

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

November 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-

<i>Check send to address: design.h@ucles.org.uk</i>	<i>1 mark</i>
<i>Check subject line ICTCOREX</i>	<i>1 mark</i>
<i>Check for attachment present SCB5MOB.TXT</i>	<i>1 mark</i>

From ARF
<i>Information found using Search Engine and File saved</i>
<i>1 mark</i>

All margins 4 cm	1 mark
Allow for paper feed inconsistencies with printers – (the line length must be between 21.5 and 22 cm)	
A4 page size	1 mark
Landscape page orientation	1 mark

Header	Name top left	1 mark
	Automated page numbers – centre	1 mark
	Date top right	1 mark
	Consistent placement on pages	1 mark
Do not penalise if not aligned exactly to the margin		

Phoney Phones briefing notes 3

Heading	Centre aligned	1 mark
	100% correct	1 mark
	Ignore case for last two words	
	18 point	1 mark
	Underlined and italic	1 mark
	Different font to body text	1 mark

Preliminary investigation of information to design the new market for Phoney Phones has led to some interesting results. Surveys of the population have led to varying attitudes and reasons for using mobile phones and the requirements of each. Some of the summary details of key areas are listed in this table:

This gives us some perspective of different social and gender mixes and samples some of the things which potential clients consider to be the most important issues surrounding their mobile phones. As can be seen from this summary, the issues vary widely and it is proposed to identify target groups and aim specific areas of the campaign at those target groups. It would be inadvisable to have a single campaign aimed at all markets, as it would be unlikely to reach any of them. One criterion which we have not yet addressed and which needs to be investigated is the willingness of one or more of the service providers to join Phoney Phones in the advertising campaign. The network service providers that we will initially contact for this will be:

- Vodaphone
- O2
- Orange
- Virgin

Bullet points Present	1 mark
Indented at least 5 cm	1 mark
Accept if start of text indented by 5cm from margin	

Page break inserted here	1 mark
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This could be mutually beneficial; the provider would get reduced cost advertising. So would our existing client. It would allow targeted marketing, perhaps at the family market where the key elements are call rates and using the same network. Perhaps if our client and one of the service providers could create a 'Family package' where a number of phones could be purchased and the provider then offers reduced rates (as this is likely to be a relatively untapped market, using the service for the most part at the non-peak times. Further study of this and an outline campaign, if any of the network service providers show an interest, will be undertaken by Rochelle.

One major discovery from the initial study was that a large majority of the 7-14 year olds were given mobile phones as birthday and Christmas presents, and that whilst the adults often selected the network, the choice of mobile was often left to the children. The most important elements in their thinking appeared to be the current fashion (the phrase repeated often to our researchers was 'that is the coolest phone there is'), the number and quality of the games, and among the older children, the accessories available. This would give an ideal marketing opportunity. If a 'child centred' campaign was launched in late September, October, November and early December offering a bundle with games, accessories and the implication that the phone or phones selected for the campaign were the latest fashion items, then I am sure that this would have a major impact upon sales. The media perhaps best suited to this would be television, cable or satellite, but the airtime selected could be during the less expensive children's and teenagers' viewing hours.

As fashion appears to be a primary element for almost all of the younger profiles in choosing a phone, it is likely to be the most prominent feature of all our proposed campaigns. There are two ways of dealing with this item, either by following

<i>Body text</i>	<i>Left aligned</i>	<i>1 mark</i>
	<i>12 point</i>	<i>1 mark</i>
	<i>Single line spacing</i>	<i>1 mark</i>
	<i>Applied to all paragraphs</i>	<i>1 mark</i>

existing trends or making new ones. To follow the existing trends, it would be wise to select the most popular current product ranges and package these in a way which makes them more attractive to other customers. This approach has been used by Phoney Phones before but has had little success; I would think that this is due to market saturation. If a currently popular model of phone is selected, then a large segment of the market has already been taken. If the other approach of setting new trends and fashions is used, then those people who avidly follow fashion will be persuaded to buy the products and a self perpetuating market is created.

There are key elements to developing this market; a new model must be identified, preferably before it has been launched by the manufacturer. It may be worth discussing this with the manufacturers with whom Phoney Phones have a good working relationship, and again this has the potential to be mutually beneficial. The new product must have a feature or features that are not readily available on current phones - the use of colour phones was an ideal example of this when they were launched. Perhaps we could consider these:

The advertising campaign needs to raise awareness and be endorsed by one or more major personalities. Jenny and Xavier will investigate this prior to our next team meeting.

Page orientation portrait 1 mark
All fields fully visible 1 mark

Heading as shown at the top
Does not have to be in the header and any alignment is acceptable
Heading must be 100% correct 1 mark
Ignore case for last three words

Nokia phones in stock

ID	Make	Model	Weight	Length	Width	Height	Talk time	Standby time	Display
15	Nokia	6310	111	129	47	19	180	480	Mono
52	Nokia	8210	79	102	45	17	200	150	Mono
54	Nokia	8910	110	141	46	22	240	300	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
51	Nokia	5510	115	134	58	28	270	260	Mono
12	Nokia	3330	133	113	48	22	270	260	Mono
37	Nokia	6250	141	142	58	27	350	330	Mono

Search
Make = 'Nokia' 2 marks

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

Sorted in ascending order on 'Talk time' 2 marks

Candidate x

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

Lightweight colour phones

Heading as shown at the top
Does not have to be in the header, any alignment is acceptable
Heading must be 100% correct 1 mark
Ignore case for last two words

Make	Model	Weight	Length
Sagem	myX-5	92	105
Philips	Fisio 820	85	98
Ericsson	T68	84	100
Average		87	

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

Sorted in descending order on 'Make'
Sort 2 marks

Search for Weight <95 AND Display = Colour
Check these 3 records
Search 2 marks

Calculated Field
Average weight calculated. Does not require a label
Calculated control correct. 2 marks
Position of calculated control below weight column 1 mark

Candidate x

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

Page orientation portrait 1 mark
All margins 3 cm 1 mark
Allow for paper feed inconsistencies with printers – the line length must be 15 cm

<today's date>

Page N

Header Automated page numbers moved to right 1 mark
Date moved to centre 1 mark
Do not penalise if not aligned exactly to the margin

Phoney Phones briefing notes 3

Preliminary investigation of information to design the new marketing campaign for Phoney Phones has led to some interesting results. Surveys of different segments of the population have led to varying attitudes and reasons for using mobile phones each. Some of the summary details of key a table:

Table inserted in correct place 1 mark
100% accuracy in data entry 1 mark
Any alignment acceptable
5 rows and 3 columns 1 mark

Age group	Social	Requirements
7-14	Mixed gender	Fashion, games, accessories
15-21	Female	Fashion, accessories, text rates, call rates
22-30	Single	Fashion, call rates, text rates, accessories
31-50	Parents	Call rates, same network

This gives us some perspective of different social and gender mixes and samples some of the things which potential clients consider to be the most important issues surrounding their mobile phones. As can be seen from this summary, the issues vary widely and it is proposed to identify target groups and aim specific areas of the campaign at those target groups. It would be inadvisable to have a single campaign aimed at all markets, as it would be unlikely to reach any of them. One criteria which we have not yet addressed which needs to be investigated is the willingness of one providers to join Phoney Phones in the ad network service providers that we will initially contact for this will be:

Body text
Text fully justified 1 mark
10 point 1 mark
Double line spacing 1 mark
Applied to all paragraphs 1 mark

- Vodaphone
- O2
- Orange
- Virgin

Page break removed 1 mark

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Image of any phone(s) inserted 1 mark
 It may contain a phone or any constituent part
Placement bottom right corner of page 1 mark
Scaling 1 mark
 Graphic area no more than 40% of printed page and no less than 15% of page
 Orientation of graphic not important
 Alignment must be +/- 5 mm from text
Text must wrap around all the image 1 mark

One major discovery from the initial study was that a large majority of the 7-14 year olds were given mobile phones as birthday and Christmas presents, and that whilst the adults often selected the network, the choice of mobile was often left to the children. The most important elements in their thinking appeared to be the current fashion (the phrase repeated often to our



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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**

Make	Model	Talk time	Standby time
Handspring	Treo 270	180	150
Handspring	Treo	150	50
Sagem	myX-5	240	240
Sagem	MC 939 WAP	180	150
Sagem	MC 3000	105	140
Vtech	SPT88d	90	150

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

Searching for Sagem, VTech or Handspring
Sorted ascending on Make **2 marks**
Search **2 marks**

The advertising campaign needs to raise awareness and be endorsed by one or more major personalities. Jenny and Xavier will investigate this prior to our next team meeting.

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