

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

June 2005

INTERNATIONAL GCSE

MARK SCHEME

MAXIMUM MARK : 70

SYLLABUS/COMPONENT : 0418/03

INFORMATION TECHNOLOGY

Printout of the second e-mail prepared and ready to send to autoresponder-

Check send to address: design.h@ucles.org.uk (1 mark) 1.2.1

Check subject line ICTCOREX (1 mark) 1.2.1

Check for attachment present SCA5MOB.TXT (1 mark) 1.3.1

If candidate has attached file SCA5MOB.CSV instead of SCA5MOB.TXT then allow this

Candidate x

Name top left of page (1 mark) 4.1.6
must be in the header

Date top right of page (1 mark) 4.1.6
must be in the header
do not penalise if not aligned exactly to
the margin

<today's date>

All margins 3 cm (1 mark) 4.1.4

Allow for paper feed inconsistencies with printers – (the line
length must be between 23.5 and 24 cm)

A4 page size (1 mark) 4.1.1

Landscape page orientation (1 mark) 4.1.2

Phoney Phones Marketing Strategy

heading 100% correct (1 mark) 3.2.1

Ignore case for last three words

Centre aligned (1 mark) 4.1.6

16 point (1 mark) 5.5.1

underlined (1 mark)

different font to body text (1 mark)

The design department has been asked to plan an advertising campaign for Phoney Phones. chain of (usually) small, high street shops selling mobile phones and their accessories. Many of their most recently acquired shops are in prime business locations like the larger 'out of town' shopping malls. Their core business is in the sale of mobile telephones but they are realising that the initial market has become almost saturated and that new and innovative marketing strategies will be needed to even maintain current sales volumes. There are a large number of competitors in every town and city who, with the rapidly growing market did not present a problem. Now that this has changed, these competitors are now aggressively marketing and this is having an impact upon sales.

The campaign focus must be to try and sell new mobile phones to existing mobile phone owners. The four primary areas for our investigations will be using the following media:

- television
- radio
- billboards
- internet

Bullet points
Indented at least 3cm
Accept if start of text indented by 3cm from margin
Bullet points present (1 mark) 5.2.1
Bullet points indented (1 mark) 5.1.1

Page break inserted here (1 mark) 5.4.1

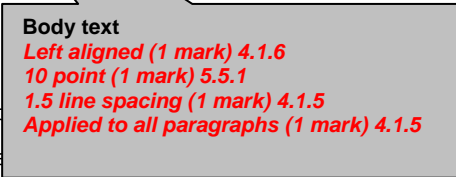
Automated page numbering on all pages (1 mark) and consistent
placement at bottom left of page through all pages (1 mark) 4.1.3
Must be in the footer

Each of these areas needs to be thoroughly investigated in terms of audience impact and cost effectiveness. The target age groups for the campaign will also need to be considered. Will existing users wish to upgrade or replace their phones? Are there any untapped market areas, for example those more senior citizens who have not yet obtained a mobile phone? Please note your roles in this investigation and the mobile phone numbers of each of the team members which are identified in the following table:

Apart from the advertising media and potential market areas, it will be worth having some in-house expertise in the product ranges and the youth culture that surrounds the frequent users of mobile phones. This role will be given to Alan who must investigate the following mobile phones in detail, as well as obtaining product summaries on all other in-stock products from our client.

The three makes listed above are the product ranges that our clients would like to most heavily promote, as the profit margins on these goods far those from other manufacturers. Even if these three manufacturers' product ranges do not feature in special offers or special deals, Phoney Phones would still like pictures of some of these products to appear in the advertising materials. Phoney Phones sales director has suggested that our marketing to the business sector should include features of particular phones like amount of talk time and standby time on a single battery charge. This will need a study to identify brands that might entice the small business user, or corporate customers to change to Phoney Phones.

Whilst the board realise that this is a new market area for Hothouse, and it will take background research into the market status and product ranges than many of our other small allowance of budgeted time above that normally assigned for these tasks. This means that the initial meeting to discuss our findings will take place on Wednesday 25th at two o'clock in the boardroom.



Body text
Left aligned (1 mark) 4.1.6
10 point (1 mark) 5.5.1
1.5 line spacing (1 mark) 4.1.5
Applied to all paragraphs (1 mark) 4.1.5

As we need additional resources to enable us to be prepared with such a short timeline, we have asked for an additional person to assist us. For the next two weeks, Sally Bennett will be joining the team (on loan from the finance department). I realise that some of you already know Sally, and I am sure that you will all make her very welcome to the team. Sally (as from Monday morning when I will brief her) will be researching data on phone accessories and trying to identify the potential for the development of our client's market share in this area. Sally will also present her findings at the meeting on the 25th.

The time scale beyond our initial meeting will be to have several draft campaign ideas and costings for the clients by the following Tuesday and a completed campaign within 6 weeks. I know that this will put added pressure on those of you with other portfolios to work on, but this takes priority over all jobs with the exception of Software Amerique. If the tight timeline present you with a desperate problem, please see Lynne as soon as possible. However, the board does feel that it is possible to meet these deadlines, and they are anxious to do so.

Page orientation portrait (1 mark) 9.1.3
All fields fully visible (1 mark) 9.1.1 & 6.1.1

<today's date>

Nokia phones in stock

Heading "Nokia phones in stock" at the top
Does not have to be in the header and any alignment is acceptable
Heading must be 100% correct (1 mark) 9.1.2
Ignore case for last three words

ID	Make	Model	Weight	Length	Width	Height	Talk time	Standby time	Display
53	Nokia	6510	84	97	47	17	135	350	Mono
15	Nokia	6310	111	129	47	19	180	480	Mono
55	Nokia	5210	92	106	45	20	230	170	Mono
27	Nokia	6310i	111	129	47	21	240	408	Mono
5	Nokia	7650	154	114	56	26	240	150	Colour
18	Nokia	3410	114	115	49	23	250	260	Mono
23	Nokia	3310	133	113	48	22	260	270	Mono
54	Nokia	3510	105	118	42	18	270	312	Mono
12	Nokia	3330	133	113	48	22	270	260	Mono
37	Nokia	6250	174	142	58	27	350	330	Mono

Check data entry of 3 records for Nokia
Must be 100% accurate
Data entered as specified (3 marks) 6.2.1
1 mark per record

Sorted in ascending order on 'Talk time' (2 marks) 8.1.1

<Candidate's name>

Search Make = 'Nokia' (2 marks) 8.2.1

Name bottom right of report
Does not have to be at bottom of the page
Position of name (1 mark) 9.1.3

Small colour phones

Heading 'Small colour phones' at the top
Does not have to be in the header, any alignment is acceptable
Heading must be 100% correct (1 mark) 9.1.2
Ignore case for last two words

Make	Model	Weight	Length
Samsung	P400	105	91
Philips	Fisio 820	85	98
Ericsson	Z700	95	91
		<i>Average</i>	95

Sorted in descending order on 'Make' Sort (2 marks) 8.1.1

Only these 4 fields selected
Can be any order or layout
4 fields fully visible (1 mark) 9.1.1

Calculated Field
Average weight calculated. Does not require a label
Calculated control correct. Any number of decimal places (2 marks) 7.1.1
Position of calculated control below weight column (1 mark) 9.1.3

<Candidate's name>

Name bottom left of report
Does not have to be at bottom of the page
Position of name (1 mark) 9.1.3

Search for Length <100 AND Display = Colour
Check these 3 records
Search (2 marks) 8.2.1

Page orientation (1 mark) 4.1.2
All margins 2 cm (1 mark) 4.1.4

Allow for paper feed inconsistencies with printers –
the line length must be between 16.75 and 17.25 cm

<today's date>

Business Marketing Strategy

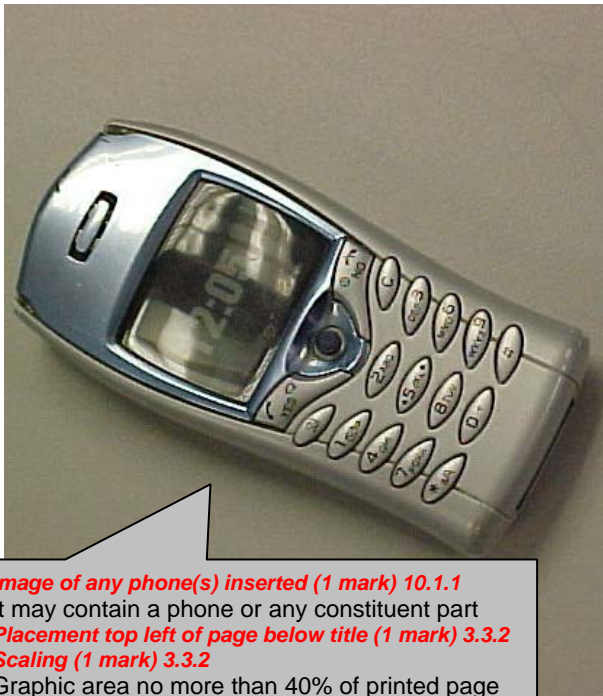


Image of any phone(s) inserted (1 mark) 10.1.1
It may contain a phone or any constituent part
Placement top left of page below title (1 mark) 3.3.2
Scaling (1 mark) 3.3.2
Graphic area no more than 40% of printed page
and no less than 20% of page
Orientation of graphic not important
Top/left alignment must be +/- 5 mm from text
Text must wrap around all the image (1 mark) 3.3.2

The design department has been asked to plan an advertising campaign for Phoney Phones. This is a large retail chain of (usually) small, high street shops selling mobile phones and their accessories. Many of their most recently acquired shops are in prime business locations like the larger 'out of town' shopping malls. Their core business is in the sale of mobile telephones but they are realising that the initial market has become almost saturated and that new and innovative marketing strategies will be needed to even maintain current sales volumes. There are a large number of competitors in every town and city who, with the rapidly changing, these competitors are now aggressively marketing and this is having an impact upon sales.

The campaign focus must be to try and sell new mobile phones to existing mobile phone owners. The four primary areas for our investigations will be using the following media:

- television
- radio
- billboards
- internet

Body text
Text fully justified (1 mark) 4.1.6
12 point (1 mark) 5.5.1
Single line spacing (1 mark) 4.1.5
Applied to all paragraphs (1 mark) 4.1.5

Each of these areas need to be thoroughly investigated in terms of audience impact and target age groups for the campaign will also need to be considered. Will existing users wish to upgrade or replace their phones? Are there any untapped market areas, for example those more senior citizens who have not yet obtained a mobile phone? Please carry out this investigation and the mobile phone number of team members which are identified in the following table:

Page break removed (1 mark) 5.4.1

Table inserted in correct place in relation to the text (1 mark) 5.3.1
100% accuracy in data entry (1 mark) 3.2.1
Any alignment acceptable
5 rows and 3 columns (1 mark) 5.3.1

Name	Role	Mobile
Jenny	Television and radio	0979 797979
Juan	Television and radio	0979 123456
Rochelle	Billboards	0979 111122
Xavier	Internet	0979 888888

Apart from the advertising media and potential market areas, it will be worth having some in-house expertise in the product ranges and the youth culture that surrounds the frequent users of mobile phones. This role will be given to Alan who must investigate the following mobile phones in detail, as well as obtaining product summaries on all other in-stock products from our client.

Make	Model	Talk time	Standby time
NEC	DB7000	180	165
Sagem	myX-5	240	240
Sagem	MC 939 WAP	180	
Sagem	MC 3000	105	
Trium	Cosmo	300	
Trium	110	180	
Trium	Sirus	180	

Database extract placed here
Format of the extract is not important
Placing of extract in relation to text within margins 5 mm tolerance (1 mark) 10.1.2

Only these 4 fields selected (1 mark) 9.1.1
All data and labels visible (1 mark) 9.1.1
Can be arranged in any order or layout

Searching for
Sagem, NEC or Trium
Sorted ascending on Make (2 marks) 8.1.1
Search (2 marks) 8.2.1

The three makes listed above are the product ranges that our clients would like to most heavily promote, as the profit margins to them, from these suppliers, far exceed those from other manufacturers. Even if the products from these manufacturers do not feature in special offers or special deals, then Phoney Phones would like pictures of some of these products to appear in the advertising materials. Phoney Phones sales director has suggested that our marketing to the business sector should include features of particular phones like the amount of talk time and standby time on a single battery charge. This will need a study to identify brands that might entice the small business user, or corporate customers to change to Phoney Phones.

Whilst the board realise that this is a new market area for Hothouse, and it will therefore require much more background research into the market status and product ranges than many of our other clients, there is only a small allowance of budgeted time above that normally assigned for these tasks. This means that the initial meeting to discuss our findings will take place on Wednesday 25th at two o'clock in the boardroom.

As we need additional resources to enable us to be prepared with such a short timeline, we have asked for an additional person to assist us. For the next two weeks, Sally Bennett will be joining the team (on loan from the finance department). I realise that some of you already know Sally, and I am sure that you will all make her very welcome to the team. Sally (as from Monday morning when I will brief her) will be researching data on phone accessories and trying to identify the potential for the development of our client's market share in this area. Sally will also present her findings at the meeting on the 25th.

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Page numbering moved to bottom right and consistent placement through all pages (1 mark) 4.1.3
Must be in the footer

Candidate x

<today's date>

will put added pressure on those of you with other portfolios to work on, but this takes priority over all jobs with the exception of Software Amerique. If the tight timeline present you with a desperate problem, please see Lynne as soon as possible. However, the board does feel that it is possible to meet these deadlines, and they are anxious to do so.

No widows or orphans (1 mark) 5.4.1
No split lists (1 mark) 5.4.1
No split tables (1 mark) 5.4.1
Document complete and spell checked with paragraphing intact (1 mark)

From ARF
Information found using Search Engine and
File saved (1 mark) 2.2.1 & 11.1.1