UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the October 2007 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN ICT

5191A Core Module (Document Production, Data Manipulation, Communication) Maximum mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

• CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2007 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.



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Check send to address: **design.h@cie.org.uk** Check subject line **ICTCOREX**

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Page A4, Landscape All margins 4 cm

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Different font to body text

Supa Scuba Family Holidays —

Supa Scuba is a company specialising in scuba-diving training, equipment sales, servicing and diving holidays. We have been asked to look at the information supplied by Supa Scuba and use this as the basis of an advertising campaign for their latest venture which is specialised diving holidays for families.

Their range of destinations is very limited for families at the moment with only the following venues available for 2008:

- Sharm El Sheikh
- Redang

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 Accept if start of text indented by 4cm from margin
- Scopello
- Palau
- Cayo Coco

The advertising campaign must remove the perception of a limited range of venues (when compared to the other diving holidays offered by Supa Scuba). It may be worth focussing the campaign around a single venue selected from the above list. The concept to be marketed with this campaign is a luxury family holiday staying in a comfortable or luxurious hotel, with breakfast provided. The evening meal could be within the hotel or within the resort or local town and during the day travelling to the dive sites in comfortable means allow adults and children over 14 who are qualified divers Page N

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<Candidate Name>

<Centre number and candidate number>

to dive with an instructor in the morning and afternoon sessions. Adults and children over 14 can use the holiday to complete their qualifying dives for the PADI Open Water qualification or the SNSI equivalent, again in the morning or afternoon sessions. The children are catered for on the boat whilst the dives take place. At lunchtime the dive boat will moor at a place suitable for the younger children to do trial dives, solo (with an instructor 1-1) if they have had some pool training before the trip. If they have undertaken no training beforehand or are much younger, aged 7 and over, then they can accompany the instructor using his equipment on the octopus. All the venues have been selected as tropical locations so that the relaxation angle, like sun bathing and gentle cruises between dives, can be used in the advertising material.

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Body text Left aligned 10 point 1.5 line spacing

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<Candidate Name>

<Centre number and candidate number>

We will need to investigate thoroughly each of the destinations and select the destination which we feel will have the greatest impact upon potential customers. As this is being aimed at the family market we must consider the value for money aspect, which may prove to be an approach that we wish to use within the advertising campaign. The price of each holiday has not yet been provided by Supa Scuba and there are a large number of variables which we must investigate.

We will produce an initial sample idea based upon a family trip to Cayo Coco in Cuba. This will involve staying in one of the hotels at this location, either the Sol Cayo Coco, or the Melia Cayo Coco. This may prove to be a classic selection for the campaign, the location is in the Caribbean, has pure white coral sand beaches, and an almost perfect climate with water temperatures of thirty one degrees, even at a depth of 20 metres within the outer reef. From the diving angle it sits on the second largest coral reef in the world (after the Great Barrier Reef in Australia) and is almost unspoiled. One approach that we may wish to adopt is using the dive, children's dive, dive again, then relax under swaying palms and watch the sun descend through orange skies over the horizon whilst having dinner in one of the many fine beachfront restaurants within the hotel complex. Large areas of this reef have never been dived before.

Initially we will shortlist some local dive boats which we could use in the sample advertisements. Below are the local boats which are greater or equal to 16 metres in length and are located in the Cayo Coco area. I have included in this extract the number of tanks that can be stored on board and whether the boat carries its own compressor.

In order to produce this sample advertisement, we must structure the research. In the table below are the research tasks allocated to each member of the team and the timeline for completion of each task.

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In order to generate some good promotional pictures for this campaign we may need to fly a family out to the final destination. This family will need to include adult divers and children who are learning or willing to learn. We need to identify a suitable family (who are particularly photogenic), during the next two weeks. All team members are tasked with trying to identify a family who fit these requirements. It may be worth contacting one of the international awarding bodies (PADI or SNSI) to see if there are any family groups of registered divers within the age ranges required. These organisations may also prove helpful to shortlist suitable families as they may also hold copies of their qualification card which contain passport type photographs.

We aim to have the design for an outline advertising campaign by next Wednesday and the material in a professional portfolio to show our clients by next Friday at two o'clock.

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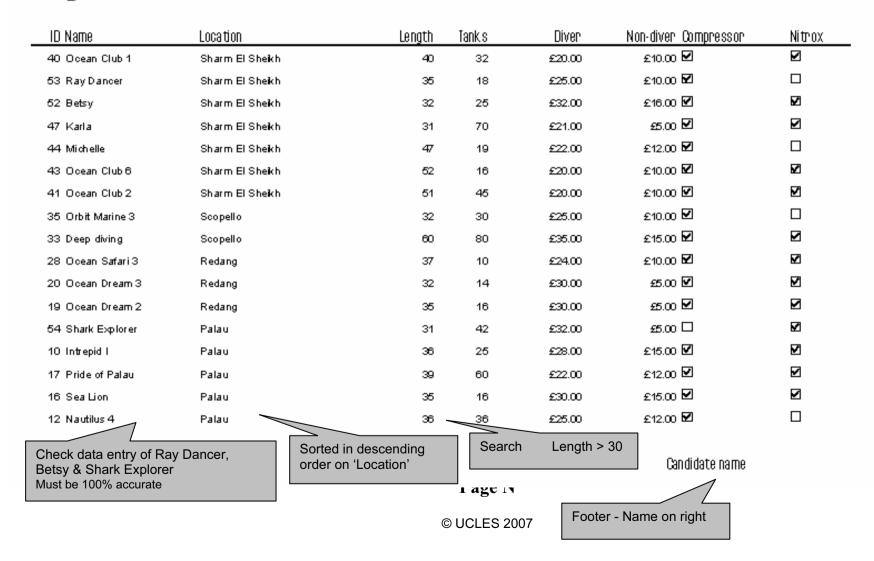
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Page orientation landscape

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

Largest dive boats -



www.xtremepapers.net

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Heading at the top

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

Nitrox and no compressor

Only these 5 fields selected Can be any order or layout

Family	Name	Location	Compress	or Nitrox
£52.00	Sonja	Sharm El Sheikh		¥
£60.00	Ocean Club 3	Sharm El Sheikh		∀
£68.00	Ocean Safari 6	Redang		✓
£68.00	Ocean Safari 4	Redang		₽
£68.00	Laura B	Palau		✓
£74.00	Shark Explorer	Palau		✓
£74.00	Nautilus 5	Palau		✓
£80.00	Diveline	Sharm El Sheikh		\mathbf{Z}
£80.00	Scuba South	Palau		•
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<Candidate's name>

Footer - Name on left

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<Candidates Name>

<Today's Date>

Supa Scuba Family Holidays

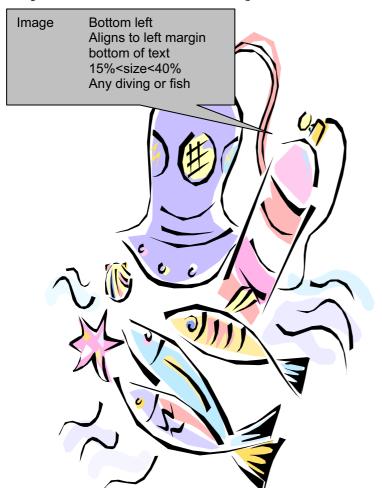
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this as the basis of an advertising campaign for their radest venture which is specialised diving holidays for families. Their range of destinations is very limited for families at the moment with only the following venues available for 2008:

- Sharm El Sheikh
- Redang
- Scopello
- Palau
- Cayo Coco

The advertising campaign must remove the perception of a limited range of venues (when compared to the other diving holidays It may be worth focussing the campaign offered by Supa Scuba). around a single venue selected from the above list. The concept to be marketed with luxury family holiday this Spelling corrected a comfortable hotel, with breakfast staying in <u> Tuxurio</u>us or provided. The evening meal could be within the hotel or within



during the day travelling to dive sites comfortable motor cruisers. This will allow adults and children over 14 who are qualified divers to with instructor in the afternoon morning and Adults and sessions. children over 14 can use the complete holiday to their qualifying dives for the Open qualification the SNSI or equivalent, again in morning or afternoon sessions. The children are catered for on the whilst the dives take place. At lunchtime the dive boat will moor at for younger Page numbering Footer al dives, Right aligned ctor 1-

the resort or local town and

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<Candidates Name>

<Today's Date>

1) if they have had some pool training before the trip. If they have undertaken no training beforehand or are much younger, aged 7 and over, then they can accompany the instructor using his equipment on the octopus. All the venues have been selected as tropical locations so that the relaxation angle, like sun bathing and gentle cruises between dives, can be used in the advertising material.

We will need to investigate thoroughly each of the destinations and select the destination which we feel will have the greatest impact upon potential customers. As this is being aimed at the family market we must consider the value for money aspect, which may prove to be an approach that we wish to use within the advertising campaign. The price of each holiday has not yet been provided by Supa Scuba and there are a large number of variables which we must investigate.

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Cayo Coco area. I have a ded in this extract the number of tanks that can be ded on board and whether the boat carries its own compresser.

Name	Length	Tanks	Compressor
Consuella	16	25	No
Lois Ann	16	24	No
Belize	16	18	No
Blue diving 4	24	16	Yes
Blue diving 2	24	16	Yes

In order to produce this sample advertisement, we must structure the research. In the table below are the research tasks allocated to each member of the team and the timeline for completion of each task.

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<Candidates Name>

<Today's Date>

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Name	Area to research	Time
Akiko	Both hotels	3 days
Gunther	Costs from Supa Scuba	1 day
Li	North Cuban reef	6 days
Safraz	Blue Diving - dive centra	4 days

In order to generate some good campaign we may need to fly a fam This family will need to include learning or willing to learn. family (who are particularly ph All team members are weeks. ta

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We aim to have the design for an outline advertising campaign by next Wednesday and the material in a professional portfolio to show our clients by next Friday at two o'clock.

> fully justified Body text 12 point single line spacing

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