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**Task One**

**Total for this task: 22 marks**

- 1 (a)** *Felix wants to total the number of people interested in visiting each attraction.*
- *Insert a formula in cell G4 to show the total number of people who have given a score of either 4 or 5.*
  - *Replicate the formula in cell G4 to cells G5 to G9.*
  - *Place a suitable title in cell G3.*
- (4 marks)*

Correct formula in G4 **(1) AO2**

Replicated in G5:G9 **(1) AO1**

Title for column in G3, eg Total **(1) AO1**

Suitable title, eg Total Interested **(1) AO2**

- 1 (b)** *Save and print your spreadsheet on one page, showing the formula.*
- (2 marks)*

Formula view **(1) AO1**

On one sheet **(1) AO2**

- 1 (c)** *Create a suitable chart showing only the total number of people who have given a score of either 4 or 5 for each attraction. Your chart should:*
- *have a title*
  - *have suitable labels for the axes*
  - *communicate the information effectively.*
- (7 marks)*

**AO1**

Chart **(1)**

Axes Titles (legend for pie chart) **(1)**

Chart Title **(1)**

**AO3**

Suitable chart – data clear **(1)**

Titles/legend aid understanding **(1)**

**AO2**

Shows data for 4 and 5 **(1)**

Shows data as single bars (single pie chart) **(1)**

**1 (f)** Using all the information on the spreadsheet **RESEARCH** and the chart that you created in **1(c)**, write a short report recommending which **two** attractions you think are the best. Give reasons for your recommendations. (9 marks)

**Content:**

**Attractions table**

Identifies one piece of data **(1)** uses information **(1)**

**Prices table**

Identifies one piece of data **(1)** uses information **(1)**.

**Note: AO3** also assess students' quality of written communication. When deciding on the **AO3** level to be awarded, consider the degree to which the student orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Offers judgement with some justification based on processing of data.  Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	<b>AO3</b> and Quality of written Communication
1	Offers limited judgement.  Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

**Level 2 justification could be demonstrated in responses that:**

- derive numerical or proportional information by using actual data (from table or chart) for calculation or comparison
- explain the impact and/or importance of the data on the decision-making – logical, reasoned
- consider the relative importance of the research statistics provided.

**Task Two**

**Total for this task: 20 marks**

**2 (a)** *Change the year on the advertisement to 2013.* (1 mark)

Change the year to 2013 (1).

**2 (b)** *Felix wishes to include the new logo for Daisy's Tea Room in the advertisement. He has drawn a sketch, as shown below.*

*Use suitable software to draw this logo. Insert your version of this logo into your advertisement.* (6 marks)

**Logo includes:**



**AO1** Circles/ovals (more than 1) (1)  
Two shapes that resemble the sketch (rectangles) (1)  
Shading used (1)

**AO2** Does it look like a daisy, including inner circle shaded (1)  
Text boxes have different shading and correct text coloured correctly (1)  
Text boxed placed behind circles (1)

**2 (c)** *Open the file **ATTRACTIONS**. Select and insert **two** suitable images to add to your advertisement to make it attractive to families with young children.* (4 marks)

**Suitable images are:**

All except sheep.

Two suitable images (1) inserted, appropriately positioned (1), images formatted appropriately (2 x 1).

Appropriate formatting could include – border, resizing (retaining proportions), set background to transparent, layering, text wrapping etc.

**2 (d)** *Felix wants to encourage families with young children to visit the farm.*

*Use the file **ATTRACTIONS** to complete the **ADVERTISEMENT**.*

*You should consider:*

- *the amount of information to include in your advertisement*
- *the audience and purpose of your advertisement*
- *the layout and formatting of the text.*

*(9 marks)*

**Content:**

Daisy’s Tea Room and Bella’s Play Barn included **(1) AO1**  
Includes facilities for tea room **(1)** and play barn **(1) AO1**  
Quantity of information about the two facilities is reasonably balanced **(1) AO2**

In addition and separately award marks for evaluation using the grid below.

**Note: AO3** also assess students’ quality of written communication. When deciding on the **AO3** level to be awarded, consider the degree to which the student orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Layout and content are persuasive and appropriate for audience.  Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted conventions.	5–3	<b>AO3 and Quality of written Communication</b>
1	There is some purpose in layout or content.  Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

**Level 2 could be demonstrated by responses that:**

- organise the information clearly
- make use of formatting that is appropriate for audience
- use the space effectively
- could be used as an advertisement
- would attract attention on a newspaper page amongst other advertisements.

**Task Three**

**Total for this task: 18 marks**

**3 (a)** Open your **ADVERTISEMENT** file from Task Two. Copy your logo for Daisy’s Tea Room and paste it into the **UPDATE** web page. You should choose a suitable position. (2 marks)

Student’s logo from 2b inserted (1) **AO1**  
Positioned with text about the tea room (1) **AO2**

**3 (c)** Using the file **NOTES**, add a description of the tea room to the **UPDATE** web page. (3 marks)

Copied (1)  
Transformed (1)  
Developed to make more appealing (1)

**3 (d)** Using the file **NOTES**, add information about Bella’s Play Barn to the **UPDATE** web page. You should:

- explain the reason for creating the play barn
- add a description of the facilities
- explain that Cherry Tree Farm will still be a calm and quiet place to visit.

(6 marks)

Includes the name Bella’s Play Barn (1) **AO1**

In addition and separately award marks for evaluation using the grid below.

**Note: AO3** also assess students’ quality of written communication. When deciding on the **AO3** level to be awarded, consider the degree to which the student orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Offers reasoned judgement to support the creation of the play barn and/or maintaining the calm, peaceful atmosphere.  Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	<b>AO3 and Quality of written Communication</b>
1	Offers limited judgement.  Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

- 3 (e)** *Change how the information is displayed in the **UPDATE** web page. You should:*
- *consider the organisation and layout of the information*
  - *use formatting tools*
  - ***not** change the top banner or the navigation bar.*
- (7 marks)*

**Formatting tools used:  
2 x 1 plus 1**

Text formatting tool used (1), eg bold, underscore, uppercase (AO1) is it suitable (1) (AO2)  
Visual formatting used (1), eg shading, text wrapping, borders for images or parts of the page (AO1) is it suitable (1) (AO2).

Do not reward if applied to the heading row.

Level	Description	Marks	Assessment Objective
2	Judgements made about layout and formatting of the information. Information is organised and formatting is appropriate for audience. Information is presented effectively.	3–2	AO3
1	There is limited judgement of the use of layout skills and formatting tools, and their uses.	1	

**Level 2 descriptors:**

- web page
- information organised/separated
- impact.