

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Level

www.PapaCambridge.com

MARK SCHEME for the May/June 2015 series

9713 APPLIED INFORMATION & COMMUNICATION TECHNOLOGY

9713/31

Paper 3 (Written B), maximum raw mark 80

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 will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the May/June 2015 series for most Cambridge IGCSE[®], Cambridge International A and AS Level components and some Cambridge O Level components.

© IGCSE is the registered trademark of Cambridge International Examinations.

Page 2	Mark Scheme	System Paper
	Cambridge International A Level – May/June 2015	971

1 (a) Descriptions from:

Text to speech software is:

- Used to convert text that appears on screen into computer generated words/speech
- To 'read' documents aloud/from a speaker
- For those unable to see the screen properly

Speech to text software is:

- Speak into a microphone
- Used to convert spoken words into text on screen
- To create documents
- For those unable to use keyboards

(b) **Two** descriptions from e.g.: [4]

- Sticky keys:* no need to press two keys at once/press first key followed by second to get action
- Filter keys:* ignores brief or repeated key presses
- Head pointer:* have a camera on top of monitor to detect head movements/physical device on head to tap keys
- Overlay (concept) keyboard:* overlay with larger characters that can be easily picked out
- Magnifier/Zoom software:* to enlarge text/areas of the screen so that these can be seen better
- Predictive text:* to complete/suggest words/sentences from a few characters/words

2 (a) Descriptions from e.g.: [4]

- Online consultations with a doctor or nurse
- ...so no need to physically visit the doctor/doctor does not need to visit the patient
- ...save time/expense of traveling to doctor/doctor to patient
- ...patient may have difficulty in travelling/being moved
- ...speech or hearing difficulties are overcome
- Health information available on internet
- ...easier to research
- Ordering medicines online
- ...cheaper to buy/reduces travel/collection cost

(b) Descriptions from e.g.: [4]

- Can work from home
- ...no need for employer to provide disabled facilities
- ...in own environment
- Can work for several employers simultaneously
- ...can time share jobs
- Can apply for jobs/courses online
- ...can send resumes/CVs by email/electronically
- ...no need to travel/no need to make difficult journeys

Page 3	Mark Scheme	System Paper
	Cambridge International A Level – May/June 2015	971

3 **Three** descriptions from e.g.:

- Hard-coded font size
- ...so cannot be changed by viewer
- Websites not customised for specialist browsers
- ...some features of site e.g. shopping basket not available/displayed incorrectly or not at all
- Too much animation/video
- ...distracting and confusing
- Too many popups/adverts
- ...intrusive and distracting
- Colour combinations
- ...unable to distinguish colours/text/content

4 **Five** from: [5]

- Access rail company website
- Select journey details – departure and destination/return journey
- Select journey time
- Select number of tickets
- Enter any discount codes/options for journey e.g. class of travel
- Enter payment details
- Note confirmation code/receive confirmation email
- Print/collect tickets

(b) Benefits from e.g.: [6]

- Guaranteed a seat
- No double booking
- Choose lowest price/compare prices
- Easier to choose route
- Easier to choose time

Drawbacks from e.g.:

- Have to use same debit/credit card to collect tickets
- Have to remember the unique booking code
- Cannot change tickets
- Lack of personal touch/cannot discuss options
- Cannot pay with cash

Max 5 for all benefits or drawbacks

5 (a) **Two** from: [2]

- Order placed as goods are running out of stock
- Goods arrive at distribution point as required
- Goods arrive in time to be used immediately

Page 4	Mark Scheme	System Paper
	Cambridge International A Level – May/June 2015	971

(b) Benefits from e.g.:

- Lower warehouse costs
 - ...no excess inventory has to be stored
 - ...number/size of warehouses is reduced
- Lower supply chain costs
 - ...company products more affordable so more are sold
- Increased customer satisfaction
 - ...items in great demand are supplied to stores quickly/stock does not run out
- Less waste/overstocking of items
 - ...fewer unsold items
- Company can respond to customer demand
 - ...items that sell well always in stock
 - ...items that do not sell well are not overstocked

Drawbacks from e.g.:

- Goods not delivered to the shop exactly on time/in the correct amounts could adversely affect the sales in shops
- Shop has to anticipate projected sales so orders can be placed in time for delivery
- The warehouse may not be able to immediately meet the requirements of a massive and unexpected order from a shop
 - ...since it has few or no stocks available/left after orders from other shops
 - ...a road traffic problem/transport problem/natural disaster could impede the flow of goods to the shop from the warehouse so goods do not arrive/are late in arrival

Max 5 for all benefits or all drawbacks

6 Four from: [4]

- Insert field for customer into document
- Use operands to select/filter/omit customer
- Use of variable field containing/to test conditions
 - ...use of IF, NEXT, COMPARE, SKIPIF, IF-THEN-ELSE
- At mail merge runtime

7 (a) (i) Hardware: [2]

- Bar code reader to read product ID number
- Electronic scales to weigh products/items/to check correct item has been placed in bagging area
- Keyboard/keypad to input product ID if barcode cannot be read/quantity
- Speakers to output alarms/beeps if there is an error/correctly scanned
- Sensors to detect presence of item

(ii) Software: [2]

- Bar code reading software to convert barcode into product ID
 - Database to store/update stock quantity
 - ...to output prices
- (Allow two database answers)

Page 5	Mark Scheme	Syllabus
	Cambridge International A Level – May/June 2015	9710

(b) Six from:

- Product ID looked up in database
- If found product details returned
- If not found, error message generated
- If sold, number of products sold deducted from number in stock
- ...new number written back to file
- When re-order level reached more stock ordered automatically
- ...item flagged as order has been placed
- When new items arrive, database updated

8 Three ways from e.g.:

[6]

Research in the media

- ...show trial advert to audience
- ...collect data on audience response
- ...adjust advert accordingly

Research public opinion

- ...phone prospective customers
- ...canvas customers about clothes products

Computer Assisted Personal Interviewing where both interviewer and interviewee are together in same room

- questions are put by the computer program
- interviewer asks questions as prompted by computer program
- an interviewer keys in responses from interviewee directly into a purpose-built computer program on a small device or on a laptop

Computer Assisted Telephone Interviewing where interviewer is usually in a call centre

- using software based systems to make calls and then connect interviewer with interviewee
- interviewer asks questions as prompted by the computer program
- keys in responses from interviewee directly into a purpose-built computer program

Computer Aided Web Interviewing where interviewee accesses online questionnaire

- interviewees need access to internet and web browser
- questions are multiple choice
- computer used responses to one question to choose next question to ask
- use of branching logic statements to choose which questions to ask

Page 6	Mark Scheme	System Paper
	Cambridge International A Level – May/June 2015	971

9 (a) Two from:

A (computer) network/intranet
...with controlled access from outside the intranet

(b) Five from: [5]

Benefits:
Allows customers to access facilities of intranet/website
Allows employees to access facilities of intranet/website
Allows suppliers to access facilities of intranet/website
Exchange data using Electronic Data Interchange (EDI)
Share product catalogues exclusively with other traders
Collaborate with other companies on joint designs
Provide or access services provided by one company to a group of other companies, e.g. an online banking application managed by one company on behalf of affiliated banks

Drawbacks:
Extranets can be expensive to implement and maintain within an organisation
... (e.g. hardware, software, employee training costs)
...by an external application service provider
Security issues are of concern if the data is valuable

Max 4 marks for all benefits or drawbacks

(c) Two from: [2]

Dedicated cabling is more secure than wireless/Wi-Fi
Higher data transfer speeds are available
Can reach all parts of the building

10 Three from: [3]

The server is a host that is running one or more server programs
...whose resources are shared with clients
Client does not share any of its resources with server
Client initiates communication sessions
...server that waits for incoming requests from client(s)
...client requests/asks for content from server
...client requests/asks for service function from server
Different computers/OS can be clients of the server

11 Three from: [3]

SSH enables secure exchange of data between computers when using unsecured networks such as the internet
SSH enables log into remote computer to execute commands on remote computer/server
Telnet is insecure/SSH is more secure
SSH uses encryption
...uses public key authentication/key needed for decryption
...data if intercepted cannot be read

Page 7	Mark Scheme	Syllabus
	Cambridge International A Level – May/June 2015	9710

12 Two protocols e.g.:

UDP

- ...does not require hand-shaking
- ...before data can be transferred
- ...data sent to address of computer
- ...no checking that data has arrived

TCP/IP

- ...defines the packet structure
- ...allows routing of packets

HTTP

- ...used to transfer data for web pages

FTP

- ...peer to peer transfer of files