



INFORMATION AND COMMUNICATION TECHNOLOGY

0417/22

Paper 2 Practical Test A

May/June 2019

MARK SCHEME

Maximum Mark: 80

Published

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, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the May/June 2019 series for most Cambridge IGCSE™, Cambridge International A and AS Level and Cambridge Pre-U components, and some Cambridge O Level components.

This syllabus is regulated for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **15** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Tawara Cruises 2018 Annual Report

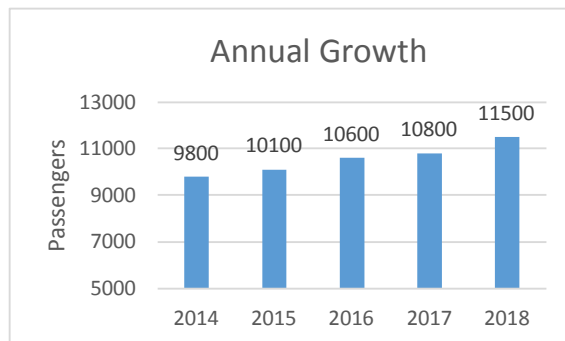
Produced by: Candidate Name

Last year was another record year for the global cruise industry with cruising being one of the fastest growing types of holiday. The global popularity of cruise holidays has grown 20% faster than land-based holidays over the past ten years and since 2008 the European cruise market has expanded by a staggering 49%. Over 25.8 million people worldwide took a cruise holiday in 2018, the largest number in the history of the cruise industry. These figures confirm the cruise industry's resilience to economic downturns and the value provided by this type of holiday.

During the past twelve months we have further consolidated our position as one of the world's leading cruise lines. We delivered the most profitable year in our history, achieving record net income of \$1.8 billion. More repeat business appears to have been the key to this growth. These strong results are a credit to the commitment and the passion of our 80,000 shipboard and shoreside team members which, when coupled with the support of our valued travel agent partners, are the foundation of our sustained earnings improvement. It is through their collective efforts that we were able to overcome significant challenges during the year such as the negative impact from fuel price increases and currency exchange rates.

Overview

Our ships operate on a selection of worldwide itineraries that call on approximately 200 destinations on five continents. In addition to our headquarters in London and Florida, we have offices and a network of international representatives around the world which primarily focus on sales and market development. We believe cruising continues to be a popular holiday choice due to its inherent value, extensive itineraries and variety of shipboard and shoreside activities. The following chart details our growth in cruise passenger numbers (in thousands) over the past five years:



Our cruises are positioned at the middle and upper end of the cruise holiday industry. They are generally characterised by cruises that are 14 nights or shorter and feature a casual ambiance, as well as a variety of activities and entertainment venues. Our brand appeals to families with children of all ages, as well as both older and younger couples. More families are now cruising with children so the average age of a cruise passenger has therefore dropped.

The average length of cruise taken by our passengers dropped below 10 days in 2018 for the first time in nine years. Durations were shorter for both summer and winter cruises primarily as a result of more short cruises being scheduled. These shorter cruises help attract guests who are new to cruising and will hopefully then return for longer voyages.

Our Fleet



We currently operate 10 ships with a capacity of approximately 16,150 berths. This count includes our two newest ships which entered our fleet in November and December 2018. We expect to introduce a further six ships by the end of 2022. We have four ships on order with a capacity of approximately 12,200 berths. These

ships are scheduled to enter service in 2019 and 2020. Additionally, we signed a memorandum of understanding to build two new ships which are expected to enter service in the second quarters of 2021 and 2022, respectively.

We are prioritising internet connectivity for our passengers in 2019 and are upgrading our systems and technologies across the entire fleet. This investment will ensure that seamless, latest-generation connectivity is available to satisfy the needs of the modern-day holidaymaker. It will enhance the onboard experience and provide guests with fast and reliable web access and the ability to share cherished memories with friends and loved ones even while at sea.

Sustainability Commitment

We are making meaningful progress on our 2025 sustainability goals focusing on our environmental impact performance. This year we have reduced our unit fuel consumption by 28%. We remain committed to ongoing reduction in air emissions and are expanding our investment in the use of low carbon fuels. All of our new ships will be powered by environmentally friendly liquefied natural gas (LNG). We have also introduced industry-leading shoreside technology to monitor real-

Name, centre number, candidate number

time navigational performance and energy use across our fleet.

Cruise Pricing

Our cruise ticket prices include accommodation and a wide variety of activities and amenities, including meals and entertainment. Prices vary depending on many factors including the destination, cruise length, cabin selected and the time of year the cruise takes place. Our payment terms require an upfront deposit to confirm a reservation, with the balance due prior to the sailing. Our cruises are generally available for sale at least one year in advance and often as much as two years in advance of sailing. During the selling period of a cruise, we continually monitor and adjust our cruise ticket prices for available cabins based on demand, with the objective of maximising net yields.

We earn substantially all of our cruise revenues from the sales of passenger cruise tickets and cancellation fees. While many onboard activities are included in the base price of a cruise, we realise additional revenues from:

- Shore excursions
- Gift shop items
- Casino gaming
- Full service spas
- Internet and communication services
- Laundry and dry cleaning services
- Liquor and some non-alcoholic beverage sales
- Photo packages
- Specialty restaurants

Many of these services are available for pre-booking on the internet prior to embarkation. These goods and services are provided either directly by us or by independent concessionaires, from which we receive either a percentage of their revenues or a fee.

Themed Cruises

Themed Cruises have become increasingly popular and we see this as the next area of growth within the industry. These are primarily a regular cruise with enhanced or additional programming on board. A Themed Cruise gives guests the opportunity to enjoy a favourite hobby or join in a variety of courses to improve their knowledge, culture or history. They usually feature special guests such as speakers and performers, or educational shore excursions. We have responded to the changing vacation patterns of today's travellers by expanding our range of Themed Cruises.

Taster Cruises

Last year one in every three of our passengers was on their first ever cruise. As a result we have expanded the range of mini cruises we offer to appeal to the growing number of people wishing to cruise for the first time. These trips last three nights or under and offer a great way to try the cruising experience for a fraction of the cost and without a large commitment. Customers are able to experience life on board and enjoy a well-earned break without having to embark on a long journey that could take weeks. Mini cruises have also proved popular with guests wanting a few days away or experienced cruisers wanting to try a new ship before booking a longer holiday. Taster cruises operating last year were:

<i>Cruise Ref</i>	<i>Ship Name</i>	<i>Duration</i>
<i>DP049SE</i>	<i>Delmara Princess</i>	<i>3</i>
<i>DP052SE</i>	<i>Delmara Princess</i>	<i>3</i>
<i>DP054SE</i>	<i>Delmara Princess</i>	<i>3</i>
<i>DP169SA</i>	<i>Delmara Princess</i>	<i>2</i>
<i>TH041CA</i>	<i>Tawara Hanseatic Star</i>	<i>3</i>
<i>TH043SA</i>	<i>Tawara Hanseatic Star</i>	<i>3</i>
<i>VG074VA</i>	<i>Varuna Glory</i>	<i>2</i>

The Future

Exciting times lie ahead for our company in 2019, starting with the first two of our next-generation ships coming into service between June and December. We are continuing to build strategic stakes and partnerships in key areas and we are further investing in new destinations. Our strategy is to attract an array of guests by providing a wide variety of itineraries to destinations worldwide including Alaska, Asia, Australia, Bahamas, Bermuda, Canada, the Caribbean, Europe, the Panama Canal and New Zealand with cruise lengths that range from two to 24 nights.

Interest in ocean cruising is projected to remain strong in 2019. Nearly half (48%) of non-cruisers expressed interest in taking an ocean cruise. Based on our planned fleet enlargement and a focus on destinations, we intend to further extend our ability to serve our guests and to stay on the path towards becoming an even more global cruise line, strengthening our presence in key markets. We believe we are well positioned to attract new consumers to cruising and to continue to bring loyal repeat guests back for their next cruising holiday.

PUBLISHED

Title
Correct, 100% accurate 1 mark

Name, centre number, candidate number displays in page header, on every page 1 mark

Miami Cruises

Name, centre number, candidate number

Departure_Port	Destination	Sail_Date	Theme	Duration	Passengers
Miami	Western Caribbean	03-Jan-16	Music	5	1945
Miami	Bahamas	08-Jan-16	Music	6	1880
Miami	Western Caribbean	26-Jan-16	Music	5	1802
Miami	Western Caribbean	31-Jan-16	Music	5	1808
Miami	Western Caribbean	05-Feb-16	Music	5	1966
Miami	Western Caribbean	12-Feb-16	Music	5	1972
Miami	Western Caribbean	19-Feb-16	Music	5	2041
Miami	Bahamas	24-Apr-16	Music	5	1687
Miami	Western Caribbean	06-May-16	Art	5	1807
Miami	Western Caribbean	11-May-16	Music	5	1785
Miami	Western Caribbean	16-May-16	Music	5	1813
Miami	Western Caribbean	21-May-16	Art	5	1820
Miami	Western Caribbean	26-May-16	Music	5	1884
Miami	Western Caribbean	31-May-16	Music	5	1901
Miami	Western Caribbean	05-Jun-16	Music	5	1864
Miami	Trans-Panama Canal	02-Jan-17	Art	6	2035
Miami	Western Caribbean	15-Jun-17	Art	5	1795
Miami	Western Caribbean	22-Jun-17	Music	5	2035
Miami	Western Caribbean	29-Jun-17	Music	5	1796
Miami	Western Caribbean	06-Jul-17	Art	3	3148
Miami	Eastern Caribbean	13-Nov-17	Art	6	3068
Miami	Western Caribbean	23-Nov-17	Music	5	2065
Miami	Western Caribbean	02-Dec-17	Music	5	1802
Miami	Eastern Caribbean	03-Dec-17	Music	6	2758
Miami	Western Caribbean	07-Dec-17	Art	5	1612
Miami	Western Caribbean	22-Dec-17	Art	5	2073
Miami	Western Caribbean	27-Dec-17	Music	5	2034
Miami	Bahamas	01-Jan-18	Music	5	1937
Miami	Western Caribbean	09-Jan-18	Music	5	2032
Miami	Bahamas	13-Jan-18	Art	5	1620
Miami	Western Caribbean	18-Jan-18	Art	5	1838
Miami	Western Caribbean	02-Feb-18	Art	5	1776
Miami	Western Caribbean	27-Feb-18	Art	5	1910
Miami	Western Caribbean	09-Mar-18	Music	5	530
Miami	Western Caribbean	14-Mar-18	Art	5	1993
Miami	Western Caribbean	19-Mar-18	Music	5	2028
Miami	Western Caribbean	24-Mar-18	Art	5	1904
Miami	Western Caribbean	29-Mar-18	Music	5	1913
Miami	Southern Caribbean	08-Apr-18	Art	6	2908
Miami	Western Caribbean	09-Apr-18	Art	5	2012
Miami	Western Caribbean	13-Apr-18	Art	5	1559
Miami	Western Caribbean	18-Apr-18	Art	5	1819
Miami	Trans-Panama Canal	08-May-18	Music	6	1790
Miami	Western Caribbean	21-May-18	Art	5	1960

Specified fields, correct order 1 mark
Sort ascending **Sail_Date** 1 mark
Sail_Date in format dd-MMM-yy 1 mark
Portrait, single page wide, all fields present, no truncation 1 mark

Select records (44):
Departure_Port is Miami 1 mark
Theme is Art or Music 1 mark

Calculates total number of passengers 1 mark
Positioned under *Passengers* column at end of report 1 mark
Accurate label entered to left 1 mark

Total passengers 85725

PUBLISHED

Extended Cruise Sailings

Title
Correct, 100% accurate 1 mark

Sail_Date	Cruise_Ref	Ship_Name	Departure_Port	Destination	Duration	Passengers	Board	Passenger_Nights
19-May-18	SE042SE	Sea Enchantress	Seattle	Alaska	21	2100	Full	44100
23-Aug-16	BS001SE	Ballerina of the Sea	Seattle	Alaska	15	2003	Full	30045
19-Aug-17	SE028SE	Sea Enchantress	Seattle	Alaska	14	2225	Full	31500
25-Jun-18	TH063CA	Tawara Hanseatic Star	Cape Liberty	Bermuda				
07-Aug-17				Bermuda				
30-Jul-18				Bermuda				
11-Sep-17	TH038CA	Tawara Hanseatic Star	Cape Liberty	Canada/New England	14	1986	Full	27804
24-Sep-18	TH072CA	Tawara Hanseatic Star	Cape Liberty	Canada/New England	14	1994	Full	27916
29-Apr-18	TH055SA	Tawara Hanseatic Star	San Juan	Eastern Caribbean	18	2076	Full	37368
22-Oct-18	TH074CA	Tawara Hanseatic Star	Cape Liberty	Eastern Caribbean	14	2055	Full	28770
19-Oct-16	BS030VA	Ballerina of the Sea	Vancouver	Pacific Coast	14	1978	Full	27692
03-Jan-16	TH001SA	Tawara Hanseatic Star	San Juan	Southern Caribbean	15	2256	Full	33840
19-Feb-17	TH020SA	Tawara Hanseatic Star	San Juan	Southern Caribbean	14	2102	Full	29428
14-May-18	BS066RO	Ballerina of the Sea	Rome	Transatlantic	14	2787	Full	39018
27-Nov-16	TH012BA	Tawara Hanseatic Star	Barcelona	Transatlantic	14	1676	Full	23464
25-Sep-18	SE048SE	Sea Enchantress	Seattle	Trans-Panama Canal	17	1968	Full	33456
23-Apr-18	SE040FO	Sea Enchantress	Fort Lauderdale	Trans-Panama Canal	16	1983	Full	31728
04-Dec-17	SE036MI	Sea Enchantress	Miami	Trans-Panama Canal	15	1994	Full	29910
27-Oct-18	SE050SA	Sea Enchantress	San Diego	Trans-Panama Canal	15	1960	Full	29400
23-Oct-17	SE033LO	Sea Enchantress	Los Angeles	Trans-Panama Canal	14	2010	Full	28140
14-Jan-17	BS037FO	Ballerina of the Sea	Fort Lauderdale	Western Caribbean	14	2864	Full	40096

New record SE042SE entered accurately and record 23-Aug-16, BS001SE still present 1 mark

Calculated field
Heading 100% accurate 1 mark
[Duration]*[Passengers] calculated, correct values 1 mark

Specified fields, correct order 1 mark
Sort ascending *Destination* and descending on *Duration* 1 mark
Landscape, fits single page, all base fields present, no truncation on any field 1 mark

Select records (21):
Ship_Name contains **sea** 1 mark
Duration >=14 1 mark
Board is **Full** 1 mark

1

Header

Automated page numbers left aligned,
Automated today's date right aligned

1 mark

Tawara Cruises 2018 Annual Report

Produced by: Candidate Name

Last year was another record year for the global cruise industry with cruising being one of the fastest growing types of holiday. The global popularity of cruise holidays has grown 20% faster than land-based holidays over the past ten years and since 2008 the European cruise holiday in 2018 was the largest number in the history of the cruise industry. This type of holiday is becoming increasingly popular.

Subtitle Produced by: entered accurately

1 mark

TC-subtitle style seen in EV5 list and applied (sans-serif, 18pt, underline, right aligned, single line, 0pt space before/after)

1 mark

Evidence of TC-title style modified in EV4 (correct attributes – sans-serif 32pt, centre, bold, italic, 0 before and after, single line spacing)

1 mark

Overview

Columns

Section break in correct position
3 columns, 1 cm column spacing

1 mark

1 mark

Our ships operate on a selection of worldwide itineraries that call on approximately 200 destinations on five continents. In 2018, our headquarters in London

Our cruise

characteristics

feature a casual ambiance, as well as a variety of activities and entertainment venues. Our brand appeals to families with children of all ages, as well as both older younger couples. More families are now cruising with children so the average age of a cruise passenger is 45 years.

fuel price increases and currency exchange rates. We are scheduled to enter service in 2019 and 2020. Additionally, we signed a memorandum of understanding to build two new ships which are expected to enter service in the second quarters of 2021 and 2022, respectively.

Subheadings (7)

TC-subhead style applied consistently to all, matches style defined in EV3

1 mark

of shipboard and shoreside activities. The following chart details our growth in cruise passenger numbers (in thousands) over the past five years:

ere

dropped years. I winter c being gu

Chart

Vertical bar chart created using correct data, year labels present
Chart in correct place, within margins, all data fully visible (no overlap)
Labels accurate – title and y-axis labels entered correctly
Data labels displayed on or above each bar, no legend
Y-axis displays minimum 5000, maximum 13 000
Y-axis increments set at 2000

1 mark

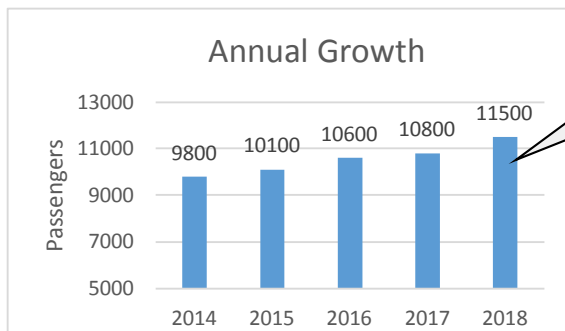
1 mark

1 mark

1 mark

1 mark

1 mark



Our Fleet

We currently



berths. The newest ship in November

We expect to introduce a further six ships by the end of 2022. We have four ships on order with a capacity of approximately 12,200 berths. These

we are making meaningful progress on our 2025 sustainability goals focusing on our environmental

Image inserted in correct position

1 mark

Resized to 2.5 cm wide, aspect ratio maintained

1 mark

Aligned to top of text and left margin, text wrapped

1 mark

Footer

Name, centre no, candidate number centre aligned

Name, centre number, candidate number

time navigational performance and energy use across our fleet.

Cruise Pricing

Our cruise ticket prices include accommodation and a wide variety of activities and amenities, including meals and entertainment. Prices vary depending on many factors including the destination, cruise length, cabin selected and the time of year the cruise takes place. Our payment terms require an upfront deposit to confirm a reservation, with the balance due prior to the sailing. Our cruises are generally available for sale at least one year in advance and often as much as two years in advance of

Bullets

- Any consistent bullet style applied to correct data 1 mark
- Bullets aligned at left margin, single line 1 mark

We earn a significant portion of our cruise revenues from the sales of cruise tickets and cancellation fees. While many of our onboard activities are included in the base price of a cruise, we realise additional revenues from:

- Shore excursions
- Gift shop items
- Casino gaming
- Full service spas
- Internet and communication services
- Laundry and dry cleaning services
- Liquor and some non-alcoholic beverage sales
- Photo packages
- Specialty restaurants

Many of these services are available for pre-booking on the internet prior to embarkation. These goods and services are provided either directly by us or by independent concessionaires, from which we receive either a percentage of their revenues or a fee.

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Themed Cruises have become increasingly popular and we see this as the next area of growth within the industry. These are primarily a regular cruise with enhanced or additional programming on board. A Themed Cruise gives guests the opportunity to enjoy a favourite hobby or join in a variety of courses to improve their knowledge, culture or history. They usually feature special guests such as speakers and performers, or educational shore excursions. We have responded to the changing vacation patterns of today’s travellers by expanding our range of Themed Cruises.

The Future

Exciting times lie ahead for our company in 2019, starting with the first two of our next-generation ships coming into service between June and December. We are continuing to build strategic stakes and partnerships in key areas and we are further investing in new destinations. Our strategy is to attract an array of guests by providing a wide variety of itineraries to destinations worldwide including Alaska, Asia, Australia, Bahamas, Bermuda, Canada, the Caribbean, Europe, the Panama Canal and New Zealand with cruise lengths that range from two to 21 nights.

Extract (7 records)

- DB extract in correct place, intact, within column width, field headings displayed, no title on extract 1 mark
- Data fully visible, no wrap 1 mark
- Only fields **Cruise_Ref** | **Ship_Name** | **Duration**, correct order 1 mark
- Select records – **Theme** is **Taster** 1 mark
- Select records – **Duration** is **<4** 1 mark
- TC-table style seen in EV5 list, applied consistently (serif, 11pt, italic, centre, single, 0pt space before and after) 1 mark

<i>Cruise_Ref</i>	<i>Ship_Name</i>	<i>Duration</i>
<i>DP049SE</i>	<i>Delmara Princess</i>	<i>3</i>
<i>DP052SE</i>	<i>Delmara Princess</i>	<i>3</i>
<i>DP054SE</i>	<i>Delmara Princess</i>	<i>3</i>
<i>DP169SA</i>	<i>Delmara Princess</i>	<i>2</i>
<i>TH041CA</i>	<i>Tawara Hanseatic Star</i>	<i>3</i>
<i>TH043SA</i>	<i>Tawara Hanseatic Star</i>	<i>3</i>
<i>VG074VA</i>	<i>Varuna Glory</i>	<i>2</i>

Page layout

- TC-body seen in EV5 list and applied consistently (serif, 10pt, justified, no enhancement, single line, 0pt before, 6pt after) 1 mark
- Document complete/paragraphs intact, A4, landscape, spacing consistent, columns aligned at top, no widows/orphans, split chart, list or extract, no blank pages, 6pt after bullet list/extract, no changes to extract 1 mark

Task 5 – Mail merge Document

Merge Fields inserted – – placeholders and <> correctly replaced for all

«Title» | «First_name» | «Family_name» | «Road» | «Area» | «County» | «Postcode» correct position and spacing maintained 1 mark

«Title» | «Family_name» | «Memb_code» spacing, punctuation and bold/underline retained 1 mark

«Duration» | «Theme» | «Month». | «Discount» spacing and punctuation retained 1 mark

Tawara Cruises

120 Gonville Square
LONDON
WC1B 4BQ
Tel: 01632 882781
Email: tcoenquiries@tawara.org.uk

Date as post mark

«Title» «First_name» «Family_name»
«Road»
«Area»
«County»
«Postcode»

Dear «Title» «Family_name»

Cruise Club Membership Number: «Memb_code»

We were delighted that you chose Tawara Cruises for your «Duration» day «Theme» cruise which you completed last «Month». We hope you had a wonderful holiday with many happy memories.

As a loyal Cruise Club member we would like to welcome you back on-board one of our ships very soon. As a returning customer incentive we are offering you a «Discount»% discount on the next cruise you book with us.

We have pleasure enclosing our new 2020 brochure which includes new routes venturing into the Arabian Gulf visiting Dubai, Abu Dhabi and beyond. Whether you are tempted by a short break, an epic, life changing world cruise, or something in between, we have a cruise to meet your needs. Book before the end of September to take advantage of your personal discount.

Yours sincerely

Name replaces text in correct position
Name, centre number, candidate number in footer 1 mark

Joe Bloggs
Travel Advisor

Name, centre number, candidate number

Tawara Cruises
120 Gonville Square
LONDON
WC1B 4BQ
Tel: 01432 882781
Email: tcenquiries@tawara.org.uk

Date as post mark

Mr Li Chen
32 Reading Close
Ipswich
Suffolk
IP5 5ZZ

Dear Mr Chen

Cruise Club Membership Number: ICJ98843

We were delighted that you chose Tawara Cruises for your 3 day Taster cruise which you completed last June. We hope you had a wonderful holiday with many happy memories.

As a loyal Cruise Club member we would like to welcome you back on-board one of our ships very soon. As a returning customer incentive we are offering you a 20% discount on the next cruise you book with us.

We have pleasure enclosing our new 2020 brochure which includes new routes venturing into the Arabian Gulf visiting Dubai, Abu Dhabi and beyond. Whether you are tempted by a short break, an epic, life changing world cruise, or something in between, we have a cruise to meet your needs. Book before the end of September to take advantage of your personal discount.

Yours sincerely

Joe Bloggs
Travel Advisor

Name, centre number, candidate number

Tawara Cruises
120 Gonville Square
LONDON
WC1B 4BQ
Tel: 01432 882781
Email: tcenquiries@tawara.org.uk

Date as post mark

Mr Malak Feki
19 Broadway
Colchester
Essex
CO6 9DX

Dear Mr Feki

Cruise Club Membership Number: ICAP0162

We were delighted that you chose Tawara Cruises for your 2 day Taster cruise which you completed last April. We hope you had a wonderful holiday with many happy memories.

As a loyal Cruise Club member we would like to welcome you back on-board one of our ships very soon. As a returning customer incentive we are offering you a 12% discount on the next cruise you book with us.

We have pleasure enclosing our new 2020 brochure which includes new routes venturing into the Arabian Gulf visiting Dubai, Abu Dhabi and beyond. Whether you are tempted by a short break, an epic, life changing world cruise, or something in between, we have a cruise to meet your needs. Book before the end of September to take advantage of your personal discount.

Yours sincerely

Joe Bloggs
Travel Advisor

Name, centre number, candidate number

Tawara Cruises
120 Gonville Square
LONDON
WC1B 4BQ
Tel: 01432 882781
Email: tcenquiries@tawara.org.uk

Date as post mark

Ms Katarzyna Nowak
20 Milford Road
Histon
Cambridgeshire
CB8 5TE

Dear Ms Nowak

Cruise Club Membership Number: RAJ99074

We were delighted that you chose Tawara Cruises for your 4 day Taster cruise which you completed last May. We hope you had a wonderful holiday with many happy memories.

As a loyal Cruise Club member we would like to welcome you back on-board one of our ships very soon. As a returning customer incentive we are offering you a 25% discount on the next cruise you book with us.

We have pleasure enclosing our new 2020 brochure which includes new routes venturing into the Arabian Gulf visiting Dubai, Abu Dhabi and beyond. Whether you are tempted by a short break, an epic, life changing world cruise, or something in between, we have a cruise to meet your needs. Book before the end of September to take advantage of your personal discount.

Yours sincerely

Joe Bloggs
Travel Advisor

Name, centre number, candidate number

Result of merge – 3 letters printed –
Li Chen, Malak Feki, Katarzyna Nowak only

1 mark

Task 6 – Presentation

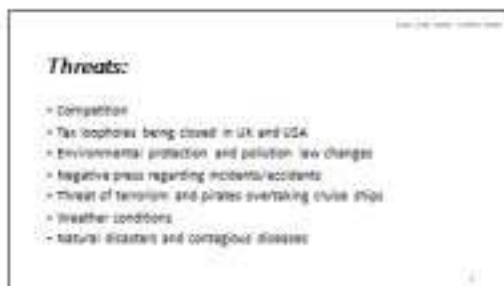
Slides imported (5), title and bullet layout, no text changes, blank slides, or overlap of items, name inserted after *Presented by*: 1 mark

Master slide items (same position and consistent on all slides) 1 mark
Name, centre no, candidate number/auto slide numbers only

29/08/2017



Slide 1 layout changed to centred title/subtitle layout 1 mark
Print layout handouts, 6 to page 1 mark



Threats:

- Competition
- Tax loopholes being closed in UK and USA
- Environmental protection and pollution law changes
- Negative press regarding incidents/accidents
- Threat of terrorism and pirates overtaking cruise ships
- Weather conditions
- Natural disasters and contagious diseases

Can negatively affect perceptions of cruising.

Threats slide – speaker notes added – correct position and accurate – 1 mark
Threats slide printed as presenter/speaker notes layout 1 mark

Task 7 – Printing the Evidence Document

Step 1 - EVIDENCE 1

File saved as TCREPORT in the format of software 1 mark

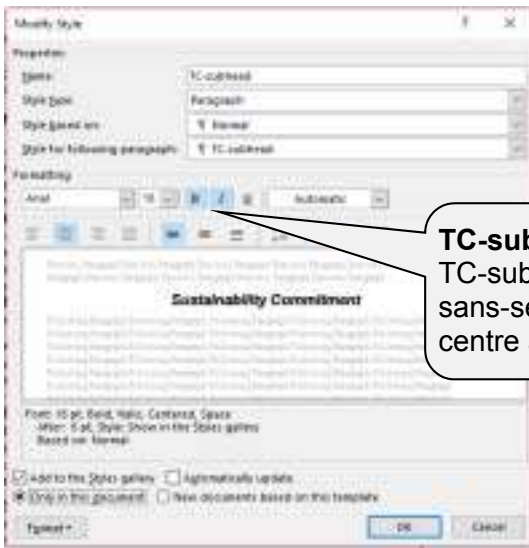


Step 2 – EVIDENCE 2

Header date field
 Today's date field used, format dd-MMM-yy evidenced 1 mark

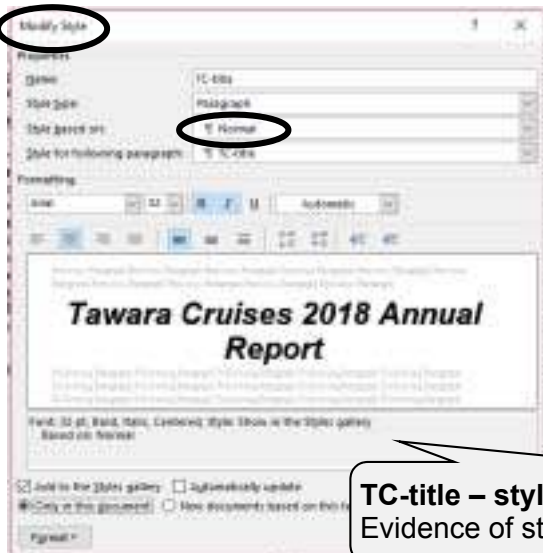
`{ DATE \@ "dd-MMM-yy" * MERGEFORMAT }`

Step 3 – EVIDENCE 3



TC-subhead style
 TC-subhead text style created, named correctly 1 mark
 sans-serif, 16pt, bold, italic 1 mark
 centre aligned, single line, 0pt space before, 6pt space after 1 mark

Step 4 – EVIDENCE 4



TC-title – style modified
 Evidence of style modified 1 mark

Step 5 – EVIDENCE 5**Style list**

Includes TC-subtitle, TC-body, TC-table 1 mark

Step 19 – EVIDENCE 6 - Tawara Cruises is planning to publish the annual report data on its company wiki. Evaluate the suitability of a wiki to share this type of data.

Disadvantages:

Anyone can edit, delete or modify the content
 Could make data unreliable
 Accessibility – computer/internet needed

Advantages

Allows the company report to be seen by many people
 Saves distribution/printing/time costs
 Eco-friendly

Recommendations

Should be presented in a non-editable format
 Include a link to the published report on the company website

[3 marks]

Step 20 – EVIDENCE 7

Field Name	Data Type
Ship_Ref	Short Text
Sail_Date	Date/Time
Cruise_Ref	Short Text
Departure_Port	Short Text
Destination	Short Text
Duration	Number
Passengers	Number
Board	Short Text
Theme	Short Text

DB Structure – cruises table

All field names as given, correct data types 1 mark
Cruise_Ref as primary key 1 mark

Step 21 – EVIDENCE 8

1-to-Many relationship between *Ship_Code*
 and *Ship_Ref* fields

1 mark

Step 23 – EVIDENCE 9

Total passengers

=Sum([Passengers])

Database formula for total passengers 1 mark

Step 26 – EVIDENCE 10

Extract exported and saved in rtf format 1 mark



Query3.rtf

29/08/2017 19:45

Rich Text Format

6 KB

Step 29 – EVIDENCE 11

(a) Explain why styles are used:

- consistent format/layout
- to give a corporate image/brand recognition
- saves time editing/formatting (if a paragraph style is altered) [1 mark]

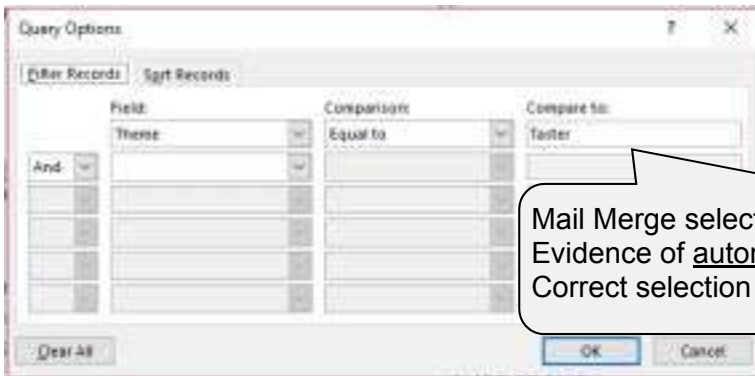
(b) Explain the purpose and limitations of spell check software:

Purpose: to identify potential data entry errors
to assist user to reduce errors [1 mark]

2 Limitations:

- only checks against words in its dictionary/may not recognise technical names/abbreviations or words in another language/may not recognise proper nouns/names
- spell checking does not ensure that correct spelling is used for context/does not eliminate the need for proofreading
- could introduce new errors
- cannot check text in imported images [2 marks]

Step 32 – EVIDENCE 12



Mail Merge selection
Evidence of automated filter 1 mark
Correct selection of *Theme* is **Taster** 1 mark