

**MARK SCHEME for the October/November 2007 question paper**

**0418 INFORMATION TECHNOLOGY**

**0418/02**

Paper 2 (Practical Test A), 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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

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 2007 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

**0418 November  
2007  
Paper 2  
Mark scheme**

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**Total - 100 marks**

Printout of the second e-mail prepared and ready to send to the autoresponder

Address:	design.h@cie.org.uk	1 mark
CC	hance.en@cie.org.uk	1 mark
BCC	other.an@cie.org.uk	1 mark
Subject line	ICTCOREX	1 mark
Attachment present	N7REVIEW.RTF	1 mark
Body text	Candidate name & number & Centre number Here is the requested file.	1 mark

Header	Name - left	1 mark
	Cand no - right	1 mark
<i>Alignment must match page setup for each mark ± 5 mm</i>		

# Hothouse Design 2007

## Stationery Sales Analysis

*Edited by A. Candidate*

Heading	Serif	1 mark
	48 point	1 mark
	Spelling correct	1 mark
	Centre aligned	1 mark
	Underscored	1 mark

Subheading	same Serif font	1 mark
	14 point	1 mark
	Spelling correct	1 mark
	Left aligned	1 mark
	Italic only	1 mark

Page size	A4	1 mark
Orientation	Portrait	1 mark
First page	Single column	1 mark

Page break	Inserted here	1 mark
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Footer	Left – Automated page no	1 mark
	Right – Centre number	1 mark
<i>Alignment must match page setup for each mark ± 5 mm</i>		

Page margins Top & bottom 4 cm  
Left and right 1 cm 1 mark

Earlier in the year we started to analyse the sales profile for the stationery business stream within

Table Inserted correct place within col 1 mark  
Column 1 – correct place 1 mark  
Column 1 – 100% accurate 1 mark  
Row 6 (O'Keefe) deleted 1 mark  
Column 3 (Forename) deleted 1 mark  
No wrapping 1 mark  
All visible 1 mark

now been completed and samples of this data are included within this draft report. Other data will need to be collected and collated prior to the next meeting of the management committee.

Spelling Corrected 1 mark

The current sales team has a mixture of staff, some of whom, are long established and are likely to

Paragraph Moved to here 1 mark

Many of the more recent recruits are being paid minimal wages and there tends to be a high staff turnover. With the increasing cost of training staff in customer relations, there is surely a case for increasing the rates of pay of these members of the department. In the long term it is likely to dividends, as the costs of staff recruitment and training in this area far surpass those paid to our employees in wages. The need for training would not be entirely removed, but initial feasibility studies suggest that more than 80% of the training and recruitment budget for this department could be saved. If half of this saving was used to fund pay rises for the current employees, it would increase their hourly rate by an average of 27%. This would encourage our employees to stay, yet still save us 40% of our annual

Body text 2 columns 1 mark  
5mm spacing 1 mark  
Line between 1 mark  
Sans-serif font 1 mark  
1.5 line spacing 1 mark  
Fully justified 1 mark  
11 point 1 mark  
Consistent line spacing between paras 1 mark

training and recruitment budget for the department. Those people currently employed are:

Years	Surname	Responsibility
15	Pollard	Sales Manager
27	Smith	Shop
11/12	Smith	Telephone Sales
2	Khan	Website
5/12	Trapionni	Stock Control
1/12	Park	Shop
1 week	Pires	Website

Another possibility to help reduce staff turnover would be to offer sales incentives to those who help to increase sales. This would be in place of the enhanced wages. It could operate in one of two ways, either the entire team get bonuses if sales reach pre-defined targets or individual bonuses could be awarded. Each of these schemes has its own merits. The first idea gives a sense of a team, where they are working for each other and the second idea would make individuals strive to sell more items, although it does little to promote the team approach.

Possible timings for these bonuses include:

1. weekly
2. monthly
3. quarterly
4. annually.

As a consequence of these ideas, we need to look at similar incentive schemes in other businesses to see

Bullets changed to numbers 1 mark

- No widows / orphans 1 mark
- No split lists 1 mark
- No split tables / charts 1 mark
- Document complete / paragraphs intact 1 mark

- Image of pen/pencil Top left 1 mark
- Column width (± 5mm) 1 mark
- Text wrap below image 1 mark
- Allow tight wrapping around irregular shapes



if they have had the required effect on their staff. This needs to be researched by next Friday.

The review of the house styles for the website update that is currently in development has been subtly changed. Some further changes to this need to be made, but this sample gives an idea of some of the styles suggested for the latest version of the stylesheet:

p {color: #00ff22; font-family: arial, helvetica, sans-serif; font-size: 11pt}

li {color: #ff0000; font-family: times, "times new roman"; font-size: smaller}

h3 {color: #000000; font-family: arial, helvetica, font-size: larger; font-weight: bold}

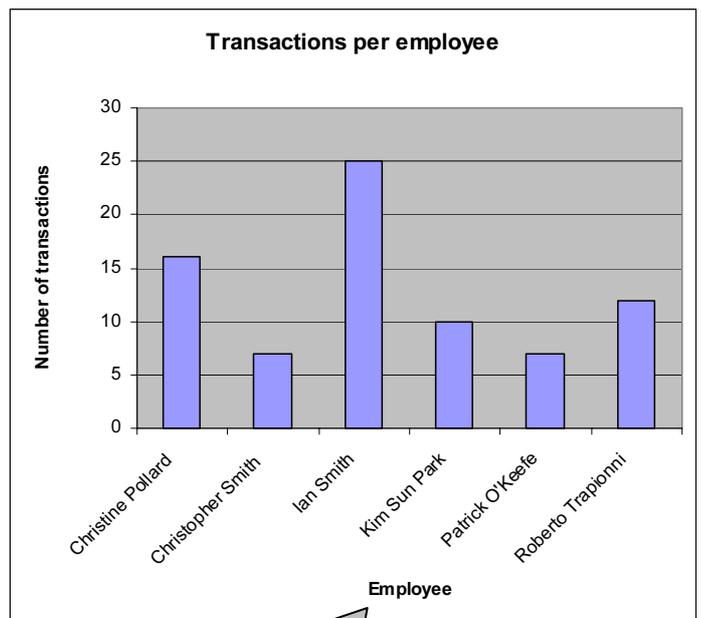
- p , sans-serif 1 mark
- Size 11 1 mark
- Units - pt 1 mark
- h3 Colour 000000 1 mark
- font-weight 1 mark
- ; before 1 mark
- : bold 1 mark
- 100% accuracy – or other html syntax

These styles will need updating before they can be applied to the website. Other useful data needs to include a snapshot of a single day's trading. This data has been recently updated to reflect the changing staff within the sales department. The table of data

- DB extract table
- Placed here 1 mark
- Correct sums 2 marks
- Correct counts 2 marks
- All staff initials selected 1 mark

Staff	Sum Of Sales	Count Of Sales
CP	414	16
CS	26	7
IS	197	25
KP	205	10
PO	115	7
RT	236	12

The number of individual transactions per employee can also be seen graphically:



- Chart
- Placed here 1 mark
- Vertical bar chart 1 mark
- Correct staff names 1 mark
- Data selection correct 1 mark
- Chart title 1 mark
- Cat & value axis titles 1 mark
- No legend 1 mark

Candidate name

Candidate number

There is a separate briefing note attached to this document which identifies the tasks for each of you during the next few days. Please refer to that, and if you have any questions please contact me on extension 144 or by e-mail at [other.an@hothouse-design.co.uk](mailto:other.an@hothouse-design.co.uk)

Page No

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Centre number

Printout from step 38

Field Name	Data Type
ID	AutoNumber
Staff	Text
Company	Text
Item	Text
Unit	Currency
Sales	Number
Delivery	Yes/No

Field names correct for all 1 mark  
 Data types Correct for all 6 marks  
 Plus one for yes/no field or controlled entry 1 mark  
 Ignore ID field – or other key fields  
 Printout includes candidate details

Heading 100% correct 1 mark  
 Search on Company 2 marks  
 Sort Ascending Cost 2 marks  
 Cost Calculated field  $Unit \times Sales$  2 marks  
 Data and labels fully visible 1 mark  
 Orientation Portrait 1 mark  
 Page Fits on a single page 1 mark  
 Footer Name on right 1 mark  
 Data entry 3 records 100% ok 3 marks

# Patel or Dudley or Simplex

Cost	Company	Item	Unit	Sales
£0.57	Simplex	Folder PVC 65mm Red	£0.57	1
£0.57	Patel	Folder PVC 65mm Red	£0.57	1
£0.57	Patel	Folder PVC 65mm Blue	£0.57	1
£0.91	Patel	Glass Clear Plastic Pockets Pkd 100	£0.46	2
£1.40	Patel	Ruler	£0.14	10
£1.95	Dudley	Square Cut Folder 270gsm A4 Red	£0.39	5
£2.40	Simplex	Biro - Black (box 20)	£2.40	1
£2.40	Patel	Biro - Red (box 20)	£2.40	1
£2.64	Dudley	Invisible Matt Tape 19mm x 33m	£0.22	12
£2.65	Dudley	A4 Lever Arch File Green	£0.53	5
£3.68	Patel	Bostik Blu-Tack Economy Size	£1.84	2
£4.80	Dudley	A4 65gm White Pkd 1	£1.20	4
£4.80	Simplex	Biro - Blue (box 20)	£2.40	2
£8.00	Dudley	A4 50gm White Pkd 1	£0.80	10
£9.62	Patel	1000 Page Transfer Case 100mm A4	£0.48	20
£18.20	Dudley	Glass Clear Plastic Pockets Pkd 100	£0.46	40
£25.45	Patel	Bostik Blue-Tack Handy	£2.55	10
£25.45	Dudley	Bostik Blue-Tack Handy	£2.55	10
£39.00	Simplex	Square Cut Folder 270gsm A4 Red	£0.39	100

Candidate name, number and Centre number

NB Due to rounding rules applied by the software, some totals may appear to be incorrect in cost field and there may be some acceptable variation in figures here eg 25.55 instead of 25.45

# A4 files delivered

<b>Staff</b>	<b>Company</b>	<b>Item</b>
IS	Cheaper	A4 Lever Arch File Green
IS	Cheaper	A4 Lever Arch File Red
PO	Beauchamp	A4 Lever Arch File Green
RT	Rootrainer Trees	A4 Lever Arch File Black
RT	Dudley	A4 Lever Arch File Green

Candidate name, number and Centre number

Heading	100% correct	1 mark
Search	Item = A4 and File (both Wildcards)	2 marks
Sort	Ascending Staff then Descending Company	2 marks
Data and labels	fully visible	1 mark
Page	Fits on a single portrait page	1 mark
Footer	Name on left	1 mark