



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

COMMERCIAL STUDIES

7101/03

Paper 3 Text Processing

October/November 2013

2 hours

Additional Materials: A4 plain paper (9 sheets)
Cover sheet to indicate whether typewriter or word processor used



READ THESE INSTRUCTIONS FIRST

You may use either a typewriter or a word processor for this examination.

Type or write your Centre number, candidate number and name on all the work you hand in.

Answer **all** questions.

Type your answers on the separate paper provided. Start each question on a fresh sheet of A4 paper.

Insert 1 is for use with Question 3. Two copies of this Insert are enclosed.

Insert 2 is for use with Question 5(a). Two copies of this Insert are enclosed. Attempt this question **only** if you are using a **typewriter**.

You should read through the paper before answering the questions.

The businesses described in this question paper are entirely fictitious.

If you experience any fault with your typewriter or word processor, tell the invigilator immediately.

The typed Accuracy Test (Question 1) must be attempted first and collected at the end of ten minutes.

At the end of the examination fasten your work securely together, before placing it inside the cover sheet.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **9** printed pages and **3** blank pages, **2** Inserts and a cover sheet.



1 Accuracy Test

Produce the following passage in single line spacing.
You have **10 minutes** for this accuracy test.

[10]

CATALOGUE SHOPPING

Catalogue shopping has become one of the world's major industries. Home catalogues make it easy for you to browse and shop for everything you need. This method of buying is much more appealing than standing in long queues and carrying home bags of shopping.

Catalogues are a great, traditional way of shopping. Browsing through mail order catalogues allows you to make purchases from the comfort of your own home.

There are many advantages of catalogue shopping. It can be fun and it helps save time and energy spent travelling to busy shopping centres. There are no time restrictions and there is no need to venture out in poor weather conditions. It also allows you to avoid the temptation of buying items you do not need. Using catalogues is a good way to keep up with new trends and styles. Some mail order catalogues offer free delivery, saving time on bus/train journeys and saving car parking fees.

There are a few disadvantages. One major disadvantage of catalogue shopping is that the customer may get misleading information and buy the wrong product. Form-filling required for catalogue shopping may be another deterrent and the wait for products ordered could be lengthy. Another disadvantage is that you have to buy the item relying purely on a photograph and description; you cannot feel or see the item you want to buy.

In conclusion, you may prefer the physical shopping experience and feel more sociable among other people as catalogue shopping can be boring for many and make you feel lonely.

2 On a sheet of A4 plain paper, display the following newsletter.

Make all corrections as indicated.

[20]

Singapore Style Newsletter

A Unique Shopping Experience

**BOLD
CAPS +
CENTRE**

Established in 1961 Singapore Style specialises in manufacturing ^{high quality} ~~excellent~~ ladies' fashions made from the finest fabrics. Whether you are a busy professional, ^{or} attending a special occasion, we can provide you w a look that's modern, timeless and uniquely yours! // Besides our seasonal catalogues, we are now offering an online shopping experience. Not only can you shop 24 hours a day, there are also ^{many} other benefits including:

- Browsing our full collections on the easy-to-use website.
- Instantly checking stock availability.
- Using 'My Account' facility to check orders, view and make payments and ~~check~~ check yr balance.

Shopping w us is safe. We are part of SOS - secure online shopping. Whenever you see the SOS logo, you can shop online w confidence. If you would like any further information regarding our SOS programme, please email us

at sing@style.com.sg.

If you are not completely satisfied with yr purchase, you can return items to us within 14 days of delivery to get a 100% refund.

We offer free and easy returns through courier pickup. There are no charges for returns.

Our fashion website (www.singstyle.com.sg) includes:

Dresses
 Tunics
 Knitwear
 Trousers
 Skirts
 Coats and jackets
 Tops
 Shorts
 Suits

Sort list
 into alphabetical
 order

Be sure to sign up for our newsletter to receive promotional information and discount coupons on new arrivals and trends.

We will also enter you into a monthly \$2000 prize draw on completion of your first order.

Bold and Centre ——— SAVE TIME - ORDER ONLINE

- 3 You have received a letter of complaint about a faulty dress from Ms Helen Chen, 20 North Tower Road, Singapore 678911.

Using the headed paper provided (Insert 1), compose a letter from the details below. Use today's date and the reference LT/your initials.

The letter will be signed by Miss Lyn Tan, Customer Complaints Manager. [30]

- Thank Ms Chen for her letter, which was received yesterday (use correct date).
- Tell her that the faulty dress has been given to our Inspection Team and they will carry out a thorough investigation.
- Mention that our company takes pride in ensuring that all garments are produced to the highest quality and that we rarely receive complaints about faulty goods.
- Point out that in our catalogue we guarantee that all garments will reach customers in perfect condition.
- Tell her that we apologise for any inconvenience that may have been caused and we enclose a new dress as requested. A credit note to the value of \$25 to compensate for any inconvenience and disappointment is enclosed.
- In the final paragraph say that we hope she will shop with us again.

- 4 (a) Produce the following agenda for the monthly sales meeting of the Sales Department of Singapore Style. Use A4 plain paper. Make all corrections as indicated. [10]

u.c. The monthly meeting of the Sales Department will
be held in Conference Room 3 at head office on
Wednesday 20 November 2013
① September

AGENDA — Spaced Caps

Apologies for absence

Minutes of the last meeting

Matters arising from the minutes

u.c. Customer Complaint log

Future planning needs for the department

Sales figures to date (including weekly cat sales)

Training for new members of staff

New sales territories

Any other business

Date of next meeting

Items in
double line
spacing

- 4 (b) Produce the following memorandum on A4 plain paper.

The memo is **from** Kevin Khan, Sales Manager **to** Sales Team.

Use today's date and the subject heading NEW YEAR SEASONAL PROMOTIONS CAMPAIGN. [10]

At the September monthly meeting, I was asked to co-ordinate a sales plan for the above new year seasonal promotions campaign. // Perhaps we could meet soon to discuss this plan in greater detail? If possible, Wednesday of next week would be convenient. I am available all day. Let my Secretary know what time will be suitable for you.

✓ Sales

I enclose a copy of the proposed plan for yr information.

5 (a) FOR COMPLETION BY USERS OF TYPEWRITERS ONLY.

Use Insert 2 for this task.

If you are using a word processor go to **Question 5(b)**.

[20]

Please complete all sections of the attached form

Mrs Rani Wong, 60 Orchard Drive, Singapore 28177
would like to order the following items:

Code	Description	Size	Price \$
FF611	Blue spot blouse	14	30.40
PP812	Silk orchid dress	12	60.00
PP814	Sunflower maxi dress	10	68.00
AA104	Short sleeve shirt	8	28.80

She will pay by credit card and would like a
copy of the new season's catalogue.

Email address raniwong23@intel.com.sg

DO NOT SIGN OR DATE THE FORM

5 (b) FOR COMPLETION BY WORD PROCESSOR OPERATORS ONLY.

Set out the following table using A4 plain paper. Make all corrections and rule as indicated. [20]

SPECIAL PROMOTIONS — Bold Caps
 Seasonal offers - up to 25% discount — Bold

Use a larger font size for table headings

l.c.

Current Details		Description	Sale Details	
Code	Price \$		Discount%	Price \$
<u>Spring Fashion</u>				
FF611	38	Blue spot blouse	20	30.40
FF612	35	Wrap front red top	20	28.00
FF613	45	Butterfly blouse	10	40.50
FF614	55	Sequin stripe shirt	15	46.75
<u>Summer Fashion</u>				
PP812	80	Silk orchid dress	25	60.00
PP813	35	Triangle pleat dress	10	31.50
PP814	85	Sunflower maxi dress	20	68.00
PP815	30	Floral linen dress	10	27.00
<u>Autumn Fashion</u>				
AA101	26	Button pocket dress	10	23.40
AA102	50	Space dye jumper	20	40.00
AA103	38	Twist front top	10	34.20
AA104	36	Short sleeve shirt	20	28.80

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