

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Ordinary Level

**MARK SCHEME for the October/November 2010 question paper  
for the guidance of teachers**

**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 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 2010 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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- 1 Double line spacing [1]
- Acceptable side margins [1]
- Heading in caps [1]
- Accuracy [7]

**[Total: 10]**

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.

- 2 Plain paper with suitable vertical placement [1]
- Side margins acceptable [1]
- Consistent spacing between columns [1]
- Heading in bold caps [1]
- Stet [1]
- Alphabetical order of cruises [2]
- Tour headings bold and underlined [2]
- Insert [1]
- Consistent spacing between tours [1]
- Orca (correct) [1]
- Ruling as draft [2]
- Accuracy [6]

**[Total: 20]**

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<b>3</b>	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]
	Corresponding salutation and complimentary close	[2]

Composition

Tone	2	
Punctuation	2	
Grammar	2	[6]
Thanks for letter (correct date)		[1]
2011 brochure currently at printers		[1]
Send copy in next 10 days		[1]
Friendly staff happy to help		[1]
Special rates		[1]
Free travel		[1]
Preliminary information sheet		[1]
Accessed on website		[1]
Signatory and designation		[1]
Accuracy		[7]

**[Total: 30]**

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- 4 A4 plain paper [1]
- Suitable margins [1]
- Heading in caps [1]
- Consistent spacing before and after headings [1]

Abbreviations

- Co yrs wl [3]

Corrections

- l.c. (2) stet insert (2) del u.c. [7]
- Sign/date [1]
- Accuracy [5]

**[Total: 20]**

- 5 (a) Form used [1]
- Acceptable use of interliner throughout [2]
- Suitable spacing after side headings and alignment, where applicable [2]

Correct information

- |               |   |     |
|---------------|---|-----|
| Name          | 1 |     |
| Address       | 1 |     |
| No. of people | 1 |     |
| Booking ref   | 1 |     |
| Cruise code   | 1 |     |
| Duration      | 1 |     |
| Full board    | 1 | [7] |

Special requests

- Celebrate Silver Wedding [1]
- Credit card no. [1]
- Valid from [1]
- Valid to [1]
- No signature and date [1]
- Accuracy [3]

**[Total: 20]**

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<b>(b)</b> Plain paper with suitable vertical placement	[1]
Bold and centre	[1]
Side margins acceptable	[1]
Clear line space between days	[1]
Consistent tabulation after days	[2]
Font size 18	[1]
Font size 16	[1]
Spaced caps	[2]
Insert	[1]
U.c.	[1]
Transpose	[1]
Delete	[1]
Accuracy	[6]

**[Total: 20]**