

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Advanced Subsidiary Level and GCE Advanced Level

MARK SCHEME for the May/June 2012 question paper
for the guidance of teachers

**9713 APPLIED INFORMATION AND
COMMUNICATION TECHNOLOGY**

9713/11

Paper 1 (Written A), 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.

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- 1 Three from:**
 Can be sure all targeted customers are reached/not everybody will see the website
 It is more personal so will attract customers
 It is more interactive/questions can be answered immediately
 Can see immediately how successful advertising campaign is/know reasonably accurately how many customers they will have
 Easier to persuade customers to purchase computers
 Can contact customers who don't already have a computer so would not see the website/can contact customers whose internet speed is so slow they are reluctant to use it and so might not see the website [3]
- 2 Five from:**
 temperature sensor monitors temperature of room
 (number pad) to input the required temperature.
 Data from the sensors converted to digital (using an ADC)
 Microprocessor compares temperature data from the sensor with the pre-set value
 If the temperature is higher/lower than preset value a signal is sent...
 to the actuator
 if lower microprocessor/actuator switches the heater on
 if higher microprocessor/actuator switches the heater off
 Digital to analogue conversion required
 microprocessor sends data to LEDs indicating the current room temperature
 Description of PID
 Description of PLC [5]
- 3 (a) Three from:**
 be well motivated
 have good communication skills
 have good self-discipline/doesn't require supervision
 have good time management skills/can meet deadlines
 be well organised [3]
- (b) Three from:**
 Might miss the personal contact with colleagues/more difficult to discuss ideas with colleagues
 Home based telework is inappropriate for some people,
 Many homes are not well equipped for some kinds of telework
 Young children might demand attention/friend might drop in and distract programmer/dog might need to be taken for a walk/therefore distracting them from work
 May be difficult to find a suitable office space in the home
 May be difficult to impress manager giving reduced promotion prospects [3]
- (c) Three from:**
 Don't have to spend so much on utilities
 Don't have to pay travelling expenses for conferences
Increased productivity due to more content workforce/improved motivation
 More likely to retain staff so don't have to spend money on retraining
 Lower costs due to flexible staffing
 Lower costs as can rent smaller/as many offices [3]

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(d) Three from:

- Saves time/trouble of going to the fax machine to retrieve/send faxes
- Equipment costs are lower as there is no need for a dedicated fax machine/phone line
- Description of why running costs are lower
- Confidential faxes are more secure/on a manual fax any worker could pick it up
- Faxes can be downloaded remotely/don't have to be in office to receive faxes
- It is easier to send to many recipients at the same time.
- Description of how you are less likely to lose the fax

[3]

4 Four from:

- Fewer errors in completing/easier to complete the form because there are individual character boxes
- Fewer errors in completing/easier to complete the form because there could be Boolean tick boxes
- Fewer errors in completing the form/easier to complete because closed questions/restricted number of answers
- Fewer errors in reading the form as OMR could be used
- Fewer errors in completing the form/easier to complete because there are instructions on how to fill in the form
- Easier for the secretary to read completed forms because there are individual character boxes
- Fewer errors when secretary enters data into computer as it is easier to read completed forms
- Less likely to get lost as there will be clear instructions where to send the form

[4]

5 Four from:

- Description of IVR
- Displays caller ids
- Queues calls
- The operator's phone communicates directly with the server
- The server controls all the phones.
- The operator's computer does not control/is not controlled by the phone although it may be physically connected
- Any computer in the system can be used to control any phone
- Allows supervisors, for example, to intervene if the call proves too complex for the operator to handle.
- The server can direct a call to the appropriate operator
- Calls up matching customer records
- Displays the script for the operator
- Can record conversations with customer
- Software enables on-screen phone control such as answer, hang up, hold, Conference, re-dial

[4]

6 (a) Two from:

- Two people sharing a job normally done by one person.
- Each person is paid on part time basis though together they do a full time job
- One person works specific days/mornings/afternoons while other works remainder

[2]

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(b) Two from:

Company gets the skills of two workers for the price of one
 Working fewer hours makes worker fresher/more creative
 When company is busy can get the two workers to work together/
 If worker is ill or on holiday part of job still gets done/other worker can be invited to cover
 No need to (spend money on) train(ing) a new person
 The two workers can have different skills, knowledge and experience
 May mean that workers stay with the company since they might leave if they had to work full time [2]

(c) Two from:

Money may need to be spent on providing an extra desk or additional equipment
 Extra training costs for training two workers instead of one
 Difficult to arrange training/meeting times/working hours to suit all workers
 May be difficult to maintain communication between workers
 May be difficult to maintain continuity [2]

7 (a) Four from:

Employees who handle confidential information about individuals have a personal duty of confidence both to the individuals and to their employer.
 They must not tell anybody except with the permission of the person who told them
 They must not use the information for any reason except with the permission of the person who told them.
 If they attempt to tell somebody/use the information the person who told them can take out a legal injunction preventing them.
 In order for a duty of confidence to exist, the employee must be asked to treat the information as confidential/it must be obvious that the information is given in confidence.
 Employer will ask the employee to sign a confidentiality agreement [4]

(b) Anonymised information is information about individuals without mentioning the person by name [1]

Aggregated information is where personal details of individuals are combined to provide information without naming those individuals. [1]

(c) Two from:

It is possible to guess the salaries of workers if the department/position is mentioned
 There may be only one worker in a specific department and so it is obvious who the company is referring to. [2]

8 (a) A file where records are stored one after the other using a key field to order them [1]

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(b) Five from:

the transaction file is sorted
 first record in the transaction file read
 reads first record in the old master file
 They are compared
 if records don't match computer writes master file record to new master file.
 if it matches transaction is carried out
 if deletion or amendment old master file record not written to file
 if amendment, data in transaction file written to master file
 process is repeated until end of old master file
 remaining records of the transaction file are added to the master file

[5]

9 Three from:

Open her private calendar to see when she is free
 Open the public calendar showing when other workers are free
 Identify a suitable time when she is free and when others are free/where there are no clashes
 Type in the details of the meeting
 Notify others of time/date of meeting
 Sets an alarm to alert her when the meeting starts

[3]

10 (a) Two from:

a calculation is performed on a long series of digits to produce another digit
 This digit is then added to the end of the string.
 The computer re-calculates the digit when data is entered
 To check whether it gives the same result.

[2]

(b) Three from:

Scanned image of exam paper is saved to file
 Examiner logs on to system
 Examiner loads script
 Examiner enters mark next to each response
 Mark is checked for validity
 Mark for each question is saved to candidate's record
 Total mark is saved to candidate's record

[3]

(c) Three from:

Marking process is more accurate
 Marks are recorded more quickly than by manual methods
 Don't have to pay for posting scripts to examiners
 Scripts less likely to go missing in the post
 Statistical analysis is more easily carried out

[3]

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11 (a) Three matched pairs from:

Terminator

When data flows from or to somebody or somewhere outside the system, that somebody or somewhere is called a terminator. Here it is the examiner.

Process box

The data from the examiners are the marks which are processed to produce the candidate's results. The processing of the marks is put in a process box.

Store

The actual data output from the system such as the candidate grades (are recorded for future use).

Data flow arrows

Each arrow is labelled to show what data is flowing at that point in the diagram whether it be marks or grades [6]

(b) One for each reason:

Field name

So that the contents of the field are easily identifiable/so that no two fields have the same name

Field type

So that validation can be more easily performed/text or Boolean can be chosen when appropriate to save storage space

Field length

So that record lengths are not too long/when chosen appropriately saves storage space

Validation rules

So that the number of errors in input data is reduced

Key field

To make it easier to sort data/to uniquely identify each record in a database/to make it easier to search databases [5]

(c) Live data is data that has been used in the existing system/is data which will be used because the outputs are already known. [1]

Three from:

He will select a session where there may have been special circumstances

He will also choose another session where it was quite an average session.

He will then run this/these sets of data on the new system

He will compare the results with the grades already in existence

If there are differences between the results amendments will need to be made to the system. [3]

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(d) Three matched pairs from:

Method: Could observe examiners/users performing set tasks and record their progress using video recording/ Get an examiner/user to perform a task and measure the time it takes them to carry out the task

Drawback: Description of the Hawthorne effect

Method: Interview examiners/users to gather their responses about what they thought of the system and how easy it was to use.

Drawback: Examiners/Users have to be available at the time the analyst wants to interview them/time consuming as can only interview one user at a time/may get answers which the user thinks the analyst wants to hear

Method: Hand out questionnaires to them to ask them about their thoughts on the new system with regard to how easy they found it to use.

Drawback: They may give answers which are exaggerated as they are anonymous/question cannot be changed once they are typed up/follow up questions cannot be asked. [6]