

Mark Scheme (Results)

March 2012

Functional Skills ICT (FST02)
Level 2

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General Marking Guidance

- This mark scheme gives you:
 1. An idea of the type of response expected / acceptable / not acceptable
 2. How individual marks are to be awarded
 3. Specific codes styles used in this marks scheme
 4. Information on how to apply this mark scheme
- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.

Marking

- Only answers that make sense can be credited. Where candidates are required to describe or explain etc, words/phrases which are put together in a meaningless way cannot be credited
- Do not award marks for a repeat of the stem of the question.
- The answers given in the mark scheme are exemplars and have been written in adult terminology. Credit must be given for answers which convey the same meaning as those detailed here as well as correct answers that are not shown.

Section A

Q		Answer	Additional Guidance	Mark	Ref
1(a)	1	Screen shot to show search engine in ResponsesMar12L2		1	4.1
	2	Key words used. Must have 200ml and organic shampoo		1	4.1
	3	Price of 200ml Accept values between £3 and £25.		1	5.2
	4	Reason for customer to buy the product	Accept any reason that indicates natural product, good for hair or similar	1	5.2
Total for Task 1 (a)				4	
1(b)	1	Full website address, does not have to include http://	Website address acknowledges source	1	5.1
	2	Image of someone shampooing their hair pasted in to ResponsesMar12L2		1	5.2
Total for Task 1 (b)				2	
TOTAL FOR SECTION A				6	

Section B

Q		Answer	Additional Guidance	Mark	Ref
2(a)	1	ProductsalesL2 opened and used		1	3.1
	2	Columns widened all data visible and legible	Data and column headings must not be truncated in data view	1	6.1
	3	Effective use of any: <ul style="list-style-type: none"> • borders • shading • font size/style 	Formatting must improve clarity and understanding to award mark Do not award for text wrap as column headings or cell A27	1	10.1
	4	Suitable title added Must include product, sales and bonus or staff		1	6.1
Total for Task 2 (a)				4	
2(b)	1	Correct formula for products sold =SUM(B3:F3) OR =B3+C3+D3+E3+F3	Must be seen in formula view	1	7.1
	2	Formula in G3 replicated for all products	Must be seen in formula view	1	7.1
	3 4	Correct efficient formula for products sold by each member of staff Award 2 marks for =SUM(B3:B25) Award 1 mark for =SUM(B3:B26)	Must be seen in formula view Do not award for =B3+B4+B5+etc	2	7.1
Total for Task 2 (b)				4	

Q		Answer	Additional Guidance	Mark	Ref
2(c)	1	Correct formula for each member of staff to identify whether bonus is paid	Award 1 mark for correct answer in data view no bonus, no bonus, bonus, bonus, bonus	3	7.1
	2				7.1
	3	=IF(B27>=100,"Bonus","No Bonus") =IF(B27<100,"No Bonus", Bonus") Award 1 mark for =IF(Award 1 mark for correct conditional B27>=100 or B27<100 Award 1 mark for correct outcomes in relation to conditional			7.4
Total for Task 2 (c)				3	

Q	Answer	Additional Guidance	Mark	Ref	
2(d)	1	Bar or column chart created	Do not award for pie chart or line graph	1	7.2
	2	Correct data range used for chart B27:F27 B2:F2		1	7.2
	3	Meaningful title for graph, must include 'products' , 'sold' and 'staff'	e.g. Products sold by staff	1	9.2
	4	Both axes labelled Staff and Products sold or similar	Must have both labels	1	7.3
	5	Chart is fit for purpose and audience	No unnecessary information: <ul style="list-style-type: none"> • data labels • legend unless staff not categorised No spelling mistakes in title or axis labels	1	10.1
Total for Task 2 (d)			5		
Total for Task 2			16		

Q	Answer	Additional Guidance	Mark	Ref	
3	1	Presentation software used for slides	Seen in Task 4 email attachment or Task 5 screen shot	1	2.1
	2	Presentation has 4 slides printed 2 per page		1	2.2
	3	Company logo inserted on at least 1 slide		1	5.1
	4	All text from SalonTextL2 included		1	6.1
	5	Price of organic shampoo inserted	Must be price found in Task 1(a) allow follow through if no price found in Task 1	1	6.1
	6	Reason to buy product inserted in sensible location	Must be reason found in Task 1(a) allow follow through if no reason found in Task 1	1	6.1
	7	Image of someone shampooing their hair inserted	Must be image found in Task 1(b) (Cannot allow follow through as it implies access to internet outside Section A)	1	6.1
	8	Two suitable images from ImagesMar12L2	Do not allow image 4, garlic	1	5.1
	9	Additional text added that promotes salon services and products	e.g. full range of services available, highly qualified staff, customer service is a top priority	1	6.1
	10	Consistent use of font size for all slides	Heading should be larger than slide text, which should be consistent across slides	1	6.1
	11	Consistent use of font for all slides	No WordArt. Font must be legible/easy to read/should be Sans Serif such as Arial	1	6.1
	12	Images in appropriate location	Image must not obscure text or be truncated by page margins	1	9.1

13	Images are of appropriate size (no larger than credit card) and proportions maintained		1	6.1
14	Images relevant to text on slide, e.g. shampooing picture with shampoo price		1	9.1
15	Presentation slides divided into sections: title slide, salon services, salon products, opening hours	May or may not have headings	1	6.1
16 17	Award 1 mark for effective use of any of the following up to a maximum of 2 marks : bullets, bold, alignment, borders, tables	Do not award if formatting techniques you used do not enhance the presentation	2	6.1
18	Presentation is fit for purpose, it is attractive and suitable for viewing on large screen	Balanced layout: information not squashed or large empty areas of white space	1	9.2
19	Presentation is fit for purpose, it persuades customers to use the salon	Meets criteria and is free from spelling and grammar errors	1	1.1
20	File saved with meaningful file name	e.g. Thehairstoppresentation Seen from Task 5 (b) printout or Task 4 attachment to email	1	3.1
Total for Task 3			20	

Q		Answer	Additional Guidance	Mark	Ref
4	1	Email is prepared using email software such as Outlook		1	2.1
	2	Email TO : David@thehairstop.co.uk address must be entered correctly and presentation attached	Must be in TO: Attached file must be recognisable as presentation	1	8.1
	3	Subject line must include 'presentation'		1	8.1
	4	Message must include indication that item is attached and ask for David's comments. Must have suitable tone for business email. Correct spelling and grammar/no text speak	Message shows respect and should not include 'Hi David'	1	8.3
Total for Task 4				4	

Q		Answer	Additional Guidance	Mark	Ref
5(a)	1	Concern identified e.g. corrupt data, loss of access to system.		1	2.5
	2	Way to minimise identified e.g. install antivirus software, don't download material from unreliable sources		1	2.5
Total for Task 5(a)				2	
5(b)	1	New folder created with meaningful name	Do not accept 'New Folder'	1	3.1
	2	Files moved into new folder	Must have at least candidate's presentation and ProductSalesL2	1	3.1
Total for Task 5(b)				2	
Total for Task 5				4	
TOTAL FOR SECTION B				44	
TOTAL FOR TEST				50	

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