



Rewarding Learning

**General Certificate of Secondary Education
2017**

Business and Communication Systems

Unit 1: Use of ICT

[GBC11]

MONDAY 15 MAY – FRIDAY 19 MAY

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are published to assist teachers and students in their preparation for examinations. Through the mark schemes teachers and students will be able to see what examiners are looking for in response to questions and exactly where the marks have been awarded. The publishing of the mark schemes may help to show that examiners are not concerned about finding out what a student does not know but rather with rewarding students for what they do know.

The Purpose of Mark Schemes

Examination papers are set and revised by teams of examiners and revisers appointed by the Council. The teams of examiners and revisers include experienced teachers who are familiar with the level and standards expected of students in schools and colleges.

The job of the examiners is to set the questions and the mark schemes; and the job of the revisers is to review the questions and mark schemes commenting on a large range of issues about which they must be satisfied before the question papers and mark schemes are finalised.

The questions and the mark schemes are developed in association with each other so that the issues of differentiation and positive achievement can be addressed right from the start. Mark schemes, therefore, are regarded as part of an integral process which begins with the setting of questions and ends with the marking of the examination.

The main purpose of the mark scheme is to provide a uniform basis for the marking process so that all the markers are following exactly the same instructions and making the same judgements in so far as this is possible. Before marking begins a standardising meeting is held where all the markers are briefed using the mark scheme and samples of the students' work in the form of scripts. Consideration is also given at this stage to any comments on the operational papers received from teachers and their organisations. During this meeting, and up to and including the end of the marking, there is provision for amendments to be made to the mark scheme. What is published represents this final form of the mark scheme.

It is important to recognise that in some cases there may well be other correct responses which are equally acceptable to those published: the mark scheme can only cover those responses which emerged in the examination. There may also be instances where certain judgements may have to be left to the experience of the examiner, for example, where there is no absolute correct response – all teachers will be familiar with making such judgements.

Task 1

- | | | | |
|---|-----------------------------------|--|-----|
| (a) [1] for each piece of information included – ‘Lagan Theatre Company’; Logo; Production Title (You know It’s Funny); Lead Actress (Kim Kardash); Dates (Tuesday 3 October 2017 to Saturday 14 October 2017); Ticket Prices (£10 to £18)
(AO1 [6]) | [6] | | |
| (b) Effective use of boxes/lines
Effective fonts
Effective use of tables
Effective style | [1]
[1]
[1]
[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 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 makes good use of alignment and white space, and the organisation of work is good.
(AO1 [2])
(AO3 [2]) | | | [4] |
| (c) Other appropriate information, e.g. Telephone Number; Email Address; Website Address; Any other relevant information
A4 printout
(AO1 [1]) | [1] | | |

AVAILABLE
MARKS

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Task 2 Part A

		AVAILABLE MARKS
(a)	New column added	[1]
(b)	Correct text in cells A1 and A2 [1] Correct font size [1] Text emboldened [1] (AO2 [3])	[3]
(c)	Correct text in cells A4:J4; A5:A9 and A11:A14 (Some cells correct [1]) (AO2 [2])	[2]
(d)	Grey shading A4:J4 (AO2 [1])	[1]
(e)	Cells B5:B9; C5:C9; E5:E9; H5:H9; I5:I9, J5:J9; B11; B13 and B14 correctly formatted – sterling, 2 decimal places (Some cells correctly formatted [1]) (AO2 [2])	[2]
(f)	Correct formula in G5 eg =SUM(D5+F5); =D5+F5 (AO1 [1]) (AO2 [1])	[2]
(g)	Correct formula in H5 eg =(C5xD5)+(E5xF5) (AO1 [1]) (AO2 [1])	[2]
(h)	Correct formula in I5 eg = IF (G5>300, 2000, 0) (Use of IF statement [1]) Correct condition [1] 2000[1] 0 [1] (AO1 [1]) (AO2 [3])	[4]
(i)	Correct formula in J5 eg = H5+I5–B5 (AO1 [1]) (AO2 [1])	[2]
(j)	All replication correct (Some replication [1]) (AO2 [1])	[2]
(k)	Correct formula in B11 eg =SUM(J5:J9) (AO1 [1]) (AO2 [1])	[2]
(l)	Correct formatting in B12 % with 0 dp [1] Number 15 entered in B12 [1] (AO1 [1]) (AO2 [1])	[2]
(m)	Correct formula in B13 eg =B11*B12 (AO1 [1]) (AO2 [1])	[2]

		AVAILABLE MARKS
<p>(n) Correct formula in B14 eg =B11-B13 (AO1 [1]) (AO2 [1])</p>	[2]	33
<p>(o) Correct text in footer (AO2 [1])</p>	[1]	
<p>(p) Data printout, all data visible (AO3 [1])</p>	[2]	
<p>(q) Formula printout, all formulae visible (AO2 [1]) (AO3 [1])</p>	[1]	
Task 2 Part B		
<p>(a) Bar Chart produced</p> <p>Appropriate title</p> <p>Appropriate X and Y labels</p> <p>Data values shown on each Bar</p> <p>Correct bars produced ([1] for some correct)</p> <p>Logo included</p>	<p>[1]</p> <p>eg 'Production Takings' [1]</p> <p>eg 'Production'; 'Takings' [1]</p> <p>[1]</p> <p>[2]</p> <p>[1] [7]</p>	8
<p>(b) Chart printed in A4 sheet (AO3 [1])</p>	[1]	

Task 3

- (a) Database structure amended – Address field corrected. [1]
(AO2 [1])
- (b) New customer added – Nicola Scott [1]
Correct spelling etc. [1] [2]
(AO2 [2])
- (c) Correct customer deleted – Brenda Evans [1]
(AO2 [1])
- (d) Change made correctly [1]
(AO2 [1])
- (e) All of Stephen Clarke, Patrick Clay, Peter Kane and Nicola Scott and no others. [3]
(AO2 [3])

Newsletter					
Title	Forename	Surname	Address	Town	Postcode
Mr	Stephen	Clarke	44 University Place	Belfast	BT7 1DH
Mr	Patrick	Clay	34 Queen's Road	Belfast	BT8 7RB
Mr	Peter	Kane	233 Hightown Road	Glengormley	BT36 8GH
Mrs	Nicola	Scott	18 Orchardville Avenue	Belfast	BT8 6RR
*					

- (f) Results of search printed [1]
(AO3 [1])
- (g) Correct title- 'Customer List' [1]
All customers included- genre interest; forename;
surname; email address only displayed [1]
Logo included [1]
Grouped by Genre Interest [1]
Surname ascending [1]
Professional appearance [1] [6]
(AO2 [6])

Customer				
Customer List				
Genre Interest	Title	Forename	Surname	Email Address
Comedy	Mr	Stephen	Clarke	clarkesteve@nimapl.co.uk
	Mrs	Paula	Dunne	paula_dunne12@nimapl.co.uk
	Mr	Peter	Kane	kane_p@nimapl.co.uk
	Mrs	Nicola	Scott	n_scott@nimapl.co.uk
	Mrs	Ann	White	awhite32@nimapl.co.uk
Drama	Miss	Emily	Proctor	emilyp@topmail.com
Musical	Mr	Patrick	Clay	paddyclay4@topmail.com

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- (h) Report printed [1]
(AO3 [1])

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- (i) All of Ann White, Paula Dunne and Nicola Scott and no others (AO2 [3]) [3]

Sort & Filter		Records		Find	
Female Comedy Customers					
Title	Forename	Surname	Address	Town	Postcode
Mrs	Ann	White	76 River Park	Belfast	BT4 5GK
Mrs	Paula	Dunne	68 Loughview Heights	Belfast	BT4 7QZ
Mrs	Nicola	Scott	18 Orchardville Avenue	Belfast	BT8 6RR

- (j) Results of search printed (AO3 [1]) [1]

- (k) Relevant information for each paragraph [3]
 Letter layout [1]
 Knowledge of letter design eg
 Salutation/Complimentary close/Appropriate font/Appropriate style
 Any other suitable feature [3]
 Title field inserted [1]
 Surname field inserted [1]
 Address field inserted [1]
 Town field inserted [1]
 Postcode field inserted [1] [12]
 (AO1 [12])

- (l) 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])

- (m) [1] mark for each of 3 letters for:
 Ann White, Paula Dunne and Nicola Scott [3]
 (AO3 [3])

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Task 4

- (a) Slide 1 Correct title included – ‘Record and Field’ [1]
 Appropriate explanation [2] [3]
 (AO3 [3])
- (b) Slide 2 Correct Title included – ‘Search and Sort’ [1]
 Appropriate explanation [2] [3]
 (AO3 [3])
- (c) Both slides printed on one page. If both on separate pages [1]
 (AO2 [1]) [2]
 (AO3 [1])

Total

AVAILABLE MARKS
8
100