AQA

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

General Certificate of Secondary Education

Business & Communication Systems 3126

3126/2H Paper 2 Higher Tier

Mark Scheme

2005 examination – June series

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.

Higher Tier – Controlled Test (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 - Flyer   **Total for this task:** *21 marks*

(a)

Errors corrected – hold/held (1), qality/quality (1), shon/shown (1), you/your (1).   **4**

Emphasise key points using borders and shading. Borders used (1), on key point (1).
Shading used (1), on key point (1). Keypoints, eg title, venue.   **4**

Insert clip art (1) but must illustrate content of flyer.   **1**

Wrap the text around clip art; text wrapped on three/four sides (2), two sides (1). If clip art
positioned in top left or right corners with text on two sides (2).   **2**

Change position (1) and size (1) of clip art.   **2**

Two other, ie not those above, different changes made (2x1), to improve effectiveness (2x1).   **4**

(b)

Compose a note to Laura. State the changes and explain two ways in which they improve the
effectiveness of the flyer. Effect stated (1), eg increase in line spacing, and consequence (1),
eg making it easier to read. Apply twice.   **4**

Note: no marks for stating changes.

Task Two – Letter composition   **Total for this task:** *15 marks*

(a)

Set letter out correctly. Correct details: date (1), addressee (1), address (1), salutation (1), complementary close (1) and signatory (1). Correct layout: all parts in correct place (1), lines left justified (1), correct line spacing (1), open punctuation (1).   **10**

GOING AWAY 29 Winchester Road Yalding Somerset TN3I 7HT 16 May 2005 Mrs A Fisher 13 Hollywell Road Yalding Somerset TN3I 9LQ Dear Mrs Fisher   Text   Yours sincerely   Nicola Brooks

(b)

Sentence, or part of sentence, thanking Mrs Fisher; correct spelling, punctuation and grammar.   **1**

(c)

Correct flight identified, Air USA (1). Reasons - cheapest (1) direct flight (1).   **3**

(d)

Sentence, or part of sentence, suggesting she contacts Nicola Brooks; correct spelling, punctuation and grammar.   **1**

Task Three - Database   **Total for this question:** *11 marks*

(a)

Recall database file

(b)

Mrs Fisher's data, ie 12, Mrs, A, Fisher, 58, Los Angeles, June, FL.   Completely correct (2),
one error (1).   **2**

(c)

Sorted by age (1) in descending (1) order within holiday type (1).
Note: the sort on **Hol type** can be in either ascending or descending order.   **3**

(d)

Print.

10	Mrs	P	Land	41	Ireland	May	AC
7	Mr	R J	Smith	44	Balearic Islands	August	BH
4	Mr	F P	Hankins	35	Greece	July	BH
9	Mr	A C	Lawrence	34	Turkey	July	BH
6	Mrs	E	Langer	29	Cyprus	July	BH
11	Mrs	T L	Hawes	29	Portugal	August	BH
5	Mr	E W	Langer	27	Cyprus	July	BH
1	Miss	M	Phelge	19	Canary Islands	July	BH
8	Mr	A L	Walton	47	Paris	April	CB
3	Mr	J E	Fiddy	23	Paris	October	CB
2	Miss	W R	Blakey	58	Mediterranean	June	CR
12	Mrs	A	Fisher	58	Los Angeles	June	FL

(e)

Search for all customers who have booked a beach holiday (1) and are aged between
20 and 40 (1).   **2**

(f)

Print correct fields ie **Title**, **Initial**, **Name**, **Age** and **Hol type** fields (2 – if no errors, if one error -1).
Print out with title (1), eg reference to customer age, holiday type chosen and should show the field
headings (1).   **4**

Customers aged between 20 and 40 who have booked a beach holiday				
Title	Initial	Name	Age	Hol type
Mr	F P	Hankins	35	BH
Mr	A C	Lawrence	34	BH
Mrs	E	Langer	29	BH
Mrs	T L	Hawes	29	BH
Mr	E W	Langer	27	BH

Task Four – Writing a report   **Total for this question:** *33 marks*

(a)

Report laid out with an appropriate main title (1), eg Report on Holidays File that is emphasised and centred (1). All shoulder headings appropriate (examples, Unique booking ID, Address labels, Patterns in bookings and Uses for the data (1)) and left aligned (1).   **4**

(b)

It is important to have a unique booking ID so that each booking can be identified (1).
In file easy to confuse E W Langer and E Langer (1) as records very similar (1),
eg both book for same month (1).   **4**

(c)

List headings to store address data for mail merge; 4/5 headings listed, must be a way of storing address data (1). Headings appropriate, eg Add1, Road, Town, County, Postcode, ie usually 1 field per line of address; all appropriate (2), one appropriate (1). Each item on the list bulleted (1). **4**

Data must be divided up into fields or columns because address divided into rows (1).
Each row must be at least one separate field (1) with appropriate example from candidate's list of headings in (c) above (1).   **3**

Explain one advantage of creating labels by using mail merge. Simple statement made (1), Eg faster than individually creating each label, with further detail (1), eg because one instruction will cause many labels to be printed.

Note: do not accept just 'Faster'.   **2**

(d)

20's (1) and 30's (1) prefer beach holidays (1). Almost all members (1) of this age group chose this holiday type.   **4**

Any comment on popularity or lack of (1), of a specific month (1), eg July is most popular, supported by statistic from table (1), eg five people go in this month.   **3**

(e)

Describe another way in which *Going Away* could use this data. Simple statement (1), eg to research into holiday destinations, with further details (1), eg to find out which ones are most popular.   **2**

Explain one advantage to *Going Away* of using the data in this way. Advantage stated (1), eg to increase sales, with supporting explanation (1), eg by allowing likely customers to be targeted. Supported by reference to *Going Away* data (1).   **3**

(f)

Body text fully justified (1).   **1**

(g)

Quality of Written Communication
Level 1   Basic command of grammar and spelling, few, if any specialist terms   (1)
          Reasonable command of grammar and spelling, some use of specialist terms   (2)
          Good command of grammar and spelling, good use of specialist terms   (3)   **3**

Task Five - Spreadsheet   **Total for this question: *20 marks***

(a)

Title relates to topic, is correct eg spelling and is emphasised (1).   **1**

Both columns have uniformly emphasised headings (1) which relate to their contents (2 x 1).   **3**

(b)

Column width changed to fit data (1). Text data correctly entered (1). Numeric data correctly entered (1).   **3**

(c)

Total cost row heading relates to its contents (1) and is emphasised (1).   **2**

Correct formula used to calculate Total cost, either Sum= or +++ (1).   **1**

(d)

Mark up column heading relates to contents (1) and is emphasised consistently (1). Formulae entered in top cell correctly (1), replicated correctly (1).   **4**

(e)

Evidence of use of £ sign (1), evidence of use of two decimal places (1), all figures, including Mark up and Total cost shown, correctly formatted (1).   **3**

(f)

Mr and Mrs Barton's holiday to Australia		
Part of the holiday	**Cost**	**Mark up**
One night at a hotel near Heathrow Airport	£55.00	£5.50
Return flights to Australia	£950.00	£95.00
A cruise along the east coast of Australia	£800.00	£80.00
A two week rail pass for Australian national railways	£350.00	£35.00
A river cruise	£800.00	£80.00
Ten nights accommodation at a number of hotels in Australia	£900.00	£90.00
Total cost	£3,855.00	

Printout shows formulae (1) and is in landscape orientation (1) on one sheet (1).   **3**

Mr and Mrs Barton's holiday to Australia		
Part of the holiday	**Cost**	**Mark up**
One night at a hotel near Heathrow Airport	55	=B4/10
Return flights to Australia	950	=B5/10
A cruise along the east coast of Australia	800	=B6/10
A two week rail pass for Australian national railways	350	=B7/10
A river cruise	800	=B8/10
Ten nights accommodation at a number of hotels in Australia	900	=B9/10
Total cost	=SUM(B4:B9)	