



**General Certificate of Secondary Education  
June 2011**

**Business and Communication Systems 413009**

**(Specification 4134)**

**Unit 9: Using ICT in Business**

**Final**

***Mark Scheme***

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**Task One – Spreadsheet**

**Total for this task: 22 marks**

**1 (a)** Insert the sales figure for July of 6900. (1 mark)

6900 (1)

**1 (b)** Correct the sales figure for February. It should be 5500. (1 mark)

5500 (1)

**1 (c)** Insert a row for April in the correct place. Label it and add the monthly sales figure of 5400. (3 marks)

Row inserted between March and May (1).

Label April (1).

5400 (1)

**1 (d)** In the column headed '3 Monthly Average Sales', use a formula to calculate the following average sales:

- January to March insert the formula in the row for March
- April to June insert the formula in the row for June
- July to September insert the formula in the row for September
- October to December insert the formula in the row for December.

(6 marks)

1 mark for entering a formula

Formula =  $\frac{(B5+B6+B7)}{3}$  or = Average(B5:B7) or = Average (B5, B6, B7)

1 mark for repeating a formula

2 marks for putting in correct cells

**1 (e)** Save your spreadsheet. Set an appropriate print area and print a copy of your spreadsheet, showing the formula. (2 marks)

Appropriate print area (1).

Formulae printed (1).

**1 (f)** Create a column chart showing Monthly Sales for Young Look. Your chart should have:

- a title
- a suitable label for the key.

(3 marks)

Suitable title (1), eg monthly sales for Young Look.

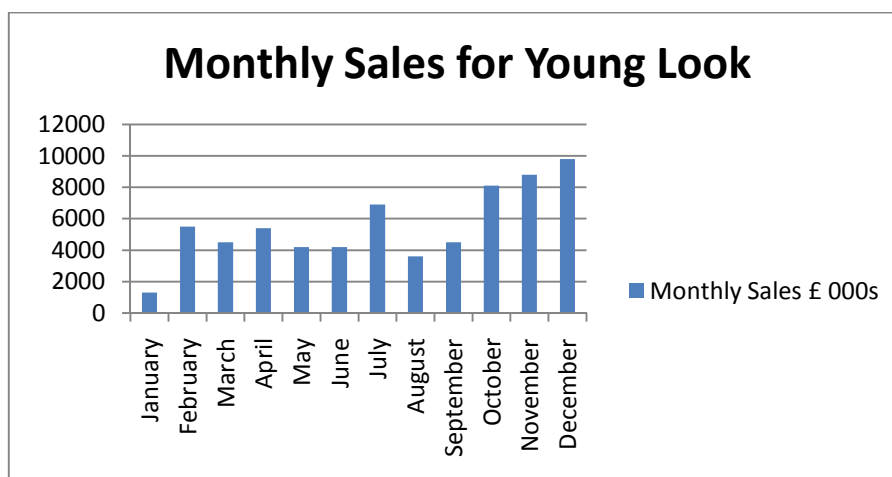
Label for key or Y axis (1).

Column chart showing correct data (1).

**1 (g)** Save and print a copy of your chart.

YOUNG LOOK SALES for 2010		
	Monthly Sales	3 Monthly Average Sales
	£ 000s	£ 000s
January	1300	
February	5500	
March	4500	=AVERAGE(B5:B7)
April	5400	
May	4200	
June	4200	=AVERAGE(B8:B10)
July	6900	
August	3600	
September	4500	=AVERAGE(B11:B13)
October	8100	
November	8800	
December	9800	=AVERAGE(B14:B16)

YOUNG LOOK SALES for 2010		
	Monthly Sales	3 Monthly Average Sales
	£ 000s	£ 000s
January	1300	
February	5500	
March	4500	3766.666667
April	5400	
May	4200	
June	4200	4600
July	6900	
August	3600	
September	4500	5000
October	8100	
November	8800	
December	9800	8900



- 1 (i)** *Using your spreadsheet **SALES** and the chart you created in **1(f)**, write a short report to the owners explaining whether or not they should consider opening a new store. Give reasons for your answer. (6 marks)*

Report format (1). Uses data (1).

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Candidate offers judgement with some justification based on data. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	3–4	AO3 and Quality of Written Communication
1	Candidate offers limited judgement. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	1–2	

- 1 (j)** *Save and print a copy of your report.*

**Task Two – Advertisement**

**Total for this task: 21 marks**

**2 (a)** *Insert the correct job title, salary and closing date for the new post. (3 marks)*

Job title – Store Manager (1).

Salary – £21 000 (1).

Closing date – 12 July (**or** 07) 2011 (**or** 11) (1).

**2 (b)** *Using **Item B**, correct the job information and experience required for the new Store Manager.*

*You should change the wording of the advert to encourage suitable people to apply for the job of Store Manager. (9 marks)*

Should include:

- experience of 2 years as assistant manager (1)
- based in Elmsford (1)
- responsible for shop (1)
- motivational words (1).

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Candidate offers judgement with some justification by making advertisement appropriate for audience.  Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	3–5	AO3 and Quality of written Communication
1	Candidate offers unsupported judgement.  Changes made may not be appropriate for audience.  Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	1–2	

<b>2 (c)</b>	<p><i>Use a range of formatting tools to make your advertisement stand out and look attractive. You should consider:</i></p> <ul style="list-style-type: none"> <li><i>the audience</i></li> <li><i>the advert will be placed in the Elmsford newspaper</i></li> <li><i>the layout, font type and emphasis of the text.</i></li> </ul> <p style="text-align: right;"><i>(9 marks)</i></p>
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Level	Description	Marks	Assessment Objective
2	Highlights relevant points.	3–4	AO2
1	Uses tools.	1–2	AO1
0	No valid response.	0	

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	<p>Candidate offers judgement with some justification by making advertisement appropriate for audience.</p> <p>Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.</p>	3–5	AO3 and Quality of written Communication
1	<p>Candidate offers unsupported judgement.</p> <p>Changes made may not be appropriate for audience.</p> <p>Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.</p>	1–2	

<b>2 (d)</b>	<i>Save and print a copy of your advertisement.</i>
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**Task Three – Presentation**

**Total for this task: 17 marks**

<b>3 (a)</b>	<i>On slide 1, insert a suitable title.</i>	<i>(2 marks)</i>
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Title inserted (1).

Suitable title (1).

<b>3 (b)</b>	<p><i>Complete slides 3 and 4 using the information in <b>Item C</b>. You should consider:</i></p> <ul style="list-style-type: none"> <li><i>• layout, size of font and emphasis of the text</i></li> <li><i>• the audience for your presentation</i></li> <li><i>• the amount of information on each slide.</i></li> </ul> <p><i>(9 marks)</i></p>
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Level	Description	Marks	Assessment Objective
2	Correct information taken from the item.	3–4	AO2
1	Shows knowledge of presentations.	1–2	AO1
0	No valid response.	0	

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Candidate offers judgement with some justification. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	3–5	AO3 and Quality of written Communication
1	Candidate offers unsupported judgement. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	1–2	



**3 (c) (i)** *Open the file **IMAGE**. Insert the Young Look logo into your presentation.*  
(2 marks)

Inserts logo (1) appropriate place/size (1).

**3 (c) (ii)** *Select and apply a suitable slide style for all the slides in your presentation.*  
(2 marks)

Suitable slide style presentation on 1 slide (1).  
Applied to slides 2, 3 and 4 (1).

**3 (d)** *Save and print your presentation as a handout, with three slides to a page.*  
(2 marks)

Prints presentation in handout (1).  
3 slides to a page (1).

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