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-

Check send to address: design.h@ucles.org.uk	1 mark
Check subject line ICTCOREX	1 mark
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From ARF

Information found using Search Engine and File saved 1 mark

Candidate x

Page N

<today's date>



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Automated page numbers – centre 1 mark
Date top right 1 mark
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Phoney Phones briefing notes 3

Heading Centre aligned 1 mark
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Preliminary investigation of information to design the new ma.

Phoney Phones has led to some interesting results. Surveys o Different font to body text 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
 Bullet points Present Indented at least 5 cm Accept if start of text indented by 5cm from margin
 Virgin

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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

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	Applied to all paragraphs	1 mark

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.

<u>Candidate x</u>

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<today's date>

Page N

Nokia phones in stock

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Does not have to be in the header and any alignment is acceptable

Heading must be 100% correct

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ID Make Model Weight Length Width Height Talk time Standby time Display 15 Nokia 6310 129 480 19 180 Mono 52 Nokia 8210 45 200 79 102 17 150 Mono 54 Nokia 300 8910 110 141 46 240 Mono 27 Nokia 47 240 408 6310i 111 129 21 Mono 5 Nokia 7650 154 114 56 26 240 150 Colour 18 Nokia 3410 114 49 23 250 260 115 Mono 23 Nokia 3310 133 113 48 22 260 270 Mono 51 Nokia 5510 115 134 58 28 270 260 Mono 12 N kia 3330 133 113 48 22 270 260 Mono 6250 kia 142 58 27 350 330 Mono Check data entry of 3 records for Nokia Sorted in ascending order on Must be 100% accurate Talk time 2 marks Search Data entered as spe Make = 'Nokia' 3 marks 1 mark per record Candidate x Name bottom right of report

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Position of name

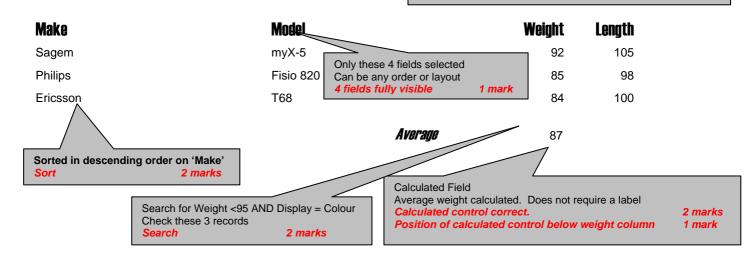
Lightweight colour phones

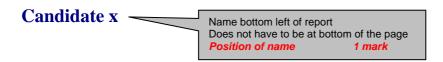
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Phoney Phone's wriering notes 3

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

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		·		
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		

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- Vodaphone
- 02
- Orange
- Virgin

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number of phones could be purchased a reduced rates (as this is likely to be using the service for the most part at study of this and an outline campaign, providers show an interest, will be under

Image of any phone(s) inserted
It may contain a phone or any constituent part

Placement bottom right corner of page
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 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 often repeated to our



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margins 5 mm tolerance 1 mark

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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
All data and labels visible
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.

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