

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
GCE Ordinary Level

MARK SCHEME for the October/November 2008 question paper

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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2008 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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Task 1

Double line spacing
 Acceptable side margins
 Heading in caps
 Accuracy

[1]
 [7]

Accuracy

Deduct 1 mark per error to max 7

Short Working

All candidates are expected to reach the end of the passage, which represents a speed of 30 wpm. Those who do not should be penalised under accuracy -1 mark per missing word. This may result in a number of candidates, who are not typing at the required speed of 30 wpm, losing all their accuracy marks.

[Total: 10]

Task 2

A4 plain paper with suitable margins
 Main heading in bold caps
 Side headings underlined
 Table not ruled/headings underlined

[1]
 [2]
 [1]
 [1]

Abbreviations

1st para wl, yr
 6th para yr, w

[2]
 [2]

Correction signs

1st para transpose
 5th para insert
 3rd column tab transpose, lc
 Final para emphasise
 Correct spacing between studio hrs

[4]
 [1]

Accuracy

[6]

[Total: 20]

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Task 3

Headed paper used
 Consistent layout and spacing between parts of letter
 Open/closed punctuation
 Today's date in full
 Correct reference
 Correct name and address of addressee
 Suitable salutation and corresponding complimentary close
 Signature block
 Enc

[1]
 [1]
 [1]
 [1]
 [2]
 [1]
 [1]

Composition

Tone (2)
 Punctuation (2)
 Grammar (2)

[6]

Content

Thanks for letter/correct date letter received
 Joining before 31/1/09 personal training session free
 Four membership types listed
 Membership fee including personal programme,
 membership activation and personalised membership card
 Health check before commencing programme
 Leaflets enclosed

[1]
 [1]
 [3]
 [2]
 [1]
 [1]

Accuracy

[5]

[Total: 30]

Task 4

- (a)** MEMORANDUM in caps at top of page
 Format To/From/Date
 Correct information To and From
 Correct date (accept abbreviated)
 Subject Heading (correctly placed)
 NP
 lc
 Insert
 Accuracy

[1]
 [1]
 [1]
 [1]
 [1]
 [1]
 [1]
 [2]

[Total: 10]

- (b)** Headings caps and double line spacing
 Agenda in spaced caps
 Correct capitalisation
 Agenda items double line spacing
 Accuracy

[2]
 [1]
 [2]
 [1]
 [4]

[Total: 10]

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Task 5

- (a) Form used
 Acceptable use of interliner throughout
 Suitable spacing after side headings [2]
 Alignment of information [1]

Correct Information

- Name (1)
 Address (1)
 Email (1)
 Tel No (1)
 DOB (1)
 Occupation (1) [6]
 Mark 3 X's in boxes [1]
 Delete as applicable [1]
 No signature [1]
 No date [1]
 Accuracy [4]

[Total: 20]

- (b) Plain paper with suitable vertical placement [1]
 Side margins acceptable [1]
 Consistent space between columns [2]
 Heading in bold caps [2]
 Del [1]
 Transpose [1]
 Stet [1]
 Retain abbreviations [2]
 Insert [1]
 Double line spacing [1]
 Consistent spacing between times [1]
 Ruling as draft [1]
 Consistent use of initial caps [1]
 Accuracy [4]

[Total: 20]