UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Specimen for 2008

GCE A LEVEL

MARK SCHEME
MAXIMUM MARK: 80
SYLLABUS/COMPONENT: 9713/03 APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

UNIVERSITY *of* CAMBRIDGE
International Examinations

Question Number		Question (including any source details)	Part Mark
1	(a)	Magnetic stripe card/bar code reader : unique vehicle number for identification	**[2]**
	(b)	**Two** from: Log into garage web site (1) send an email (1) with car details (1) suggested dates/times (1)	**[2]**
	(c)	Advantages from: Reduces time taken for a technician to find a fault (1), improves customer service/standing (1), can predict problems (1), saves company money due to faster service time (1), needs less skilled work force (1) Disadvantages from: Capital cost (1), work force need some training in its use (1), needs updating (1), need one in every garage (1)	**[6]**
2	(a)	Any **six** points including one disadvantage from: Safer than learning on roads (1), might attract existing customers who then buy cars for young people (1), marketing ploy to attract news coverage (1), can repeat a manoeuvre many times (1), situations can be simulated (1) Disadvantages: Costs company money to buy and maintain (1), might not be taken seriously by young people (1)	**[6]**
	(b)	**Four** points from: Description of purpose built (1), designed specifically for task(1), more expensive (1), design team can make any changes required (1), usually faster to process data (1), can have unique features for marketing purposes (1)	**[4]**
3	(a)	**Four** points from: POS terminal notifies DBMS (1), quantity sold deducted from stock record (1), if stock level falls below minimum stock re-order level fresh stock ordered (1) from supplier/warehouse (1) automatically (1) at a set time (1)	**[4]**
	(b)	**Six** points from: Supplies are ordered from a supplier (1) to arrive at the store (1) just when they are required for selling (1) and avoiding large stock accumulation (1), less wasted fresh products (1), cannot cope with sudden changes in demand (1), leads to higher profits (1)	**[6]**
4	(a)	**Four** points from: Computer program provides a script (1) which prompts the operator to ask questions (1) using on screen windows (1) so that all required information is gained (1) to help in solving problem (1) avoiding unnecessary processing (1)	**[4]**

(b) **Four** points from:

Staff costs are lower (1), can employ more staff (1), staff are more pleasant to customers (1), capital costs lower (1) , can provide service 24/7 (1) **[4]**

5 **Six** points described such as:

WAN and LAN described (1) Hardware such as microwave links (1) telephone lines (1) routers, modems. bridges (1) gateways (1) firewalls (hardware or software (1), mention of security (1) anti virus software (1) proxy servers (1) **[6]**

6 **(a)** Any **three** identified and described from:

Data capture form (1), for ease of entry (1), input devices (1), suitable for disabled (1), screen layouts (1), report layouts (1), for different target users (1), validation routines (1), to ensure only valid data can be entered (1), data file structure required (1), to meet needs of system (1) **[6]**

(b) **Six** points from:

Interception by hacker of confidential data (NOT: just 'hacking') (1), the need to keep anti-virus up to date (1), spam wasting time of user (1), need to examine emails carefully for attachments etc. (1), individual could use company system for inappropriate matters (1), problems with backup of home workers system in case work is lost (1), resolving a problem, such as a virus attack, could be more difficult than if in an office (1), **[6]**

(c) **Four** points from:

Identification of CBL or CAL (1), description (1), the computer can repeat situations (1), as many times as required (1), without incurring cost of lost production (1), student can work at own pace (1), can be undertaken at any time (1), no need to arrange for a trainer (1), can be automatically assessed (1) and provide immediate feedback (1) **[4]**

7   **Six** points from:

Use of Web forms (1) to obtain users input (1), results can be analysed (1) automatically (1), customers can be contacted by email (1), requesting customers to answer questionnaire (1), specific customers targeted (1), use of pop ups (1) on company web site (1)   **[6]**

8   Advantages to include max 4:

Wider choice of goods (1), lower prices (1), can readily find the best buy (1) by using search engines (1) can find items from abroad (1)

Disadvantages to include max 4:

Might be a fraudulent site (1) , could leave you open to spam (1), must have a connection/computer (1), cannot handle goods before purchase (1)   **[6]**

9   **(a)**   Marking to be based on:

ICT enables communication from home such as fax, email, accessing WWW (1), ICT devices enable a disabled person to operate a computer such as input by foot switch etc. (1), disabled can work from home using ICT (1), disabled can access information to help them lead a better life e.g. grants from local government (1)   **[4]**

(b)   **Four** ways identified such as:

Voting in elections using electronic forms (1), contacting selected voters by email (1), opinion polls on some matters (1), producing an (online) newsletter (1), listing events on a web page/newsletter (1), providing information on services offered (1), contact details for services (1)   **[4]**

PROVISIONAL MARK SCHEME SHEET

Assessment grid
9713/03
Specimen Paper

80

Question	topic	A	B	C	D	E	sub totals
	Assessment grid 9713/03 Specimen Paper 3 sub-totals	13	14	17	15	21	
1a	Input devices AS revisited				1	1	2
1b	Monitoring and measuring			1		1	2
1c	Impact of ICT on company	2	1	1	1	1	6
2a	Modelling	2	1	1	1	1	6
2b	Modelling- software	1	1	1		1	4
3a	Stock control systems		1	1	1	1	4
3b	project management JIT	1	1	1	1	2	6
4a	customer support		1	1	1	1	4
4b	information service	1		1	1	1	4
5	Networks, security and software	1	2	1	1	1	6
6a	design AS revisited plus disabled users	1	1	1	1	2	6
6b	anti social use of ict	1	1	2	1	1	6
6c	Education and training			1	1	2	4
7	Market research	1	1	1	1	2	6
8	Auctions and shopping/ digital divide	1	1	1	1	2	6
9a	disabled access to work		1	1	1	1	4
9b	Local government	1	1	1	1		4

This is included for information. It would not normally be seen by examiners. It will be useful in the teachers' guide if the specimen papers are discussed in detail.