

# Mark Scheme (Results)

January 2012

GCE Applied ICT (6953)  
The Knowledge Worker

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## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Activity		ANSWER	POSS. MARK	MAX
<b>Activity 1</b>		<b>Understanding the problem</b>		
		<b>Any 11 of:</b>		
(a)	A1	Working for Sasha Blue Skies (Sasha <b>Bluett</b> )	<b>1</b>	
	A2	<b>Cleaning</b> of house / properties	<b>1</b>	
	A3	Garden <b>maintenance / look after</b>	<b>1</b>	
	A4	Pool <b>cleaning</b>	<b>1</b>	
	A5	4 Seasons/seasons named (summer peak, off peak, ski peak and Christmas.)	<b>1</b>	
	A6	Utilities paid by direct debit/periodically	<b>1</b>	
	A7	Not all properties available in ski season (must make the connection that not all properties are available or that only some are available for ski season)	<b>1</b>	
	A8	10 properties (villas) / clearly adds up to 10 (8+2)	<b>1</b>	
	A9	<b>Major</b> maintenance occurs during the off season	<b>1</b>	
	A10	AHHL (Inspector) advised she was using wrong pricing policy	<b>1</b>	
	A11	AHHL provide points formulae	<b>1</b>	
	A12	Points formulae for <b>each season</b>	<b>1</b>	
	A13	100% rental value / occupancy	<b>1</b>	
	A14	80% rental value / occupancy	<b>1</b>	
		<b>Max 11</b>		<b>11</b>
		Marks for section (b) can only be given in section (a) if it is clear that it is a decision/ recommendation that the candidate is making.		
(b)	B1	Rental price	<b>1</b>	
	B2	Each villa (accept house/property)	<b>1</b>	
	B3	Each season	<b>1</b>	
				<b>3</b>
		<b>Total Marks for Activity 1</b>		<b>14</b>

Activity	ANSWER		POSS. MARK	MAX
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Activity 2		Sources of Information			
		(a) is a comparison between <b>locations</b>			
		Any 4 of			
(a)	A1	Local <b>climate</b> (NOT weather)	People less likely to book if the area known for high winds	1,1	
	A2	Cost of transport to location	People less likely to book if travel to the property is expensive	1,1	
	A3	Facilities of nearest ski centre (beaches)	People are more likely to book fashionable ski centres	1,1	
	A4	Marketing of area/town/resort near property	Good marketing will mean more people will want to book a particular place	1,1	
	A5	Access to the property/location	People more likely to book if transport links are easy		
	A6	Local events Eg regular festivals/ sporting events.	People more likely to book to see events	1,1	
	A7	Competition in a location	If more properties available would need to adjust prices locally		
	A8	Local facilities	Transport to nearest town/ shops		
	A9	Anything sensible if justified		2	
				MAX	8
		(b) is a comparison of utilities and maintenance <b>costs year on year</b> must be distinct from section (a)			
		Any 3 of			
(b)	B1	Weather	Eg. Colder weather than the previous years will use more fuel	1,1	
	B2	Number of people in house	Eg. Changes the amount of water used	1,1	
	B3	Exchange rate	Eg. If this changes then all bills may be bigger or smaller as they are paid in euros	1,1	
	B4	Storm/flood damage to the property	Eg. There may have been only routine maintenance in previous years. Large bills may result from major damage	1,1	
	B5	Occupancy rate/ Properties may have had more	Eg. Bills would be less if fewer lettings.		

Activity	ANSWER		POSS. MARK	MAX
	or less lettings last year	Eg. More wear and tear		
	B6	Any sensible description	2	<b>MAX 6</b>
<b>Total Marks for Activity 2</b>				<b>14</b>

Activity	ANSWER	POSS. MARK	MAX
<b>Activity 3</b>	<b>Computer Modelling</b>		
(a)	<b>Importing Data Columns A to L rows 1 to 14</b>		
	A1 Worksheet created and named suitably (on second print out)	1	
	A2 Data imported correctly (499, 499.5, 500.....1475)	1	
			2
(b)	<b>AHHL (Formulae)</b>		
	B1 Suitable formula B10, 13, 17, 19	1	
	B2 All appear to be replicated correctly	1	
			2
(c)	<b>Ratings (Formulae) columns k to p rows 9 to 18</b>		
	Location Rating (col K)		
	C1 Working formula in K9 =AVERAGE(I9:J9), =(I9+J9)/2	1	
	C2 Average function used correctly	1	
	C3 Other shown formulae correct (K10 to K18)	1	
	Off Peak Rating (col O)		
	C4 Correct formula in O9 =G9+H9+K9+L9*4	1	
	C5 No Sum used (only if formula correct)	1	
	C6 Other shown values correct (O10 to O18)	1	
	Ski Peak Rating (col p)		
	C7 Correct Formula in P9 =G9*M9*2	1	
	C8 Other values shown correct (P10 to P18)	1	
			8
(d)	<b>Period Weeks columns A B and D only Rows 7 to 18</b>		
	Correct formula in cell B8 =IF(Ratings!N9>0,B\$19,0) or reversed condition and values		
	D1 IF formula used	1	
	D2 The condition correct	1	
	D3 True value refers to cell b19	1	
	D4 False value is 0	1	
	D5 Absolute addressing used (\$B\$19) or (B\$19)	1	
	D6 Partial absolute addressing used (B\$19)	1	
	D7 Correct formula in columns B and D	1	
	D8 Only A, B and D printed one sheet	1	
			8
(e)	<b>Totals (Formulae) column F only rows 7 to 18</b>		
	E1 Correct formula in F8 =SUM(B8:E8) or B8+C8+D8+E8	1	
	E2 Formula replicated correctly down to F17	1	
	E3 Correct formula in F18 = SUM(F9:F17) or F9+F10+...	1	
	E4 Sum function used correctly in all cases	1	
			4

Activity	ANSWER	POSS. MARK	MAX
(f)	<b>Values (Data) Formulae must all work for these marks to be given</b>		
	<b>Do not award marks if the formulae given would produce an incorrect profit for a given set of circumstances.</b>		
	F1 Overall profit made	<b>1</b>	
	F2 All Houses in Profit	<b>1</b>	
	F3 >£160,000 Profit	<b>1</b>	
	F4 >£170,000 Profit	<b>1</b>	
	F5 >£175,000 Profit	<b>1</b>	
			5
(g)	<b>Printouts</b>		
	G1 All required printouts (6) with no extras	<b>1</b>	
	G2 In right order (>=5 worksheets)	<b>1</b>	
	G3 Row and Column headings on all (>=5 worksheets)	<b>1</b>	
	G4 Gridlines on all (>=5 worksheets)	<b>1</b>	
	G5 Correct header & footer (>=5 worksheets)	<b>1</b>	
	G6 Correct rows printed (>=5 worksheets) only award if G3 awarded	<b>1</b>	
	G7 Correct columns printed (>=5 worksheets) for Period Weeks worksheet allow columns A-D printed if on one page only award if G3 awarded	<b>1</b>	
			7
	<b>Total Marks for Activity 3</b>		<b>36</b>



Activity	ANSWER	POSS. MARK	MAX
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Activity 4 (a)	Indicative content		
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Report  
 In report format, not a memo or a letter. (Limited to Level 2 if not a report.)  
 Suitable title e.g. report to the management of Sasha Blue Skies.  
 Introduction including statement of decisions.  
 Justifications of recommendation – should mention profit  
 Factors that might impact on profitability:

- Weather
- House Prices
- Inflation
- Competition
- Exchange rate

Chart:

- Relevant
- Used in justification of recommendation
- Labelled
- Chart fit for purpose

Conclusion is a summary of recommendations.

Level	Marks	
	0	No rewardable content
1	1-5	<p>The candidate may not have produced a response in report format. If it is report format it may not include title/introduction/conclusion.            The report shows a recommendation although this may not be justified and may not be clear.            The candidate may have included a chart although this may not be identifiable as the one requested.  <i>The candidate uses everyday language and the response lacks clarity and organisation.</i>  <i>Spelling, punctuation and the rules of grammar are used with limited accuracy.</i></p>
2	6-10	<p>The candidate has produced a report that may not include all of title/introduction/conclusion and with limited headings.            The report shows a recommendation which is clear and complete but not fully justified.            The candidate has supplied the chart requested but what the chart shows may not be clear.            Some attempt has been made to discuss factors that might impact on the profitability of the company.  <i>The candidate uses some specialist terms and shows some focus and organisation.</i>  <i>Spelling, punctuation and the rules of grammar are used with some accuracy.</i></p>
3	11-15	<p>The report is set out in a clear way using a sensible title, introduction and conclusion. The report includes the use of headings, sub headings and formatting as appropriate.            The recommendations are made clearly and are fully justified. The recommendations would lead to a clear profit.            The requested chart is supplied, well labelled and adds to the content of the report.            The candidate has mentioned several factors not taken into account in the</p>

Activity		ANSWER	POSS. MARK	MAX
		model which may affect profitability. The impact of these factors has been discussed. <i>The candidate uses a range of appropriate specialist terms and shows good focus and organisation. Spelling, punctuation and the rules of grammar used with considerable accuracy.</i>		
(b)	B1	Appendix present, labelled and after the report	1	
	B2	Attempt to describe a strategy other than trial and error (may not be fully understandable)	1	
	B3	Strategy described should lead to a good solution	1	
				3
		<b>Total Marks for Activity 4</b>		<b>18</b>

Activity 5		Evaluation		
	A1	Comment on ease of use.	1	
	A2	Statement to the effect that it helped you to a solution.	1	
				2
		<b>Max 4 marks</b>		
	B1	(Only 2 allowed) Recommendations for improvement	1	
	B2	Recommendations for improvement to the spreadsheet, not the data, with any explanation	2	
	B3	Recommendations for improvement to the spreadsheet, not the data, with detailed explanation including formulae if relevant	4	
		Graduated changes in cost between end June/early July		4
		<b>Total Marks for Activity 5</b>		<b>6</b>

<b>SWW</b>				
	S1	Authenticating Work (All WP pages have task number, Name, centre number).	1	
	S2	Appropriate Structure (Pages in correct order & Folder assembled correctly)	1	
		<b>Total for SWW</b>		<b>2</b>
		<b>Total for Paper</b>		<b>90</b>

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