UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Ordinary Level

MARK SCHEME for the October/November 2007 question paper

7101 COMMERCIAL STUDIES

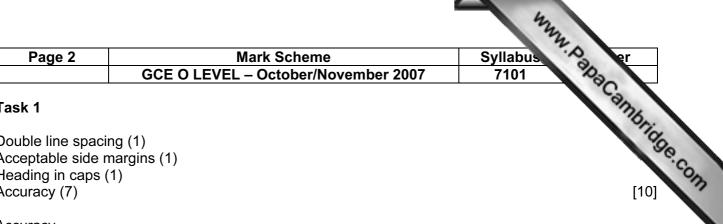**7101/03**   Paper 3 (Text Processing), maximum raw mark 100

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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

* CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2007 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

Task 1

Double line spacing (1)
Acceptable side margins (1)
Heading in caps (1)
Accuracy (7)   [10]

Accuracy

Deduct 1 mark per error to max. 7

Short Working

All candidates are expected to reach the end of the passage, which represents a speed of 30 wpm.

Those who do not should be penalised under accuracy –1 mark per missing word (to a maximum of –7).

This may result in a number of candidates, who are not typing at the required speed of 30 wpm, losing all of their accuracy marks.

Task 2

Plain paper with suitable vertical placement (1)
Side margins acceptable (1)
Consistent space between columns (1)
Heading in bold caps (1)
Stet (1)
Move section (2)
Tour headings bold and underlined (2)
Insert (1)
Consistent space between tours (1)
Transpose (1)
Delete (1)
Ruling (1) as draft (1)
Accuracy (5)   [20]

Task 3

Headed paper used (1)
Consistent layout and spacing between parts of letter (1)
Open/closed punctuation (1)
Today's date in full (1)
Correct reference (1)
Correct name and address of addressee (1)
Suitable salutation and complimentary close (2)
Enc (1)

Composition
Tone (2)
Punctuation (2)
Grammar (2)

Content

Thanks for letter/correct date received (1)
8 single/6 double rooms available (1) respond asap as early booking essential (1)
en-suite rooms/air conditioned (1) tea and coffee/trouser press/tv and hairdryer (1)
Leisure club with swimming pool, steam room Sauna and gym (1)
Friendly staff happy to help (1)
Discounted rates (1)
Contact for further information (1)
Enclosing brochure (1)
Accuracy (5)   [30]

Task 4 (a)

Memo/Memorandum in caps at top (1)
Format From To etc. (1)
Correct info i.e. To and From (2)
Correct date (abbreviated acceptable) (1)
Subheading correctly placed (1)
NP (0.5)
bn (0.5)
Accuracy (3)   [10]

Task 4 (b)

Appropriate vertical placement (1)
Suitable line spacing (1)
Use of effective display methods (2)
Use of different font types (1)
Stet (1)
Transpose (1)
Insert (1)
Accuracy (2)   [10]

Task 5 (a)

Form used (1)
Acceptable use of interliner throughout (2)
Suitable spacing after side headings and alignment where applicable (1)

Correct information

Name (1)
Address (1)
Tel No (1)
Arrival Date (1)
Guests (1)
Days (1)

Type of bedrooms (1)
Special requests (1)
Credit card no (1)
Valid from (1)
Valid to (1)
No signature (1)
No date (1)
Accuracy (3)   [20]

Task 5(b)

Plain paper with suitable vertical placement (2)
Heading – font size 18 (1)
Dinner Menu – font size 16 (1)
Starters/main course/desserts underscored (1)
Course headings bold (1)
Footnote – menu and correctly inserted (2)
Deletion (1)
Stet (1)
Insert (1)
u.c. (1)
Bold and centred (2)
Consistent spacing between courses (1)
Accuracy (5)   [20]