

New
Specification



StudentBounty.com

General Certificate of Secondary Education
2011

Business and Communication Systems

Unit 1: Use of ICT

[GBC11]

MONDAY 23 MAY – FRIDAY 27 MAY

MARK SCHEME

Task 1

- (a) [1] for each piece of information included, e.g. GetMobile, All new customers who purchase a new phone or tariff, hands free kit [3]
 [1] for design choice of each piece of information, e.g. WordArt; text box; table, vertical/horizontal alignment, capitalisation, text wrap, spacing, border, background, watermark [3]
 (AO1 [6])
- (b) Source 1 image [1]
 Effectively inserted, e.g. appropriate position [1]
 Source 2 image [1]
 Effectively inserted, e.g. appropriate position [1]
 (AO1 [4])
- (c) Appropriate wording, e.g. location; opening hours; tel no; contact name [2]
 (AO1 [2])
- (d) Effective poster heading [1]
 Effective fonts, size and style [1]
 (AO1 [2])
- (e) A4 printout [1]
 (AO1 [1])

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Task 2 Part A

- (a) Correct word – “Pay Monthly Tariffs” [1]
(AO2 [1])
- (b) Merge [1]
Centred words across cells A1–F1 [1]
(AO2 [2])
- (c) Correct format – currency [1]
(AO2 [1])
- (d) Correct format – number zero decimal places [1]
(AO2 [1])
- (e) Formula in cell F3 [1]
Correct formula, e.g. =D3*E3 or =SUM(D3*E3) [1]
(AO2 [2])
- (f) Replicate for all tariffs [1]
(AO2 [1])
- (g) Formula in cell F15 [1]
Correct formula, e.g. =SUM(F3:F14) [1]
(AO2 [2])
- (h) Correct format – currency [1]
(AO2 [1])
- (i) Formula in cell C19, C20 AND C21 [3]
Correct formula, e.g. Cell C19 =F4+F6, Cell C20 =F8+F10, [3]
Cell C21 =F12+F14
Correct format – currency [1]
(AO2 [7])
- (j) Correct formula, e.g. =SUM(B19:C19) [1]
(AO2 [1])
- (k) Replicate for both providers [1]
(AO2 [1])
- (l) Formula in D22 [1]
Correct formula, e.g. =SUM(D19:D21) [1]
Correct format – currency [1]
(AO2 [3])
- (m) Format **all** text entries only in bold, e.g. O2, Talkmore 300, Quarter 1, [2]
O2, etc. ([1] for some text entries bold)
(AO1 [2])

(n) Data printout – all data visible
One A4 page
(AO2 [2])

[1]
[1]

(o) Formula printout – all formula visible
One A4 page
(AO2 [2])

[2]

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Task 2 Part B

- | | | |
|---|-----|---|
| (a) Bar chart produced | [1] | |
| Appropriate title, e.g. "Half Yearly Sales Revenue Figures" | [1] | |
| Appropriate X and Y labels, e.g. "Provider"; "Sales" | [1] | |
| Data values shown on each Bar, e.g.
(AO2 [4]) | [1] | |
| (b) Bar chart printed on one A4 sheet
(AO2 [1]) | [1] | 5 |

Task 3

- (a) New Customer added [1]
 Correct spelling, format and use of initial capitalisation as appropriate, etc. [1]
 (AO2 [2])
- (b) Correct Customer deleted John Harnan [1]
 (AO2 [1])
- (c) Change made correctly and is Talkmore 300 not Talkmore 600 [1]
 (AO2 [1])
- (d) [1] for each O2 Talkmore 300 customer:
 Stevie Hughes, James Smith [2]
 Field headings [1]
 (AO3 [3])
- (e) Results of search printed on 1 A4 page [1]
 (AO2 [1])
- (f) [1] for each customer who joined in 2011:
 Peter Bell, Naomi Simpson, Stevie Hughes, James Smith [4]
 (AO2 [4])
- (g) Results of search printed showing relevant field headings on 1 A4 page [1]
 (AO2 [1])
- (h) Knowledge of letter design, e.g. Date in correct position and formal wording, e.g. 1 February 2011 [1]
 Any other suitable feature [1] × 2, e.g. Appropriate font/style, layout, etc. [2]
- Title field inserted [1]
 Surname field inserted [1]
 Address field inserted [1]
 Town field inserted [1]
 Postcode field inserted [1]
 Date of Joining field inserted [1]
 (AO1 [9])

- | | | |
|-----|-------------------------|-----|
| (i) | Standard letter printed | [1] |
| | Merged fields shown | [1] |
| | Quality of letter | [4] |

Level 0 [0]

Answer not worthy of credit.

Level 1 [1]

The candidate has demonstrated limited knowledge of standard letter layout. The candidate demonstrates a limited level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate displays a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.

Level 2 [2]–[3]

The candidate has demonstrated satisfactory knowledge of standard letter layout. The candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate displays a satisfactory level of writing, form and style appropriate to the purpose of the question. The organisation of the work is satisfactory.

Level 3 [4]

The candidate has demonstrated good knowledge of standard letter layout. The letter must have correct use of salutation and complimentary close. The candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate displays a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.

(AO2 [2])

(AO3 [4])

- | | | |
|-----|--|-----|
| (j) | [1] for each of four letters for each of:
Peter Bell, Naomi Simpson, Stevie Hughes, James Smith | [4] |
| | (AO2 [4]) | |

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Task 4

- (a) Logo inserted [1]
- Correct title – Churchwood Half Yearly Sales 2011 [1]
- Mr Simpson’s name inserted [1]
- Action Button 1 [1]
- Correct wording on or beside Action Button – Sales Revenue Figures [1]
- Action Button 2 [1]
- Correct wording on or beside Action Button – Sales Revenue Graph [1]
- (AO2 [7])

- (b) Slides in correct order 1. Churchwood 2011 Half Yearly [1]
- 2. Sales Revenue 3. Sales Graph [1]
- (AO2 [1])

- (c) Slide 2 Title included [1]
- Correct title – Sales Revenue Figures [1]
- Appropriate data inserted, e.g. A17:D22 [1]
- Data inserted appropriately [1]
- (AO2 [4])

- (d) Slide 3 Title included [1]
- Correct title – Sales Revenue Graph [1]
- Appropriate graph inserted [1]
- Graph inserted appropriately [1]
- (AO2 [4])

- (e) Correct slides printed (slides 1 and 2) [1]
- Two slides per page [1]
- (AO2 [2])

- (f) Slide 3 printed full size [1]
- (AO2 [1])

Total

19

100