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 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 2010 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.
Slide 3

**Corporate house style**

- What is a corporate house style?
  - Consistent colour scheme/logo/trade mark/symbol/branding/set of rules/specifications [1]

- Why is it used?
  - Way of recognising the company/branding/ensure consistency of company documents [1]

- How is it created?
  - Styles applied to all documents/website/interface with public/style guides/template documents [1]

- Where is it seen?
  - Letterheads/business cards/advertising/websites/company vehicles/intranet/predefined in software [1]

Slide 4

**Verification**

- What is the feature?
  - Checking data entry/checking integrity of transmitted data

- Why is it used?
  - Checking that data has been entered accurately [1]

- How is it performed?
  - Ensure data is entered accurately/reduction in data entry/transmission errors [1]

- What data might be verified on a web form?
  - Double entry/visual compare of entry and original doc [1]

- Password/email address [1]
Evaluate internet sources

- How do you recognise a secure website?
  - Padlock / https [1]
- Which part of a URL would show a site belongs to university?
  - .ac .edu [1]
- What sort of organisation has a URL that ends .gov.au
  - government [1]
- Why may information in a wiki be untrue?
  - Not validated / anyone can enter data [1]

Manipulating images

- What is the feature?
- Changing an image to match a specified purpose [1]
- Why is it used?
- To give impact to audience / To fit available space / reduce file size for transfer / enhance or touch up image [1]
- What image format would be most suitable for a webpage?
  - .jpg / .gif / .png [1]
- What problems could be caused by manipulating an image?
  - Ethical / moral / loss of quality / distortion / pixelation / skewing / increased file size / incompatible formats / loss of layers / bitmap versus vector [1]
Slide 8

Special characters

- What is the feature?
- Symbol/mathematical/accents/language characters/characters not available on keyboard [1]
- Why are they used?
- Tick boxes/formulae/accented characters/writing in foreign language [1]
- How would you add a special character to a document?
- Description of method of selection (e.g., Insert then symbol) [1]
- Where would you include a special character?
- Data capture form/mathematical paper/Japanese text [1]

Slide 9

Superscript and subscript

- What is superscript?
- Superscript moves character above baseline [1]
- Give an example of its use
- Superscript for indices/mathematical documents [1]
- What is subscript?
- Subscript below baseline [1]
- Give an example of its use
- Subscript for chemical formulae/scientific documents [1]
Slide 10

Auto text used in word processing

• What is auto text?
• Commonly used text / phrases / file name / path auto numbering [1]

• Why is it used?
• Save time repeatedly typing [1]
• Give an example of its use?
• Header / Footer / Salutation / etc [1]
• Describe how you would insert auto text
• Insert & AutoText / Tools & Templates & Add-ins [1]

Slide 12

Hyperlinks

• What is a hyperlink?
• Link to slide / document / website [1]
• Why is it used?
• Move to different media / location / different slide / move to slide out of sequence / menu [1]
• How do you recognise a hyperlink?
• Underscore, different colour, changes when cursor moved over it [1]
Audio and video files in presentations

- Why are these files used in presentations?
- To give impact to audience / enhance presentation / show actual video of a situation or place / narrate [1]
- Give an example of a file type would be for audio
- Why is this file type used?
- Discussion on size / quality [1]
<table>
<thead>
<tr>
<th>Project</th>
<th>Start date</th>
<th>Day</th>
<th>Month</th>
<th>Year</th>
<th>Planning</th>
<th>Design</th>
<th>Installation</th>
<th>End date</th>
<th>Full start date</th>
<th>Months</th>
<th>Season</th>
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<tbody>
<tr>
<td>Project 1</td>
<td>28/11/10</td>
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<td>11</td>
<td>2010</td>
<td>50</td>
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<td>30</td>
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<td>18/03/11</td>
<td>4</td>
<td>Autumn</td>
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<tr>
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<td>16</td>
<td>10</td>
<td>2010</td>
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<td>22</td>
<td>50</td>
<td>10</td>
<td>07/02/11</td>
<td>4</td>
<td>Autumn</td>
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<td>2010</td>
<td>30</td>
<td>21</td>
<td>45</td>
<td>7</td>
<td>13/02/11</td>
<td>3</td>
<td>Autumn</td>
</tr>
<tr>
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<td>30/11/10</td>
<td>30</td>
<td>11</td>
<td>2010</td>
<td>36</td>
<td>28</td>
<td>42</td>
<td>21</td>
<td>06/04/11</td>
<td>5</td>
<td>Autumn</td>
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<td>12</td>
<td>2010</td>
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<td>45</td>
<td>72</td>
<td>14</td>
<td>26/05/11</td>
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<tr>
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<td>02/12/09</td>
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<td>12</td>
<td>2009</td>
<td>45</td>
<td>45</td>
<td>72</td>
<td>14</td>
<td>23/07/10</td>
<td>7</td>
<td>Winter</td>
</tr>
</tbody>
</table>

Candidate name & numbers

In footer 1 mark

Row 8 inserted 1 mark

‘Project 6’ 100% correct 1 mark

Global replace – Advertisement to Project 1 mark

Row 2 deleted 1 mark

6 correct dates 6 marks

Row 1 & Column A - Bold 1 mark

Header 100% correct 1 mark

Fits to single page 1 mark

Fully visible 1 mark

Display for column K 1 mark

Columns B & J - dd/mm/yy format 1 mark

Cell J7 23/07/10 1 mark

Planning time for projects

Estimated Production dates

Start date

Day

Month

Year

Planning

Design

Installation

End date

Full start date

Months

Start dates during winter 2

Candidate name & numbers

In footer 1 mark
<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
</tr>
</thead>
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<td>Production dates</td>
<td>Start date</td>
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<td>Month</td>
<td>Year</td>
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<td>Design</td>
<td>Creation</td>
<td>Installation</td>
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<td>=MONTH(B2)</td>
<td>=YEAR(B2)</td>
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<td>30</td>
<td>6</td>
<td>=B2+F2+G2+H2+I2</td>
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<td>=MONTH(B3)</td>
<td>=YEAR(B3)</td>
<td>32</td>
<td>22</td>
<td>50</td>
<td>10</td>
<td>=B3+F3+G3+H3+I3</td>
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<td>Project 3</td>
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<td>=DAY(B4)</td>
<td>=MONTH(B4)</td>
<td>=YEAR(B4)</td>
<td>30</td>
<td>21</td>
<td>45</td>
<td>7</td>
<td>=B4+F4+G4+H4+I4</td>
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<td>40512</td>
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<td>=MONTH(B5)</td>
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<td>21</td>
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<td>=DAY(B6)</td>
<td>=MONTH(B6)</td>
<td>=YEAR(B6)</td>
<td>45</td>
<td>45</td>
<td>72</td>
<td>14</td>
<td>=B6+F6+G6+H6+I6</td>
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<td>=MONTH(B7)</td>
<td>=YEAR(B7)</td>
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<td>40382</td>
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</table>

9. Start dates during winter

10. =COUNTIF(M2:M7,"Winter")

Max 4 for different correct method: eg.
COUNTIF 1 mark
Correct range 1 mark
Condition Month (J) 1 mark
Extraction Winter – lookup or extraction 1 mark
### K

<table>
<thead>
<tr>
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<th>Full start date</th>
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<tbody>
<tr>
<td>1</td>
<td>=TEXT(B2, &quot; dd mmmmmmmm yyyy&quot;) &amp; &quot; (&quot; &amp; LOOKUP(D2, NXMonth.csv!$A$1:$A$12, NXMonth.csv!$B$1:$B$12) &amp; &quot;)&quot;</td>
</tr>
<tr>
<td>2</td>
<td>=TEXT(B3, &quot; dd mmmmmmmm yyyy&quot;) &amp; &quot; (&quot; &amp; LOOKUP(D3, NXMonth.csv!$A$1:$A$12, NXMonth.csv!$B$1:$B$12) &amp; &quot;)&quot;</td>
</tr>
<tr>
<td>3</td>
<td>=TEXT(B4, &quot; dd mmmmmmmm yyyy&quot;) &amp; &quot; (&quot; &amp; LOOKUP(D4, NXMonth.csv!$A$1:$A$12, NXMonth.csv!$B$1:$B$12) &amp; &quot;)&quot;</td>
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<tr>
<td>4</td>
<td>=TEXT(B5, &quot; dd mmmmmmmm yyyy&quot;) &amp; &quot; (&quot; &amp; LOOKUP(D5, NXMonth.csv!$A$1:$A$12, NXMonth.csv!$B$1:$B$12) &amp; &quot;)&quot;</td>
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<tr>
<td>5</td>
<td>=TEXT(B6, &quot; dd mmmmmmmm yyyy&quot;) &amp; &quot; (&quot; &amp; LOOKUP(D6, NXMonth.csv!$A$1:$A$12, NXMonth.csv!$B$1:$B$12) &amp; &quot;)&quot;</td>
</tr>
<tr>
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<td>=TEXT(B7, &quot; dd mmmmmmmm yyyy&quot;) &amp; &quot; (&quot; &amp; LOOKUP(D7, NXMonth.csv!$A$1:$A$12, NXMonth.csv!$B$1:$B$12) &amp; &quot;)&quot;</td>
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</table>

### L

<table>
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<tr>
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<td>=(YEAR(J3)-YEAR(B3)) * 12 + MONTH(J3)-MONTH(B3)</td>
</tr>
<tr>
<td>4</td>
<td>=(YEAR(J4)-YEAR(B4)) * 12 + MONTH(J4)-MONTH(B4)</td>
</tr>
<tr>
<td>5</td>
<td>=(YEAR(J5)-YEAR(B5)) * 12 + MONTH(J5)-MONTH(B5)</td>
</tr>
<tr>
<td>6</td>
<td>=(YEAR(J6)-YEAR(B6)) * 12 + MONTH(J6)-MONTH(B6)</td>
</tr>
<tr>
<td>7</td>
<td>=(YEAR(J7)-YEAR(B7)) * 12 + MONTH(J7)-MONTH(B7)</td>
</tr>
</tbody>
</table>

### M

<table>
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<tr>
<th></th>
<th>Concatenate</th>
<th>Year only</th>
<th>Correct brackets</th>
<th>Multiply by 12</th>
<th>End month</th>
<th>Start month</th>
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</thead>
<tbody>
<tr>
<td>2</td>
<td>or &amp;</td>
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<td></td>
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</tr>
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<td>7</td>
<td></td>
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</tr>
</tbody>
</table>
Analysis of projected number of days for each stage of the Olympic projects

- Project 5
- Project 4
- Project 3
- Project 2
- Project 1

Correct values 2 marks
Chart type 2 marks
Appropriate (Stacked bar) 2 marks
Category Axis 1 mark
Project 1 etc 1 mark
Meaningful & appropriate axis label 1 mark
Value Axis 1 mark
Meaningful & appropriate axis label 1 mark
Chart Title 1 mark
Meaningful & appropriate chart title 1 mark
Title of appropriate size 1 mark
Name & numbers on chart 1 mark
Legend or series labels 1 mark
Visible, correct and appropriate 1 mark
Evidence document

Correct text 1 mark
Internal - to correct slide 1 mark

Correct text 1 mark
Internal - to correct slide 1 mark
Correct text: 1 mark
Internal - to correct slide: 1 mark
Step 30
Reasons for compression:

- Reduce transmission time for files
- For e-mail attachments / file transfer using network / internet
- Server space / reduce storage space for files

Correct text 1 mark
Web page 1 mark
Correct URL 1 mark

Files (both) zipped 2 marks

File type 1 mark
File size 1 mark
Date & time 1 mark