

CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Ordinary Level

MARK SCHEME for the October/November 2013 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 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

Page 2	Mark Scheme	Syllabus	Paper
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- | | | |
|---|-------------------------|-----|
| 1 | Single line spacing | [1] |
| | Acceptable side margins | [1] |
| | Headings in caps | [1] |
| | Accuracy | [7] |

Accuracy

Deduct 1 mark per error to max of 7

Short Working

All candidates are expected to reach the end of this 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 correct speed of 30 wpm, losing all of their accuracy marks.

[Total: 10]

- | | | |
|---|---|-----|
| 2 | A4 plain paper with suitable margins | [1] |
| | Headings – bold, caps and centred | [1] |
| | Minimum 1 clear line space after headings | [1] |

Corrections Signs

- | | | |
|---------|--------------------------|-----|
| Stet | high quality | [1] |
| NP | | [1] |
| Insert | many and or | [1] |
| Trsp | make and view | [1] |
| Del | chek | [1] |
| Join up | reduce paragraph spacing | [1] |
| Run on | joint paragraphs | [1] |
| B & C | last line | [1] |
| Sort | ascending order of list | [1] |
| u.c. | secure online shopping | [1] |

Abbreviations

- | | | |
|----------|----------|-----|
| W | with × 3 | [1] |
| Yr | your × 2 | [1] |
| Bullets | | [1] |
| Accuracy | | [4] |

[Total: 20]

Page 3	Mark Scheme	Syllabus	Paper
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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/address of addressee	[2]
	Salutation and complimentary close	[2]
	Signature block	[1]
	Enclose	[1]
	<u>Composition</u>	
	Tone (2)	
	Punctuation (2)	
	Grammar (2)	[6]
	<u>Content</u>	
	Thanks for letter/correct date received	[2]
	Faulty goods passed to Inspection Team	[1]
	Company takes pride – garments produced to high quality	[1]
	Rarely receive complaints about faulty goods	[1]
	Guarantee garments reach customers in perfect condition	[1]
	Apologies for inconvenience/enclose new dress	[1]
	Credit note enclosed for \$25	[1]
	Incident will not prevent shopping	[1]
	Accuracy	[4]
	[Total: 30]	

Page 4	Mark Scheme	Syllabus	Paper
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- 4 (a)** Clear line spacing after heading [1]
- Agenda in spaced caps [1]
- Items in double line spacing [1]
- u.c. (head office) [1]
- l.c. (complaint) [1]
- stet [1]
- abbreviation (catalogue) [1]
- Accuracy [3]
- [Total: 10]**

- (b)** Memo/Memorandum at top [1]
- Format From To etc. [1]
- Correct info i.e. To, From etc. [2]
- Heading correctly placed [1]
- WI, yr [1]
- NP [1]
- Accuracy [3]
- [Total: 10]**

Page 5	Mark Scheme	Syllabus	Paper
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5 (a)	Form used	[1]
	Acceptable use of interliner	[2]
	Suitable spacing after side headings and Alignment where applicable	[1]
	Details	
	Name	[1]
	Initials	[1]
	Address	[1]
	Daytime tel. no	[1]
	Form	
	Items inserted	[4]
	Copy of new season's catalogue	[1]
	No signature date	[1]
	Accuracy	[6]
	[Total: 20]	
(b)	Plain paper with suitable vertical placement	[1]
	Main heading in bold caps	[2]
	Second heading bold	[1]
	Consistent space between columns	[1]
	Table headings correctly placed and aligned	[1]
	Seasonal headings underlined	[1]
	All items in single line spacing	[1]
	Consistent spacing between seasons	[1]
	Use larger font size for table headings	[1]
	Rule as indicated	[1]
	Correct capitalisation throughout	[1]
	I.c. pleat	[1]
	Accuracy	[7]
	[Total: 20]	