

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

CORE MODULE

5201/A

Core Module: Practical Assessment

2004

No Additional Materials are required

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

READ THESE INSTRUCTIONS FIRST

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

Make sure that your name, centre number and candidate number are shown on each printout that you are asked to produce.

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

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

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

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

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

IB04 01_5201_A/4RP
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UNIVERSITY of CAMBRIDGE
International Examinations

[Turn over

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

- | | | | |
|----|---|-------------------------------|-------------------------|
| 1 | Send an e-mail with the subject ADVANCED2004A to design.h@ucles.org.uk
The body of the message should ask for the attachment ACA4CODE.CSV | ✓
<input type="checkbox"/> | 1.2.1 |
| 2 | Download all the files from http://www.hothouse-design.co.uk/2004corea to your own work area. | <input type="checkbox"/> | 2.1.1
2.3.1 |
| 3 | Print out a listing of the files in your storage area. This should show the name of the file, its size and a time and date stamp. | <input type="checkbox"/> | 9.2.1 |
| 4 | Search the Hothouse website (http://www.hothouse-design.co.uk) for information on adhesives and fasteners . Save the information you find as ACA4SUP.CSV | <input type="checkbox"/> | 2.2.1 |
| 5 | Create a folder called BACKUP and copy the files ACA4SUP.CSV and ACA4GLUE.TXT into it. | <input type="checkbox"/> | 10.3.1
10.5.1 |
| 6 | Load the file ACA4GLUE.TXT | <input type="checkbox"/> | 3.1.1 |
| 7 | Set the page size to A4 portrait. Make the top and bottom margins 3 centimetres and make the left and right margins 3 centimetres. | <input type="checkbox"/> | 4.1.1
4.1.2
4.1.4 |
| 8 | Insert a footer which has the date on the left hand side, the page number in the middle and your name on the right-hand side. Make sure that the footer appears on every page, including the first page. | <input type="checkbox"/> | 4.3.1
4.1.3 |
| 9 | Set a style for the body text which: <ul style="list-style-type: none"> • has a size of 12 point • has a serif font • is fully justified • has no blank line before each paragraph • has a blank line 5 points high after each paragraph. | <input type="checkbox"/> | 4.2.1 |
| 10 | Set a style for headings which: <ul style="list-style-type: none"> • has a size of 14 point • has a bold, underlined sans-serif font • is left aligned • has a blank line 12 points high before each heading • has no blank line after each heading. | <input type="checkbox"/> | 4.2.1 |
| 11 | Format all the text with the body style. | <input type="checkbox"/> | 4.2.1 |



- 12 Format each of the headings listed below with the heading style. 4.2.1
- *Hothouse Design*
 - *Office Supplies Marketing Strategy*
 - *Rationale*
 - *Corporate Strategy*
 - *Sales Team*
 - *Product Codes*
 - *High cost items with a larger profit margin*
 - *Affiliate partnership accounts*
 - *Criteria*
 - *What will we offer?*

- 13 Set the paragraph which starts: *The marketing strategy for these products needs careful.....* into two columns with a 0.8 centimetre column spacing. 4.1.5

- 14 Insert the image **ACA4HD.JPG** towards the top right of page 1. 3.3.1

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

3.3.2
3.4.1
8.1.1

Hothouse Design

Office Supplies Marketing Strategy

Rationale

The new marketing strategy will focus on raising corporate awareness of a limited range of products which will be priced cheaper than our rivals. This must include rival vendors with low overheads who are using the Internet as a medium and have, as a result managed to lower some prices below those available in the 'High Street'. We aim to reduce profit margins on all these goods, where possible to undercut all competitors, but at no time should profit margins fall below a 10% mark up.



Corporate Strategy

The marketing strategy for these products needs careful consideration. The aim is to boost our company profile and create new

well as providing the cheapest prices for the client's products. If this range of contacts can be developed, other facets of

- 15 Insert a page break before the heading *Affiliate partnership accounts* 4.6.1

- | | | | |
|----|--|-------------------------------|--------------------------|
| 16 | Number the following list 1 – 5 :
<i>Re-Mount Spray Adhesive</i>
<i>Photo Mount Adhesive</i>
<i>Spray Mount Adhesive</i>
<i>Pocket Mouse Correction Tape</i>
<i>All-purpose Spray Adhesive</i> | ✓
<input type="checkbox"/> | 4.4.1 |
| 17 | Add bullets to the list of <i>Criteria</i>
Add bullets to the list after <i>What will we offer?</i> | <input type="checkbox"/> | 4.4.1 |
| 18 | Spell-check and proof-read the document. | <input type="checkbox"/> | |
| 19 | Check your e-mail. You should have a reply to the message you sent at step 1. There will be an attachment listing some information about the codes used for the office supplies. Save this as ACA4CODE.CSV | <input type="checkbox"/> | 1.1.1
1.4.1
10.1.1 |
| 20 | Create a table with 6 rows and 2 columns immediately after the heading <i>Product Codes</i> . Insert the data from the file ACA4CODE.CSV into this table. | <input type="checkbox"/> | 4.5.1 |
| 21 | Format this table with the same style as the body text, and make the column headings bold and italic. Insert a blank line above and below the table. Ensure that the table is in single line spacing and that all borders in the table are visible when printed. | <input type="checkbox"/> | 4.5.2 |
| 22 | Remove the row containing <i>Clips</i> | <input type="checkbox"/> | 4.5.2 |
| 23 | Add the heading Initial Focus before the paragraph beginning: <i>The proposal for the initial focus...</i>
Apply the heading style to this heading. | <input type="checkbox"/> | 3.2.1
4.2.1 |
| 24 | Save the document using a new filename and print it. | <input type="checkbox"/> | 9.1.1 |
| 25 | Insert a page break before <i>Product Codes</i>
Change the layout from this heading to the end of the document to landscape. | <input type="checkbox"/> | 4.1.2
4.6.1 |
| 26 | Add the text Hook & Loop Sets as the third item in the numbered list from step 16, re-numbering the other items as necessary. | <input type="checkbox"/> | 4.4.1
4.4.2 |
| 27 | Load the file ACA4SUP.CSV into a suitable application. This shows details of some office supplies. | <input type="checkbox"/> | 3.1.1 |
| 28 | Insert a new column 8 with the title %Profit | <input type="checkbox"/> | |
| 29 | Insert a formula in this column which calculates the <i>Profit</i> divided by the <i>Offer</i> price. Copy this formula for all rows. | <input type="checkbox"/> | 6.1.1 |
| 30 | Format the values in the <i>%Profit</i> column as percentages to 1 decimal place.
Format the values in the <i>Retail</i> , <i>Offer</i> , <i>Purchase</i> and <i>Profit</i> columns to 2 decimal places. | <input type="checkbox"/> | 8.1.1 |
| 31 | Save this data with a new filename. | <input type="checkbox"/> | 10.1.1 |
| 32 | Extract all the records where the <i>Offer</i> price is greater than or equal to 5 and the <i>%Profit</i> is greater than 20% | <input type="checkbox"/> | 5.2.1
8.1.1 |
| 33 | Sort this data in ascending order of <i>Type</i> , then in descending order of <i>Ref</i> | <input type="checkbox"/> | 5.1.1 |

- 34 Do not include the column headed *Retail* in your extract. 5.2.1
- 35 Copy this data and paste it as a table after the heading *High cost items with a larger profit margin*. 8.1.1
- 36 Format this table with the same style as the body text, and make the column headings bold and italic. 4.5.2
- Insert a blank line above and below the table.
- Ensure that the table is in single line spacing and that all borders in the table are visible when printed.
- Adjust column widths, if necessary, to make the data fit without wrapping.
- 37 Using the file that you saved in step 31, insert a new column 9 with the title **Product**
- 38 Insert a formula in this column which returns the *Product* from **ACA4CODE.CSV** where *Type = Code* 6.1.4
- 39 Copy this formula for all rows. 6.1.3
- 40 Calculate the average *%Profit* of each type of *Product*. 6.1.2
- 41 Using this data, create a bar chart graph which shows the average *%Profit* for each type of *Product* 7.1.1
7.1.2
7.1.3
- Add the title **Comparing Product Profit Margins** to the chart.
- Label the category axis **Product** and the value axis **Profit**.
- Do not include a legend.
- Make sure that the name of each product is displayed in full.
- 42 Place the chart after the text *.....products in each of these categories*. 7.1.4
- 43 Check the position of page breaks and adjust, if necessary, to ensure that: 8.1.2
- there are no widows/orphans
 - tables and lists remain on a single page
 - there are no isolated headings
 - there are no blank pages
- 44 Save the document using a new filename and print it. 9.1.2
- 45 Prepare an e-mail to **design.h@ucles.org.uk** with a subject line of **ICTCOREX** Attach the document you have created. 1.3.1
- Print a copy of this e-mail showing clearly the file attachment, and send the e-mail.
- 46 Delete the file **ACA4GLUE.TXT** from your work area. 10.2.1
- 47 Move the file **ACA4HD.JPG** into the **BACKUP** folder. 10.4.1
- 48 Copy the final version of the document into the **BACKUP** folder. 10.3.1
- 49 Print out a listing of the files in your storage area, including the files in the **BACKUP** folder. 9.2.1
- This should show the name of the file, its size and a time and date stamp.

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

- | | | | |
|----|--|-------------------------------|-------------------------|
| 1 | Send an e-mail with the subject ADVANCED2004B to design.h@ucles.org.uk
The body of the message should ask for the attachment ACB4CODE.CSV | ✓
<input type="checkbox"/> | 1.2.1 |
| 2 | Download all the files from http://www.hothouse-design.co.uk/2004coreb to your own work area. | <input type="checkbox"/> | 2.1.1
2.3.1 |
| 3 | Print out a listing of the files in your storage area. This should show the name of the file, its size and a time and date stamp. | <input type="checkbox"/> | 9.2.1 |
| 4 | Search the Hothouse website (http://www.hothouse-design.co.uk) for information on folders and pockets . Save the information you find as ACB4SUP.CSV | <input type="checkbox"/> | 2.2.1 |
| 5 | Create a folder called BACKUP and copy the files ACB4SUP.CSV and ACB4PHAS.TXT into it. | <input type="checkbox"/> | 10.3.1
10.5.1 |
| 6 | Load the file ACB4PHAS.TXT | <input type="checkbox"/> | 3.1.1 |
| 7 | Set the page size to A4 portrait. Make the top and bottom margins 4 centimetres, the left margin 4 centimetres and the right margin 2 centimetres. | <input type="checkbox"/> | 4.1.1
4.1.2
4.1.4 |
| 8 | Insert a header which has your name on the left-hand side, the date in the middle and the page number in the right-hand side. Make sure that the header appears on every page, including the first page. | <input type="checkbox"/> | 4.3.1
4.1.3 |
| 9 | Set a style for the body text which: <ul style="list-style-type: none"> • has a size of 10 point • has a serif font • is left aligned • has no blank line before each paragraph • has a blank line 10 points high after each paragraph. | <input type="checkbox"/> | 4.2.1 |
| 10 | Set a style for headings which: <ul style="list-style-type: none"> • has a size of 16 point • has an italic sans-serif font • is centre aligned • has a blank line 12 points high before each heading • has no blank line after each heading. | <input type="checkbox"/> | 4.2.1 |
| 11 | Format all the text with the body style. | <input type="checkbox"/> | 4.2.1 |



- 12 Format each of the headings listed below with the heading style. 4.2.1
- *Hothouse Design*
 - *Office Supplies Marketing Strategy – Phase 2*
 - *Evaluation of Phase 1*
 - *New Customers*
 - *Recruitment*
 - *Retention*
 - *Product Codes*
 - *Other low cost items with a large profit margin*
 - *Affiliate Partnership Accounts*

- 13 Set the paragraph which starts *As mentioned above, the phase 1.....* into two columns with a 1 centimetre column spacing. 4.1.5

- 14 Insert the image **ACB4FOLD.JPG** towards the top left of page 1. 3.3.1
3.3.2
3.4.1
8.1.1
- Adjust the size and position of the image so that it fills the left half of the column width. Text wrap must be used and the top of the graphic must align with the top of the text, and look like this:

Office Supplies Marketing Strategy – Phase 2

Evaluation of Phase 1



Phase 1 of the new marketing strategy has been implemented, its focus being on raising corporate awareness of a limited range of products. This range of products was to be priced lower than any of our rivals, which was successfully achieved under phase 1. The products were between 2% and 9% cheaper than all rival vendors with low overheads (including those using the Internet as a medium) and between 7% and 34% cheaper than mail order competitors. The profit margins as predicted were low but there was a noticeable increase in trade on these products, and more significantly 137 new customers. Given the success of phase 1 it would be logical to develop this strategy, replacing the product range in phase 2 from adhesives to folders and associated products.

New Customers

As mentioned above, the phase 1 marketing strategy introduced 137 new customers to Hothouse Design. The initial profit calculations

of the increased advertising costs attached to the launch of this strategy. These advertising costs (while higher than expected) can be sustained in

- 15 Insert a page break before the heading *Product Codes* 4.6.1

- ✓
- 16 Number the following list **1 – 5**:
Superfine A4 Pockets
Eurofolio A4 Ring Binders Red
Elastic Assorted Folders
1000 Page A4 Transfer Case 100mm
Carrydisc Assorted Folders 4.4.1
- 17 Spell-check and proof-read the document.
- 18 Check your e-mail. You should have a reply to the message you sent at step 1. There will be an attachment listing some information about the codes used for the office supplies. Save this as **ACB4CODE.CSV** 1.1.1
 1.4.1
 10.1.1
- 19 Create a table with 6 rows and 2 columns immediately after the heading *Product Codes*. Insert the data from the file **ACB4CODE.CSV** into this table. 4.5.1
- 20 Format this table with the same style as the body text, and make the column headings bold. Insert a blank line above and below the table. Ensure that the table is in single line spacing and that all borders in the table are visible when printed. 4.5.2
- 21 Remove the row containing *Carry Flap Folder* 4.5.2
- 22 Add the heading **Phase 2** before the paragraph beginning: *The proposal for the phase 2 focus ...* 3.2.1
 4.2.1
 Apply the heading style to this heading.
- 23 Save the document using a new filename and print it. 9.1.1
- 24 Insert a page break before the heading *Phase 2*. 4.1.2
 4.1.4
 4.6.1
 Change the layout from this heading to the end of the document to landscape.
 Make all margins in this section 4 centimetres.
- 25 Add the text **Rexel A4 Budget Pockets** as the second item in the numbered list from step 16, re-numbering the other items as necessary. 4.4.1
 4.4.2
- 26 Remove the page break that you inserted in step 15 4.6.1
- 27 Load the file **ACB4SUP.CSV** into a suitable application. This shows details of some office supplies. 3.1.1
- 28 Insert a new column 8 with the title **%Profit**
- 29 Insert a formula in this column which calculates the *Profit* divided by the *Offer* price. Copy this formula for all rows. 6.1.1
- 30 Format the values in the *%Profit* column as percentages to 1 decimal place. 8.1.1
 Format the values in the *Retail*, *Offer*, *Purchase* and *Profit* columns to 2 decimal places.
- 31 Save this data with a new filename. 10.1.1
- 32 Extract all the records where the *Offer* price is less than or equal to **10** and the *%Profit* is greater than **80%** 5.2.1
 8.1.1
- 33 Sort this data in descending order of *Type* then in ascending order of *Ref* 5.1.1



- 34 Do not include the column headed *Retail* in your extract.
- 35 Copy this data and paste it as a table after the heading *Other low cost items with a large profit margin*. 8.1.1
- 36 Format this table with the same style as the body text, and make the column headings bold. 4.5.2
- Insert a blank line above and below the table.
- Ensure that the table is in single line spacing and that all borders in the table are visible when printed.
- Adjust column widths, if necessary, to make the data fit without wrapping.
- 37 Using the file that you saved in step 31, insert a new column 9 with the title **Product** 3.1.1
- 38 Insert a formula in this column which returns the *Product* from **ACB4CODE.CSV** where *Type = Code* 6.1.4
- 39 Copy this formula for all rows. 6.1.3
- 40 Calculate the average *%Profit* of each type of *Product*. 6.1.2
- 41 Using this data, create a bar chart graph which shows the average *%Profit* for each type of *Product* 7.1.1
7.1.2
7.1.3
- Add the title **Profit Margins – Files and Folders** to the chart.
- Label the category axis **Product** and the value axis **Profit**
- Do not include a legend.
- Make sure that the name of each product is displayed in full.
- 42 Place the chart after the text *...products in each of these categories*. 7.1.4
- 43 Check the position of page breaks and adjust, if necessary, to ensure that: 8.1.2
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This should show the name of the file, its size and a time and date stamp.