

GCSE 2004

June Series



Mark Scheme

Business & Communication Systems (3126/2H)

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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Higher Tier – Practical Paper (3126/2H)

The award (or non-award) of the positive marks for an item may be shown on the candidate's script by means of a tick (or a cross) in the appropriate place on the script. The value of the positive mark(s) awarded must be recorded in the right hand margin **in the order in which they occur in the mark scheme**. There is no need to annotate the script in full to show which marks have been awarded.

Task One - Advertisement**Total for this task: 14 marks**

(a)

Recall file **1**Correct errors: two, hours, fringe. **3**

Use suitable facilities to improve display and emphasise key features.

Level	Descriptor	Marks
3	Job title and name of company have been emphasised successfully and other features have been used to make an attractive and appropriate advertisement.	5-6
2	Candidate has used two or more features successfully but may have used some inappropriately. Either the job title or the name of the company must be emphasised.	3-4
1	Candidate has used a limited range of features but has not drawn attention to the main points (job title, name of company).	1-2

(b)

Explain one element of display which will attract applicants, eg clipart makes advert visually attractive, stand out from other job adverts and attract those interested in music (1 + 1). **2**

Identify and explain one way in which advertisement could be made more attractive, eg use colour for text to make it more eye-catching and make it stand out from other adverts on the page (1 + 1). **2**

No marks for repeated points.

Task Two - Spreadsheet**Total for this task: 26 marks**

- Create spreadsheet with suitable main (1) and column (1) headings. **2**
- Correctly complete items to buy: 1 mark each for correct item spelt correctly, quantity, price. **15**
- Insert correct formulae for total price 1 for first + 1 for remainder. Award if answers correct and no formulae print. **2**
- Insert correct formula for total 1 for correct answer, 1 for using sum function correctly (award only 1 mark for using eg D2+D3+D4...**2**
- Insert correct formula (e) to calculate total including VAT. Award if answer correct (own figure rule applies). **2**
- Print showing formulae. **1**
- Format all currency items to currency: 1 for 2 dp + 1 for £ sign (may be in column heading). **2**

Equipment Order

Item	Price	Quantity	Total Price
Laser printer	£ 199.99	1	£ 199.99
Toner cartridge	£ 60.00	2	£ 120.00
Drum	£ 80.00	1	£ 80.00
CD drive	£ 125.80	1	£ 125.80
Mouse	£ 30.00	2	£ 60.00
			£ 585.79
		VAT	£ 102.51
		Total	£ 688.30

Equipment Order

Item	Price	Quantity	Total Price
Laser printer	199.99	1	=C3*B3
Toner cartridge	60	2	=C4*B4
Drum	80	1	=C5*B5
CD drive	125.8	1	=C6*B6
Mouse	30	2	=C7*B7
			=SUM(D3:D7)
		VAT	=D8*0.175
		Total	=D8+D9

Task Three - Database**Total for this task: 25 marks**

(a)

Search for venues in London (1) or South (1) **2**Sort in descending order of seating (1) by region (1) **2**Print all fields in list form **1**

(b)

Complete memo headings correctly: To Rock Boatman, from candidate, correct date. **3**

Compare database and spreadsheet.

Level	Descriptor	Marks
3	Candidate correctly identifies similarities/differences between spreadsheets and databases, <i>in the context of the Venues data</i> eg Rock would be able to search the venues database using either package, but using a database package would enable him to save frequently used searches, such as all venues in South East, to use again, whereas in a spreadsheet the search would need to be set up each time. Using a database package would enable Rock to produce customised reports, so he could print a list of suitable venues to send out to bands.	5-6
2	Candidate compares the two packages in general eg spreadsheet and database can both be used to search, but in a database more complex searches can be done and searches can be saved for future use. Layout of report can be customised in database but not in spreadsheet. Spreadsheet is better for calculations.	3-4
1	Candidate evaluates one package eg database can be used to search and sort data.	1-2

Explain data type used in each field: 1 for each correct data type and explanation: ID number/numeric (1) because it contains only numbers (1), Name/Town/Region/Contact Text/alphabetic (1) because it contains only letters (1), Telephone Text/alphanumeric (1) because it contains numbers and spaces/leading zeroes (1), Seating/Cost numeric (1) (accept currency for cost) because it contains numbers and allows accurate sorting/searching (1). Accept autonumber for ID field. **8**

Quality of Written Communication

Level 1

Basic command of grammar and spelling, few if any specialist terms 1 mark.

Reasonable command of grammar and spelling, few specialist terms 2 marks.

Good command of grammar and spelling, good use of specialist terms, few errors 3 marks. **3**

ID	Name	Town	Region	Contact	Telephone	Seating	Cost
5	Guidhall	Tottenham	L	Sean O'Connor	020 8290 8908	6000	£4,500.00
1	Royal Court	Croydon	L	Jane Green	020 8675 1765	4000	£5,000.00
3	Apollo	Southampton	S	Vijav Patel	023 8512 7865	2500	£8,000.00
7	Cowdray Hall	Bristol	S	Andrew Duncan	01224 641 223	950	£4,000.00

Task Four - Data Capture Form**Total for this task: 20 marks**

Include suitable (1) heading (1).	2
Suitable fieldnames: must include Band/artiste's name, Manager's name, Telephone, Concert dates, Type of group/music, Location. (Ignore spelling)	6
Correctly sized boxes: all boxes suitable 3 marks, 3 or more boxes suitable 2 marks, boxes present but not suitable size 1 mark.	3
Form suitably aligned. Fits on one page of A4.	1
Completion of correct details Mary Ekina (1), Dave Ekina (1), 01524 53825 (1), 30 August - 12 October (1), Country & Western/Solo/singer (1), North (1) (give credit for different data items as long as correct). Accept if completed by hand. Spelling must be correct.	6
All details correctly aligned in boxes (2 marks), at least 3 items correctly aligned, (1 mark). No marks if completed by hand.	2

Task Five - Letter Composition**Total for this task: 15 marks**

Including all parts of letter in correct order : correct date (in full) (1), addressee (1), address (1) (award any addressee/address), salutation (1), complementary close (1) (Yours sincerely, award for Yours faithfully only if mark not given for salutation), name of signatory (R Boatman, Rock Boatman) (1). One blank line after each part for mark - at least two blank lines after complementary close.	6
Selection of correct name (Ms E Turner) and address.	2
Acknowledge telephone call (no errors).	1
Croydon Empire booked but Royal Court available.	1
Include correct seating capacity (4000).	1
Ask to contact to arrange publicity.	1
Suitable closing sentence (no errors).	1
Open punctuation and fully blocked style.	2