

CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Ordinary Level

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MARK SCHEME for the October/November 2012 series

7101 COMMERCIAL STUDIES

7101/03

Paper 3 (Text Processing), maximum raw mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October/November 2012 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

Page 2	Mark Scheme	Syllabus	Paper
	GCE O LEVEL – October/November 2012	7101	03

1	Double line spacing	[1]
	Acceptable side margins	[1]
	Headings in caps	[1]
	Accuracy	[7]
		[Total: 10]
2	Heading – centred, caps and bold	[3]
	Side headings underscored correctly	[2]
	Consistent spacing before/after headings	[1]
	<u>First Para</u>	
	Stet	[1]
	<u>Melbourne Parrots and Cockatoos</u>	
	Abbreviation with	[1]
	<u>Fruit Festival</u>	
	Abbreviation yr	[1]
	<u>Aster Festival</u>	
	Insert and	[1]
	<u>Floristry Masterclass</u>	
	Abbreviation wl	[1]
	<u>Final Paragraph</u>	
	New Paragraph	[1]
	Emphasise	[1]
	Accuracy	[7]
		[Total: 20]
3	Headed paper used	[1]
	Consistent layout and spacing between parts of letter	[1]
	Open/closed punctuation	[1]
	Today's date in full	[1]
	Correct reference	[1]
	Correct name and address of addressee	[1]
	Suitable salutation and complimentary close	[1]
	Enclosure	[1]
	<u>Composition</u>	
	Tone	
	Punctuation	
	Grammar	[6]

Page 3	Mark Scheme	Syllabus	Paper
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Content

Thanks for letter/correct date received	[1]
Event very popular	[1]
Early booking recommended	[1]
Event lasts 2 hours followed by afternoon tea	[1]
Cost of event	[1]
Group/individual photographs available £2	[1]
Special discounted rates bookings before end Dec	[1]
Copy brochure enclosed	[1]
Further information on request	[1]
Looking forward to your reply	[1]
Accuracy	[6]

[Total: 30]