

New web page called GEHOME.HTM
Does not need to be labelled

Heading – Style H1
From stylesheet, Dark Blue, serif font, largest text size, bold, centre aligned

Table created with 5 rows and 2 columns
Top row cells merged, row 3 cells merged

GEMS2003.JPG in this cell
Any vertical or horizontal alignment is acceptable
Image resized 100 x 100 pixels
All image must be visible



Menu contains GEMENU.TXT – Style H2

Style H3
From stylesheet, Bright Blue, sans-serif font, smallest text size, fully justified

- HTML code is likely to vary greatly from this example – only check for required elements
- Note that some candidates may use JPEG as an extension. Do not penalise this.
- Note that if no html code is included, a visual check of the table is not sufficient, and marks should be deducted, as you cannot check that a style sheet has been used. No PC's from section 17 can be awarded.

```
<html>

<head>

<title>Gem Export IIIB</title>
<link rel="stylesheet" type="text/css" href="gem.css">
</head>

<body>

<h1>Gem Export</h1>
<h2>&nbsp;  </h2>
<h2>About Us</h2>
<div align="left">
  <table border="4" width="61%" align="right">
    <tr>
      <td>
        <h1>Our Products</h1>
      </td>
    </tr>
  </tr>
</tr>
```

External stylesheet attached to web page

Check for table border set to 4 point

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/B

```

<td>
  <h2>Precious and Semi-precious gems</h2>
</td>
<td width="51%"></td>
</tr>
<tr>
<td>
  <h3>We have a wide range of gems available as either raw stones
or set in rings, brooches, necklaces and earrings.</h3>
</td>
</tr>
<tr>
<td>
  <h2>Quality Assurance</h2>
</td>
<td>
  <h2>Weight and Cost</h2>
</td>
</tr>
<tr>
<td>
  <h3>We ensure all of our gems are cut to an excellent by
professional gem cutters.&nbsp;   You can choose from faceted stones or cabochons.</h3>
</td>
<td>
<h3>Our products vary from in weight - you can buy in carat
value or cut cost.&nbsp;   All our prices are inclusive of Insurance.</h3>
</td>
</tr>
</table>
</div>
<h2>Products<br>
Precious<br>
Semi-precious</h2>
<h2><a href="GEMS.HTM" target="EXTERNAL">Stones</a></h2>
<h2>Amethyst<br>
Aquamarine<br>
Citrine<br>
Diamond<br>
Emerald<br>
Garnet<br>
Peridot<br>
Ruby<br>
Sapphire<br>
Tanzanite<br>
Topaz<br>
<br>
</h2>
<h2>Contact details</h2>

</body>

</html>

```

Check graphic size for GEMS2003.JPG is set to width 100, height 100

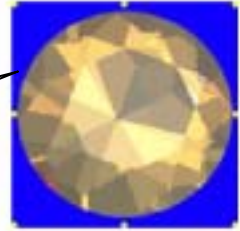
Reference from hyperlink 'Stones' to open GEMS.HTM in new window called EXTERNAL

FACETS

Our products are cut to requests of our customers.

Many products are hand cut to ensure quality. The variety of stones and cuts is shown in the table below:

Name	Facet
Amethyst	faceted
Amethyst	cabochons
Aquamarine	faceted
Citrine	faceted
Diamond	faceted
Emerald	cabochons
Garnet	cabochons
Peridot	faceted
Ruby	faceted
Sapphire	faceted
Tanzanite	cabochons
Topaz	faceted



PRES2003.JPG in this cell
Any vertical or horizontal alignment is acceptable
Image resized 150 x 150 pixels
All image must be visible

Many of our stones can be ordered over the internet and delivery can be within two days for a special charge or normal delivery is seven days.

Our delivery is within the European Union to:

Italy
Germany
Greece
Spain
United Kingdom

Why wait contact us for further information.



Style H1, H2, H3 used
No specific instruction on which text

Check this graphic has replaced the text

```
<html>
<head>
<title>Facets IIIB</title>
<link rel="stylesheet" type="text/css" href="gem.css">
</head>
<body>
<h1>Facets</h1>
<h2>Our products are cut to requests of our customers.</h2>
<h3>Many products are hand cut to ensure quality. The variety of stones and cuts is shown in the table below:</h3>
<table width="245">
  <col width="64" span="2" style="width:48pt">
  <tr>
    <td>
      <h3>Name</h3>
    </td>
    <td>
      <h3>Facet</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Amethyst</h3>
    </td>
    <td>
      <h3>Amethyst</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Amethyst</h3>
    </td>
    <td>
      <h3>cabochons</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Aquamarine</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Citrine</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Diamond</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Emerald</h3>
    </td>
    <td>
      <h3>cabochons</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Garnet</h3>
    </td>
    <td>
      <h3>cabochons</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Peridot</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Ruby</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Sapphire</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Tanzanite</h3>
    </td>
    <td>
      <h3>cabochons</h3>
    </td>
  </tr>
  <tr>
    <td>
      <h3>Topaz</h3>
    </td>
    <td>
      <h3>faceted</h3>
    </td>
  </tr>
</table>
</body>
</html>
```

External stylesheet attached to this web page

PRES2003.JPG
Any vertical or horizontal alignment is acceptable
Image resized 150 x 150 pixels
All image must be visible

Page 4	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/B

```

<td>
  <h3>faceted</h3>
</td>
</tr>
<tr>
  <td>
    <h3>Amethyst</h3>
  </td>
  <td>
    <h3>cabochons</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Aquamarine</h3>
  </td>
  <td>
    <h3>faceted</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Citrine</h3>
  </td>
  <td>
    <h3>faceted</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Diamond</h3>
  </td>
  <td>
    <h3>faceted</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Emerald</h3>
  </td>
  <td>
    <h3>cabochons</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Garnet</h3>
  </td>
  <td>
    <h3>cabochons</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Peridot</h3>
  </td>
  <td>
    <h3>faceted</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Ruby</h3>
  </td>
  <td>
    <h3>faceted</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Sapphire</h3>
  </td>

```

Page 5	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/B

```

<td>
  <h3>faceted</h3>
</td>
</tr>
<tr>
  <td>
    <h3>Tanzanite</h3>
  </td>
  <td>
    <h3>cabochons</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Topaz</h3>
  </td>
  <td>
    <h3>faceted</h3>
  </td>
</tr>
</table>
<h3>Many of our stones can be ordered over the Internet and delivery
can be within two days for a special charge or normal delivery is seven days. </h3>

<h2>Our delivery is within the European Union to: </h2>

<h2>Italy</h2>

<h2>Germany</h2>

<h2>Greece</h2>

<h2>Spain</h2>

<h2>United Kingdom</h2>

<h2>Why wait contact us for further information.</h2>

<h2> <a href="gehome.htm"></a>
Home Page </h2>

</body>

</html>

```

Check for HOME.GIF not JPG
Width 35, Height 35
Check hyperlink from graphic to
GEHOME.htm

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5197/C
WEBSITE AUTHORIZING

New web page called AHHOME.HTM Does not need to be labelled

Heading – Style H1
From stylesheet, Dark Green, sans-serif font, largest text size, bold, centre aligned

Table created with 5 rows and 2 columns
Top row cells merged, row 3 cells

Style H1

Argon Hire

[About Us](#)

Hyperlink created

[Car Types](#)

[Mini](#)
[Economy](#)
[Compact](#)
[Intermediate](#)
[Jeep Wrangler](#)
[Full size](#)

Style H2

[Car Hire for all occasions](#)



We have a wide range of vehicles available that can be picked up at our offices, the airport, your hotel or your villa.

[Quality Assurance](#)

We ensure that all of our vehicles are fully serviced. We only use the cars for one session before changing/replacing them.

[Weekly Hire Charges](#)

Our vehicles come with fully comprehensive insurance. We have daily and weekly rates.

[Weekly Rates](#)

239.40
245.70
292.60
364.00
573.30
716.45

Style H3

Style H3
From stylesheet, Bright Green, serif font, smallest text size, left aligned

Style H2
From stylesheet, Bright Blue, sans-serif font, italic and middle text size, left aligned

CARS2003.JPG in this cell
Any vertical or horizontal alignment is acceptable
Image resized 150 pixels width
All image must be visible

[Contact Details](#)

Menu contains AHMENU.TXT – Style H2

- HTML code is likely to vary greatly from this example – only check for required elements
- Note that some candidates may use JPEG as an extension. Do not penalise this.
- Note that if no html code is included, a visual check of the table is not sufficient, and marks should be deducted, as you cannot check that a style sheet has been used. No PC's from section 17 can be awarded.

```
<html>

<head>

<title>Argon Hire IIIC</title>
<link rel="stylesheet" type="text/css" href="argon.css">
</head>
<body>
<h1>Argon Hire</h1>
<p>&nbsp;</p>
<h2>About Us</h2>
<div align="left">
  <table border="6" width="74%" align="right">
    <tr>
      <td>
        <h1>Our Services</h1>
      </td>
    </tr>
    <tr>
      <td>

```

External stylesheet attached to web page

Check for table border set to 6 point

Cars

We have many vehicles to choose from.

The variety of vehicles for hire are shown in the table below:

Car Type	Daily Total	Weekly Total
Mini	\$41.80	\$239.40
Economy	\$42.90	\$245.70
Economy	\$47.90	\$270.90
Compact	\$60.90	\$329.40
Compact	\$65.20	\$319.20
Intermediate	\$62.40	\$364.80
Intermediate	\$63.80	\$371.80
Jeep wrangler	\$97.50	\$673.80
Minivan 7 seater	\$111.80	\$662.20
Fullsize	\$120.10	\$716.40
Premium	\$131.00	\$789.00
Luxury	\$137.70	\$801.20



Style H1, H2, H3 used
No specific instruction on which text

Many of our vehicles can be ordered over the Internet and collection or delivery can be arranged wherever convenient.

We operate within the European Union:

Italy
Germany
Greece
Spain
United Kingdom

Why wait? Contact us for further information.

Home Page 

Check this graphic has replaced the text

```
<html>
```

```
<head>
```

```
<title>Cars IIIC</title>
```

```
<link rel="stylesheet" type="text/css" href="argon.css">
```

```
</head>
```

```
<body>
```

```
<h1>Cars</h1>
```

```
<h2>We have many vehicles to choose from.</h2>
```

```
<h3>The variety of vehicles for hire are shown in the table below:</h3>
```

```
<table width="341">
```

```
<col width="64" span="3" style="width:48pt">
```

```
<tr>
```

```
<td>
```

```
<h3>Car Type</h3>
```

```
</td>
```

```
<td>
```

```
<h3>Daily<br>Total</h3>
```

```
</td>
```

```
<td>
```

```
<h3>Weekly<br>Total</h3>
```

```
</td>
```

External stylesheet attached to this web page

HIRE2003.JPG
Any vertical or horizontal alignment is acceptable
Image resized 225 pixels width
All image must be visible

Page 4	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/C

```

</tr>
<tr>
  <td>
    <h3>Mini</h3>
  </td>
  <td>
    <h3>$41.80</h3>
  </td>
  <td>
    <h3>$239.40</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Economy</h3>
  </td>
  <td>
    <h3>$42.90</h3>
  </td>
  <td>
    <h3>$245.70</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Economy</h3>
  </td>
  <td>
    <h3>$47.30</h3>
  </td>
  <td>
    <h3>$270.90</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Compact</h3>
  </td>
  <td>
    <h3>$50.60</h3>
  </td>
  <td>
    <h3>$292.60</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Compact</h3>
  </td>
  <td>
    <h3>$55.20</h3>
  </td>
  <td>
    <h3>$319.20</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Intermediate</h3>
  </td>
  <td>
    <h3>$62.40</h3>
  </td>
  <td>
    <h3>$364.00</h3>
  </td>
</tr>
<tr>
  <td>
    <h3>Intermediate</h3>
  </td>
  <td>
    <td>

```

Page 5	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/C

```

<h3>$63.60</h3>
</td>
<td>
<h3>$371.00</h3>
</td>
</tr>
<tr>
<td>
<h3>Jeep wrangler</h3>
</td>
<td>
<h3>$97.50</h3>
</td>
<td>
<h3>$573.30</h3>
</td>
</tr>
<tr>
<td>
<h3>Minivan 7 seater</h3>
</td>
<td>
<h3>$111.80</h3>
</td>
<td>
<h3>$662.20</h3>
</td>
</tr>
<tr>
<td>
<h3>Fullsize</h3>
</td>
<td>
<h3>$120.15</h3>
</td>
<td>
<h3>$716.45</h3>
</td>
</tr>
<tr>
<td>
<h3>Premium</h3>
</td>
<td>
<h3>$131.60</h3>
</td>
<td>
<h3>$789.60</h3>
</td>
</tr>
<tr>
<td>
<h3>Luxury</h3>
</td>
<td>
<h3>$137.75</h3>
</td>
<td>
<h3>$831.25</h3>
</td>
</tr>
</table>
<h3>Many of our vehicles can be ordered over the Internet and
collection or delivery
can be arranged wherever convenient.</h3>

<h2>We operate within the European Union: </h2>

<h3>Italy</h3>

<h3>Germany</h3>

```

Page 6	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5197/C

<h3>Greece</h3>

<h3>Spain</h3>

<h3>United Kingdom<o:p></o:p></h3>

<h3>Why wait? Contact us for further information.</h3>

<h3> Home Page </h3>

</body>

</html>

Check for HOMEICON.GIF not JPG
Width 35
Check hyperlink from graphic to
AHHOME.HTM

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5198/A
PRESENTATION AUTHORIZING

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/A

SLIDE 1

Background:
Light blue
Must be consistent throughout all slides

Candidate's name and today's date:
Placed in top right quadrant of the screen
Colour black
Font size to be smallest text on the slide



Logo:
Suitable clipart chosen
Placed in top left quadrant of the screen

Heading:
Dark blue, centred, large font between 50 & 68 point
Allow one data entry error

Food Chain

Catering Suppliers

Subheading:
Bright blue, centred, medium font between
36 & 48 point
Allow one data entry error

Introduce yourself and role within the company.

Presenter Notes:
Must be printed with slide
Allow one data entry error

SLIDE 2

Logo:
Suitable clipart chosen
Placed in top left quadrant of
the screen

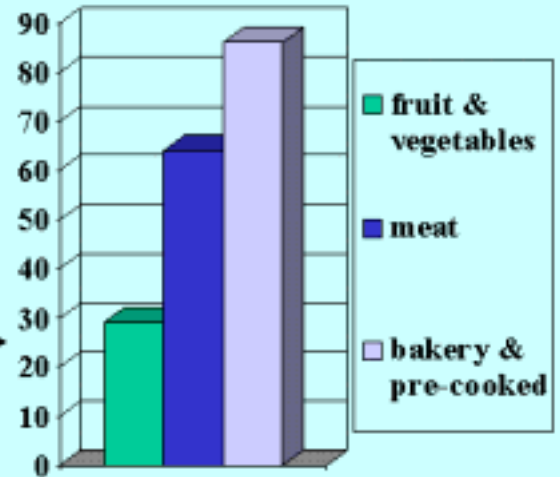
Heading:
Dark blue, centred, large font between 50 & 68 point
Allow one data entry error

Background:
Light blue
Must be consistent throughout all slides

Candidate's name and today's date:
Placed in top right quadrant of the screen
Colour black
Font size to be smallest text on the slide

Bulleted list:
Bright green, left
aligned, small
font between 16
& 34 point.
Allow any bullet
points – but must
be present.
Allow one data
entry error.

- ❖ Fruit
- ❖ Vegetables
- ❖ Meat
- ❖ Bakery
- ❖ Pre-cooked



We have a wide variety of products but keep our packing...

Arrow from last bullet point to the chart:
Any form of arrow is acceptable
A single line is not acceptable

Chart created from data:
fruit & vegetables 29
meat 64
bakery & pre-cooked 86
Any form of chart is
acceptable.

Presenter Notes:
Must be printed with slide
Allow one data entry error

Page 3	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/A

SLIDE 3

Background:
Light blue
Must be consistent throughout all slides

Heading:
Dark blue, centred, large font between 50 & 68 point
Allow one data entry error

Logo:
Suitable clipart chosen
Placed in top left quadrant of the screen

Candidate's name and today's date:
Placed in top right quadrant of the screen
Colour black
Font size to be smallest text on the slide

Candidate Name + date

Delivery to:

- ❖ Italy
- ❖ Germany
- ❖ Greece
- ❖ Spain
- ❖ United Kingdom

Bulleted list:
Bright green, left aligned, small font between 16 & 34 point
Allow any bullet points – but must be present
Allow one data entry error

The company has staff in all these locations.

They are just waiting for your call.

Presenter Notes:
Must be printed with slide
Allow one data entry error

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5198/B
PRESENTATION AUTHORIZING

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/B

SLIDE 1

Candidate's name and today's date:
Placed in top left quadrant of the screen
Colour black
Font size to be smallest text on the slide

Heading:
Dark blue, right, large font between 52 & 68 point
Allow one data entry error

Candidate's Name and date

Gem Export

Exporters of precious and semi-precious gems

1

Introduce yourself and role within the company.

Background:
Pale blue
Must be consistent throughout all slides

Subheading:
Bright blue, left, medium font between 32 & 48 point
Allow one data entry error

Presenter Notes:
Must be printed with slide
Allow one data entry error

Auto Slide number:
Placed in bottom right quadrant of the slide
Must be consistent throughout all slides

SLIDE 2

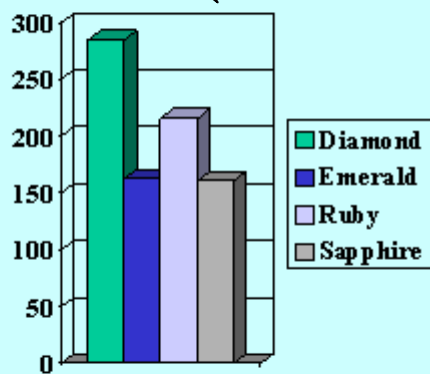
Candidate's name and today's date:
Placed in top left quadrant of the screen
Colour black
Font size to be smallest text on the slide

Heading:
Dark blue, right, large font between 52 & 68 point
Allow one data entry error

Chart created from data:
Diamond 285
Emerald 163
Ruby 216
Sapphire 161
Any form of chart is acceptable

Candidate's Name and date

Cost of precious gems



- ❖ Diamond
- ❖ Emerald
- ❖ Ruby
- ❖ Sapphire

Bulleted list:
Bright green, left aligned,
small font between 16 &
34 point.
Allow any bullet points –
but must be present.
Allow one data entry error.

Line drawn to separate bullets from chart:
Any form of line is acceptable.

Background:
Pale blue
Must be consistent throughout all slides

2

The chart shows the individual gem cost of our current stock.

Auto Slide number:
Placed in bottom right quadrant of the slide
Must be consistent throughout all slides

Presenter Notes:
Must be printed with slide
Allow one data entry error

Page 3	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/B

SLIDE 3

Candidate's name and today's date:
Placed in top left quadrant of the screen
Colour black
Font size to be smallest text on the slide

Heading:
Dark blue, right, large font between 52 & 68 point
Allow one data entry error

Background:
Pale blue
Must be consistent throughout all slides

The slide has a pale blue background. In the top left corner, there is a small text box containing the placeholder 'Candidate's Name and date'. The main heading 'Semi-precious gems' is written in a large, dark blue font on the right side. Below the heading, on the left, is a list of gemstones, each preceded by a small blue diamond icon: Amethyst, Aquamarine, Citrine, Garnet, Peridot, Tanzanite, and Topaz. On the right side of the slide, there is a large graphic of a diamond with black outlines and several black triangles pointing towards it from the top and sides. In the bottom right corner of the slide, the number '3' is displayed.

Graphic GEMS2003.JPG:
Placed in right half of the screen
Must take up at least 10% of the screen

We have a wide selection of semi-precious stones in stock. Why not visit our web site at www.gemexp.com.

Presenter Notes:
Must be printed with slide
Allow one data entry error

Auto Slide number:
Placed in bottom right quadrant of the slide
Must be consistent throughout all slides

2003

CAREER AWARD IN ICT
Standard Level

MARK SCHEME

MODULE: 5198/C
PRESENTATION AUTHORING

Page 1	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/C

One printout 3 slides per page as a handout example below with content of each slide shown on separate sheets

Argon Hire

Experts in the area of car hire for the past 6 years

© 2003 Argon Hire - Mark Scheme

Our weekly hire charges

Car Model	Weekly Rate
Small Hatchback	25
Small Hatchback	30
Small Hatchback	35
Small Hatchback	40
Small Hatchback	45
Small Hatchback	50
Small Hatchback	55
Small Hatchback	60
Small Hatchback	65
Small Hatchback	70
Small Hatchback	75
Small Hatchback	80
Small Hatchback	85
Small Hatchback	90
Small Hatchback	95
Small Hatchback	100
Small Hatchback	105
Small Hatchback	110
Small Hatchback	115
Small Hatchback	120
Small Hatchback	125
Small Hatchback	130
Small Hatchback	135
Small Hatchback	140
Small Hatchback	145
Small Hatchback	150

- Many cars to choose from
- All with full insurance
- Daily rates quoted
- Weekly rates available

© 2003 Argon Hire - Mark Scheme

Various pick-up points

- At the airport
- At your hotel
- At your villa
- At our main office

© 2003 Argon Hire - Mark Scheme

Page 2	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/C

SLIDE 1

Background:
Pale green
Must be consistent throughout all slides

Logo:
Suitable clipart insert on master slide
Must be consistent throughout all slides



Heading:
Dark green, left, large font between 50 & 72 point
Allow one data entry error

Argon Hire

Experts in the area of car
hire for the past 6 years

Subheading:
Bright blue, left, medium font between 36 & 44 point
Allow one data entry error

13 January 2002 Student's Name

1

Candidate's name and today's date:
Placed in bottom left quadrant of the screen
Colour black
Font size to be smallest text on the slide

Auto Slide number:
Placed in bottom right quadrant of the slide
Must be consistent throughout all slides

SLIDE 2

Background:
Pale green
Must be consistent throughout all slides

Logo:
Suitable clipart insert on master slide
Must be consistent throughout all slides

Heading:
Dark green, left, large font between 50 & 72 point
Allow one data entry error



Bulleted list:
Bright blue, left aligned,
small font between 18 &
32 point
Allow any bullet points –
but must be present
Allow one data entry error

Chart created from data:
Mini 41.80
Economy 42.90
Compact 50.60
Intermediate 62.40
Jeep wrangler 97.50
Minivan 111.80
Fullsize 120.15
Premium 131.60
Luxury 137.75
Any form of chart is acceptable

Auto Slide number:
Placed in bottom right quadrant of the slide
Must be consistent throughout all slides

Line drawn to separate bullets from chart,
must be green:
Any form of line is acceptable

Candidate's name and today's date:
Placed in bottom left quadrant of the screen
Colour black
Font size to be smallest text on the slide

Page 4	Mark Scheme	Module
	ICT CAREER AWARD - 2003	5198/C

SLIDE 3

Background:
Pale green
Must be consistent throughout all slides

Logo:
Suitable clipart insert on master slide
Must be consistent throughout all slides

Heading:
Dark green, left, large font between 50 & 72 point
Allow one data entry error

Various pick-up points

- At the airport
- At your hotel
- At your villa
- At our main office

13 January 2002 Student's Name 3

Bulleted list:
Bright blue, left aligned, small font between 18 & 32 point
Allow any bullet points – but must be present
Allow one data entry error

Graphic CAR5198B.JPG:
Placed in right half of the screen
Must take up at least 10% of the screen

Candidate's name and today's date:
Placed in bottom left quadrant of the screen
Colour black
Font size to be smallest text on the slide

Auto Slide number:
Placed in bottom right quadrant of the slide
Must be consistent throughout all slides