CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Ordinary Level

MARK SCHEME for the October/November 2012 series

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, 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 October/November 2012 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

1 Double line spacing
Acceptable side margins
Headings in caps
Accuracy

[Total: 10]

2 Heading – centred, caps and bold [3]
Side headings underscored correctly [2]
Consistent spacing before/after headings [1]

First Para
Stet [1]

Melbourne Parrots and Cockatoos
Abbreviation with [1]

Fruit Festival
Abbreviation yr [1]

Aster Festival
Insert and [1]

Floristry Masterclass
Abbreviation wl [1]

Final Paragraph
New Paragraph [1]
Emphasise [1]

Accuracy [7]

[Total: 20]

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 [1]
Enclosure [1]

Composition
Tone
Punctuation
Grammar [6]

Content
Thanks for letter/correct date received
Event very popular
Early booking recommended
Event lasts 2 hours followed by afternoon tea   [1]
Cost of event   [1]
Group/individual photographs available £2   [1]
Special discounted rates bookings before end Dec   [1]
Copy brochure enclosed   [1]
Further information on request   [1]
Looking forward to your reply   [1]

Accuracy   [6]

                                                                                      [Total: 30]