General Certificate of Secondary Education
2019

Business and Communication Systems

Unit 1: Software Applications for Business

[GSY11]

MONDAY 20 MAY – FRIDAY 24 MAY

MARK SCHEME

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses.

Assessment Objectives
Below are the assessment objectives for Business and Communication Systems

Candidates must:

AO1   recall, select, and communicate their knowledge and understanding of concepts, issues and terminology;

AO2   apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks; and

AO3   analyse and evaluate products, make reasoned judgements and present appropriate conclusions.

Quality of candidate's responses
reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking
Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking
Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks
Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Marking calculations
In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Types of mark schemes
Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance**: Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance**: Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance**: Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is limited.
Level 2: Quality of written communication is satisfactory.
Level 3: Quality of written communication is good.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Limited): Candidate demonstrates a limited level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate demonstrates a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.

Level 2 (Satisfactory): Candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the purpose of the question. The organisation of the work is satisfactory.

Level 3 (High standard): Candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is always clear. The candidate demonstrates a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.

Task 1

(a) [1] for each piece of information included – 'Northern Ireland Properties'; Logo; Viewing location; Dates and times
(4 × [1])
[2] is some included)
(AO2 [4])   [4]

(b) Appropriate information about Northern Ireland Properties eg Telephone Number; Email Address; Website Address; Any other relevant information
A4 printout
(AO1 [1])
(AO2 [1])   [2]

(c) Effective use of boxes/lines   [1]
Effective fonts   [1]
Effective use of tables   [1]
Effective style   [1] Max. [2]

Overall quality of flyer

Level 0 ([0])
Answer not worthy of credit.

Level 1 ([1])
The candidate has demonstrated a satisfactory knowledge of flyer design. The candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The candidate makes satisfactory use of alignment and white space, and the organisation of work is satisfactory.

Level 2 ([2])
The candidate has demonstrated a good knowledge of flyer design. The candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The candidate makes good use of alignment and white space, and the organisation of work is good.
(AO2 [2])
(AO3 [2])   [4]   10

Task 2 Part A

(a) Correct text in cells A1 [1]
Correct font size and emboldened [1]
Cells merged [1]
Shading [1] [4]
(AO2 [4])

(b) Correct text in cells A3:G3; A4:A6 and A8:A9 [2]
(Some cells correct [1])
(AO2 [2])

(c) Correct numbers in cells H1, B4:E6 [2]
(Some cells correct [1])
(AO2 [2])

(d) Cells H1; G4:G6 and B8:B9 correctly formatted – sterling, 2 decimal places [2]
(Some cells correctly formatted [1])
(AO2 [2])

(e) Correct formula in F4 eg =SUM(C4:E4); =C4+D4+E4 [2]
(AO1 [1])
(AO2 [1])

(f) Correct formula in G4 eg =IF(F4>=B4,H1*F4,0) [6]
(Use of IF statement [1]
Correct condition – F4>=B4 [1]
H1*F4 [3]
0 [1])
(AO1 [5])
(AO2 [1])

(g) All replication correct [2]
(Some replication [1])
(AO2 [2])

(h) Correct formula in B8 eg =MAX(G4:G6) [2]
(AO1 [1])
(AO2 [1])

(i) Correct formula in B9 eg =AVERAGE(G4:G6) [2]
(AO1 [1])
(AO2 [1])

(j) Correct text in footer – 'Northern Ireland Properties Task 2, Part A', candidate
number and centre number [1]
(AO2 [1])

(k) Data printout landscape and one A4 page [1]
Row and column headings and gridlines [1] [2]
(AO2 [3])

(l) Formula printout on one A4 page [1]
(AO2 [1]) All formula visible [1] [2]

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Task 2 Part B

Bar chart produced	[1]	
Appropriate title eg 'Agent Bonuses'	[1]	
Data values shown on each bar	[1]	
Logo included	[1]	
Appropriate X and Y labels	[1]	
Correct bars produced	[1]	
Graph A4 size	[1]	[7]

(AO2 [7])

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Task 3

(a) Database structure amended – Postcode field corrected. [1]
   (AO2 [1])

(b) New property added – 20 Rosepark Avenue [1]
   Correct spelling etc. [1] [2]
   (AO2 [2])

(c) Correct property deleted – 22 Bredagh Drive [1]
   (AO2 [1])

(d) Change made correctly – minimum price of property H700 changed
   to £395,000 [1]
   (AO2 [1])

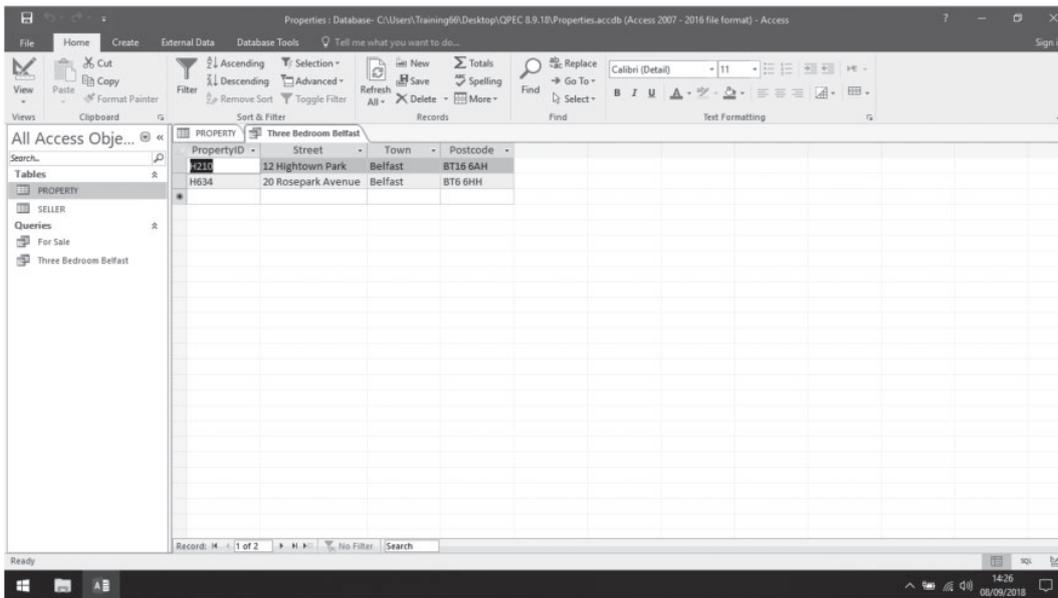**(e)** All of A400, H200, H210, H634 and H700 and no others. [3]

(AO2 [3])

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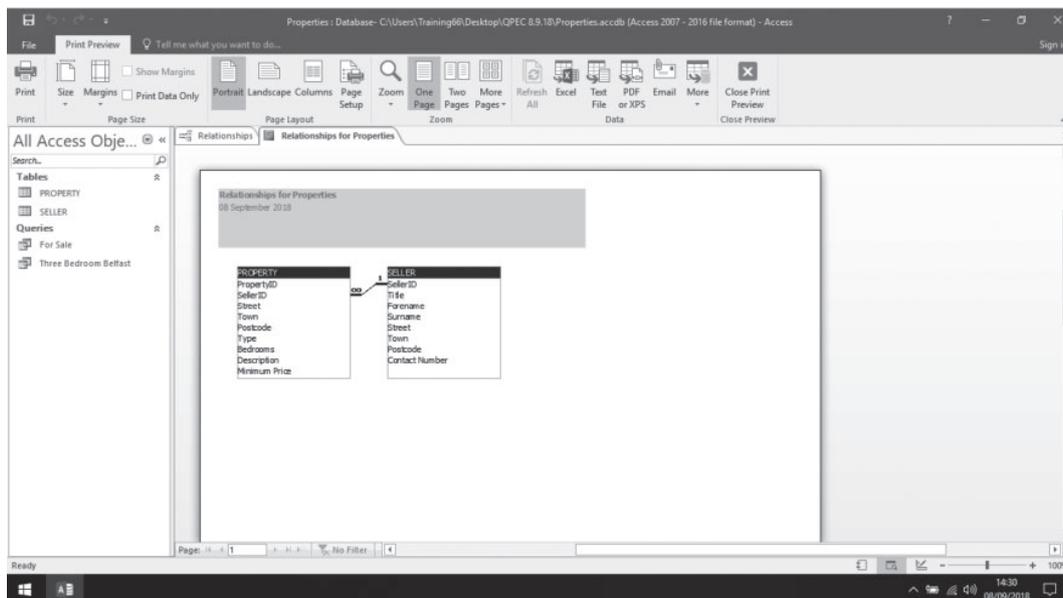**(f)** Both H210 and H634 and no others [4]

(AO2 [4])

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(g) Correct relationship printed [2]
(Any relationship [1])
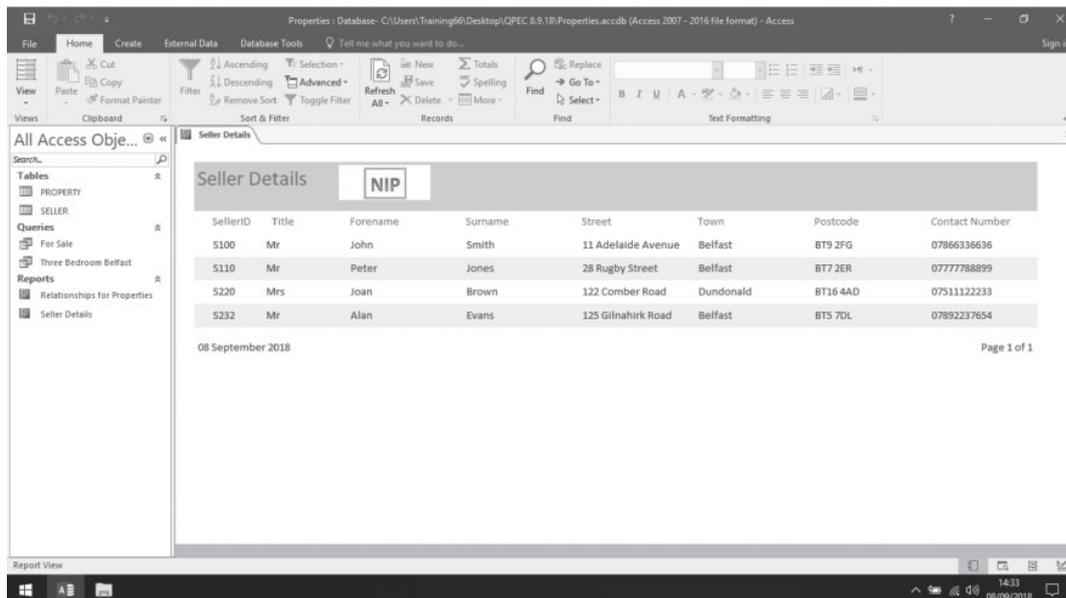Print out in report format [1] [3]

(AO1 [1])
(AO2 [2])

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(h)
All sellers included, ALL details included	[1]
Correct title – 'Seller Details'	[1]
Logo appropriately positioned	[1]
SellerID ascending	[1]
Professional appearance	[1]
Landscape mode	[1] [6]

(AO2 [5])
(AO3 [1])

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(i)
Relevant information for each paragraph	[3]
Letter layout	[1]
Knowledge of letter design eg	
Salutation/Closure/Appropriate font/Appropriate style	
Any other suitable feature	[3]
Title field inserted	[1]
Surname field inserted	[1]
Street field inserted	[1]
Town field inserted	[1]
Postcode field inserted	[1] [12]

(AO1 [12])

(j) Quality of letter [4]

Level 0 ([0])
Answer not worthy of credit.

Level 1 ([1])
The candidate has demonstrated limited knowledge of standard letter layout. The candidate demonstrates a limited level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate displays a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.

Level 2 ([2]–[3])
The candidate has demonstrated satisfactory knowledge of standard letter layout. The candidate demonstrates a satisfactory level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate displays a satisfactory level of writing, form and style appropriate to the purpose of the question. The organisation of the work is satisfactory.

Level 3 ([4])
The candidate has demonstrated good knowledge of standard letter layout. The letter must have correct use of salutation and complimentary close and a date included. The candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear all of the time. The candidate displays a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.
(AO3 [4])

Standard letter printed [1]   [5]
(AO2 [1])

(k) 4 letters printed:
Mr Smith, Mr Jones, Mrs Brown and Mr Evans [2]
([1] if any missing)
(AO2 [2])   40

Task 4

<table>
<tr><td></td><td></td><td>AVAILABLE MARKS</td></tr>
</table>

(a) Slide 1 Correct title included – 'Primary Key'   [1]
Details of what a primary key is and its purpose   [1]
An example of a primary key from '**Properties**' database   [2]
(AO1 [1])
(AO2 [2])
(AO3 [1])   [4]

(b) Slide 2 Correct title included – 'Foreign Key'   [1]
Details of what a foreign key is and its purpose   [1]
An example of a foreign key from '**Properties**' database   [2]
(AO1 [1])
(AO2 [2])
(AO3 [1])   [4]

(c) Slide 3 Correct title included – 'Boolean Data Type'   [1]
Details of what a Boolean data type is   [1]
An example of a Boolean data type from '**Properties**' database   [2]
(AO1 [1])
(AO2 [2])
(AO3 [1])   [4]

(d) Slides 1 and 2 printed on one page in handout mode   [1]
Slide 3 printed full size   [1]
(AO2 [2])   [2]   14

                                                                                              Total   **100**