



General Certificate of Secondary Education

**Business Subjects and
Economics 4130**

Unit 9 Using ICT in Businesses

Specimen Mark Scheme

The specimen assessment materials are provided to give centres a reasonable idea of the general shape and character of the planned question papers and mark schemes in advance of the first operational exams.

Further copies of this Mark Scheme are available to download from the AQA Website: www.aqa.org.uk

Copyright © 2008 AQA and its licensors. All rights reserved.

COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

Task One – Flyer**Total for this task: 24 marks**

- 1 (a) (i)** Select a suitable software application and use a **range** of tools to create an A4 flyer that will encourage people to come to the exhibition. You should use only **two** pieces of the clip art. Do **not** change the text. *(6 marks)*

Font formats (up to 3 marks – 1 mark for each format), paragraph formats, including bullets (up to 3 marks – 1 mark for each format), use of graphics inc lines and borders (up to 3 marks – 1 mark for each graphic). Max 6 marks

- 1 (b) (i)** Using word processing software, write a note to Laura explaining the reasons for the design of your flyer. *(8 marks)*

This question is prompting candidates to justify their reasons for designing the flyer.

Answers might include:

- the choice of clip art needs to be relevant to beach holidays;
- certain formats are used to highlight important words so as to attract people's attention.

Note: This question also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

| Level | Descriptor | Marks | Assessment Objective |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------|
| 3 | Candidate offers judgement with justification. Ideas are communicated with a clear structure and use of technical terms. | 6–8 | AO3 and Quality of Written Communication |
| 2 | Candidate offers judgement with some justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication. | 3–4 | |
| 1 | Candidate offers judgement plus limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication. | 1–2 | |
| 0 | No valid response. | 0 | |

1 (c) (i) Make **three** changes to the **appearance** of the flyer. You should **not change** the text. **(3 marks)**

1 mark for each change, eg change font, embolden headings, text position, use of bullets, change pictures. Max 3 marks

1 (c) (iii) Label the flyer using call out boxes to show the changes you have made and why you have changed its appearance. **(7 marks)**

There is 1 mark for each change, eg photos have been changed. Max 3 marks

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

Note: This also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

| Level | Descriptor | Marks | Assessment Objective |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------|
| 2 | Candidate offers judgement with justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication. | 3–4 | AO3 and Quality of Written Communication |
| 1 | Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication. | 1–2 | |
| 0 | No valid response. | 0 | |

Task Two – Database

Total for this task: 16 marks

2 (b) Mrs Fisher’s enquiry has now become a booking. Add her data to the **HOLIDAYS** database as the next entry. *(2 marks)*

Mrs/A/Fisher/58/Los Angeles/June/FL. Completed correctly (2), one error (1).

2 (c) (i) Search the database to find all the customers aged between 20 and 40 who have booked a beach holiday. *(2 marks)*

Database searched to find all the customers who have booked a beach holiday (1) and are aged between 20 and 40 (1).

2 (c) (ii) Sort these entries by descending order of age. *(2 marks)*

Database sorted by age – up to 2 marks.

2 (d) (i) Add **four** fields to the **HOLIDAYS** database so that a customer’s address details can be divided under a number of headings. *(2 marks)*

Fields added to database, eg Name, House number or Name, Street, Town, County, Postcode. All correct or with one mistake (2). Two mistakes (1).

2 (e) Open the word processing file **EMAIL**. Use it to reply to Laura's email below.

(i) How can I ensure that the brochure is sent to interested customers?
 (ii) Do you think this is a good way for the business of informing its customers?
 (8 marks)

- (i) The database can be used to sort customers into those who are interested in beach holidays.

From this address fields can be found and a mail merge set up/address labels printed off etc.

| Level | Descriptor | Marks | Assessment Objective |
|-------|-------------------------------|-------|----------------------|
| 1 | Explanation given in context. | 1–2 | AO2 |
| 0 | No valid response. | 0 | |

- (ii) Is it a good way?

Yes – as these customers booked holidays with the business before, it is likely they might be interested. If the business sent brochures to all its customers there would be a lot of waste and possible irritation from those not interested.

No – the database might be out of date so addresses could be inaccurate meaning brochures might not be received.

Sending out brochures is expensive in postage and not environmentally friendly. Might be better to send a letter and interested customers can request a brochure or visit the agency.

In addition to marks for (i), separately award marks for evaluation using the grid below.

Note: This question assesses candidates' quality of written communication. When deciding on the level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

| Level | Descriptor | Marks | Assessment Objective |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------|
| 2 | Candidate offers judgement with justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication. | 4–6 | AO3 and Quality of Written Communication |
| 1 | Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication. | 1–3 | |
| 0 | No valid response. | 0 | |

Task Three – Preparing a presentation**Total for this task: 20 marks**

3 (b)–(e) Producing slides for a presentation showing an animation and a transition.
(10 marks)

1 mark for each tool used. Max 4 marks.

| Level | Descriptor | Marks | Assessment Objective |
|-------|------------------------------------------------|-------|----------------------|
| 3 | Suitable and effective use of text and layout. | 5–6 | AO2 |
| 2 | Basic use of text and slide layout. | 3–4 | |
| 1 | Suitable animation/transition used. | 1–2 | |
| 0 | No valid response. | 0 | |

3 (f) (i) Explain **one** advantage and **one** disadvantage of an electronic presentation compared to a paper presentation.
(4 marks)

Possible advantages: Electronic presentations can be much more professional and “slick” than a paper presentation. Visually can be more effective in getting the message across.

Possible disadvantages: Potential technical problems might mean presentation cannot be given. May be too rigid – more difficult to change content if audience has different needs.

| Level | Descriptor | Marks | Assessment Objective |
|-------|-----------------------------------------------------------------|-------|----------------------|
| 2 | Advantage and/or disadvantage explained in context of scenario. | 3–4 | AO2 |
| 1 | Advantage and/or disadvantage listed. One partially explained. | 1–2 | AO1 |
| 0 | No valid response. | 0 | |

3 (f) (ii) Do you think Laura should go ahead with the electronic presentation? Explain your answer. (6 marks)

Note: This question assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

| Level | Descriptor | Marks | Assessment Objective |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------|
| 3 | Candidate offers judgement with justification. Ideas are communicated with a clear structure and use of technical terms. | 5–6 | AO3 and Quality of written communication |
| 2 | Candidate offers judgement with some justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication. | 3–4 | |
| 1 | Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication. | 1–2 | |
| 0 | No valid response. | 0 | |

Assessment Grid

| Question | AO1 | AO2 | AO3 | Total |
|-----------------|------------|------------|------------|--------------|
| 1 (a) (i) | 3 | 3 | | 6 |
| 1 (b) (i) | | 3 | 5 | 8 |
| 1 (c) (i) | 3 | | | 3 |
| 1 (c) (iii) | | 3 | 4 | 7 |
| 2 (b) | 2 | | | 2 |
| 2 (c) (i) | 1 | 1 | | 2 |
| 2 (c) (ii) | 1 | 1 | | 2 |
| 2 (d) (i) | 2 | | | 2 |
| 2 (e) | | 2 | 6 | 8 |
| 3 (b)–(e) | 4 | 6 | | 10 |
| 3 (f) (i) | 2 | 2 | | 4 |
| 3 (f) (ii) | | | 6 | 6 |
| Totals | 18 | 21 | 21 | 60 |
| Weight (%) | 30 | 35 | 35 | 100 |