

New
Specification



Rewarding Learning

**General Certificate of Secondary Education
2011**

Business and Communication Systems

Unit 1: Use of ICT

[GBC11]

MONDAY 23 MAY – FRIDAY 27 MAY

MARK SCHEME

		AVAILABLE MARKS
Task 1		
<p>(a) [1] for each piece of information included, e.g. GetMobile, All new customers who purchase a new phone or tariff, hands free kit [1] for design choice of each piece of information, e.g. WordArt; text box; table, vertical/horizontal alignment, capitalisation, text wrap, spacing, border, background, watermark (AO1 [6])</p>	<p>[3]</p> <p>[3]</p>	
<p>(b) Source 1 image Effectively inserted, e.g. appropriate position Source 2 image Effectively inserted, e.g. appropriate position (AO1 [4])</p>	<p>[1]</p> <p>[1]</p> <p>[1]</p> <p>[1]</p>	
<p>(c) Appropriate wording, e.g. location; opening hours; tel no; contact name (AO1 [2])</p>	<p>[2]</p>	
<p>(d) Effective poster heading Effective fonts, size and style (AO1 [2])</p>	<p>[1]</p> <p>[1]</p>	
<p>(e) A4 printout (AO1 [1])</p>	<p>[1]</p>	15

Task 2 Part A

- (a) Correct word – “Pay Monthly Tariffs” [1]
(AO2 [1])
- (b) Merge [1]
Centred words across cells A1–F1 [1]
(AO2 [2])
- (c) Correct format – currency [1]
(AO2 [1])
- (d) Correct format – number zero decimal places [1]
(AO2 [1])
- (e) Formula in cell F3 [1]
Correct formula, e.g. =D3*E3 or =SUM(D3*E3) [1]
(AO2 [2])
- (f) Replicate for all tariffs [1]
(AO2 [1])
- (g) Formula in cell F15 [1]
Correct formula, e.g. =SUM(F3:F14) [1]
(AO2 [2])
- (h) Correct format – currency [1]
(AO2 [1])
- (i) Formula in cell C19, C20 AND C21 [3]
Correct formula, e.g. Cell C19 =F4+F6, Cell C20 =F8+F10, [3]
Cell C21 =F12+F14 [1]
Correct format – currency [1]
(AO2 [7])
- (j) Correct formula, e.g. =SUM(B19:C19) [1]
(AO2 [1])
- (k) Replicate for both providers [1]
(AO2 [1])
- (l) Formula in D22 [1]
Correct formula, e.g. =SUM(D19:D21) [1]
Correct format – currency [1]
(AO2 [3])
- (m) Format **all** text entries only in bold, e.g. O2, Talkmore 300, Quarter 1, [2]
O2, etc. ([1] for some text entries bold)
(AO1 [2])

(n) Data printout – all data visible
One A4 page
(AO2 [2])

[1]
[1]

(o) Formula printout – all formula visible
One A4 page
(AO2 [2])

[2]

AVAILABLE
MARKS

29

Task 2 Part B

		AVAILABLE MARKS
(a) Bar chart produced	[1]	
Appropriate title, e.g. "Half Yearly Sales Revenue Figures"	[1]	
Appropriate X and Y labels, e.g. "Provider"; "Sales"	[1]	
Data values shown on each Bar, e.g. (AO2 [4])	[1]	
(b) Bar chart printed on one A4 sheet (AO2 [1])	[1]	5

Task 3

- (a) New Customer added [1]
Correct spelling, format and use of initial capitalisation as appropriate, etc. [1]
(AO2 [2])
- (b) Correct Customer deleted John Harnan [1]
(AO2 [1])
- (c) Change made correctly and is Talkmore 300 not Talkmore 600 [1]
(AO2 [1])
- (d) [1] for each O2 Talkmore 300 customer:
Stevie Hughes, James Smith [2]
Field headings [1]
(AO3 [3])
- (e) Results of search printed on 1 A4 page [1]
(AO2 [1])
- (f) [1] for each customer who joined in 2011:
Peter Bell, Naomi Simpson, Stevie Hughes, James Smith [4]
(AO2 [4])
- (g) Results of search printed showing relevant field headings on 1 A4 page [1]
(AO2 [1])
- (h) Knowledge of letter design, e.g. Date in correct position and formal wording, e.g. 1 February 2011 [1]
Any other suitable feature [1] × 2, e.g. Appropriate font/style, layout, etc. [2]
- Title field inserted [1]
Surname field inserted [1]
Address field inserted [1]
Town field inserted [1]
Postcode field inserted [1]
Date of Joining field inserted [1]
(AO1 [9])

- | | | AVAILABLE MARKS |
|--|--|-----------------|
| (i) | Standard letter printed | [1] |
| | Merged fields shown | [1] |
| | 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. The candidate demonstrates a good level of accuracy in spelling, punctuation and grammar. The meaning of the text is clear some 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. | | |
| (AO2 [2]) | | |
| (AO3 [4]) | | |
| (j) | [1] for each of four letters for each of:
Peter Bell, Naomi Simpson, Stevie Hughes, James Smith | [4] |
| | (AO2 [4]) | |
| | | 32 |

Task 4

- | | |
|---|-----|
| (a) Logo inserted | [1] |
| Correct title – Churchwood Half Yearly Sales 2011 | [1] |
| Mr Simpson’s name inserted | [1] |
| Action Button 1 | [1] |
| Correct wording on or beside Action Button – Sales Revenue Figures | [1] |
| Action Button 2 | [1] |
| Correct wording on or beside Action Button – Sales Revenue Graph
(AO2 [7]) | [1] |
| (b) Slides in correct order 1. Churchwood 2011 Half Yearly
2. Sales Revenue 3. Sales Graph
(AO2 [1]) | [1] |
| (c) Slide 2 Title included | [1] |
| Correct title – Sales Revenue Figures | [1] |
| Appropriate data inserted, e.g. A17:D22 | [1] |
| Data inserted appropriately
(AO2 [4]) | [1] |
| (d) Slide 3 Title included | [1] |
| Correct title – Sales Revenue Graph | [1] |
| Appropriate graph inserted | [1] |
| Graph inserted appropriately
(AO2 [4]) | [1] |
| (e) Correct slides printed (slides 1 and 2) | [1] |
| Two slides per page
(AO2 [2]) | [1] |
| (f) Slide 3 printed full size
(AO2 [1]) | [1] |

TotalAVAILABLE
MARKS

19

100