

**CAMBRIDGE INTERNATIONAL EXAMINATIONS**

Cambridge International Advanced Subsidiary and Advanced Level

**MARK SCHEME for the March 2016 series**

**9713 APPLIED INFORMATION AND  
COMMUNICATION TECHNOLOGY**

**9713/04**

Paper 4 (Practical Test B), maximum raw mark 90

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<b>Task</b>		<b>Mark</b>		
<b>1 (a)</b>		Enter formulae for calculating income and profit	Correct income formula inserted	1
			Correct profit formula inserted	1
<b>(b)</b>	Format Costs, Prices and Sales	Cost, selling price, income & profit formatted as currency (£)		1
		Sales formatted as integer		1
<b>(c)</b>	Model costs, selling prices and profit	Model break-even selling price with advertising set at £5k	Correct values inserted for Annual costs	1
			Evidence of efficient method used (e.g. Goal Seek)	1
			Correct settings and entries	1
			Correct results for selling price displayed	1
<b>(d)</b>	Model break-even selling price with advertising set at £8k	Advertising set to £8000		1
		Correct results for selling price displayed		1
<b>(e)</b>	Model manufacturing costs with selling price set at £2	Correct entry for selling price		1
		Correct result for manufacturing costs displayed		1
				<b>[12]</b>

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2	Present the results of financial modelling to specified recipients in a mail merge memo	Insert mergefields and text as specified	GivenName (space) Surname mergefields inserted	1
			Job_title mergefield inserted on a newline	1
			Date inserted as a field and in correct format (DD:MM:YY)	1
			The Earbud Project inserted as memo subject	1
		Insert specified data linked to spreadsheet	Evidence of link to Cost per earbud value	1
			Correct range used (R10:C4)	1
			Evidence of link to annual costs data	1
			Correct named range used (Annual_Costs)	1
		Use conditional field to insert specified text and linked data from spreadsheet	Correct conditional field inserted	1
			Correct criteria applied	1
			Correct conditional text (1) inserted	1
			Correct conditional text (2) inserted	1
			Evidence of link to calculations data seen	1
			Correct named range used (Calculations)	1
		Non-manual selection of recipients	Evidence of efficient selection of recipients provided	1
		Letters to specified recipients merged	Memo to Ellis printed	1
			Memo to Kieran printed	1
			Memo to Samantha printed	1
			Memo to Mia printed	1
			Memo to Noah printed	1
		Merged letters proofed for accuracy	<b>ALL and Only</b> these memos printed	1
			Correct job titles for recipients seen	1
			Correct inclusions for memos seen	1

[23]

3 (a)		Set validation rule for advertising cost entries	Evidence of validation rule used provided	1
			Evidence of correct limiting values provided	1
			Appropriate input message seen	1
			Appropriate error message seen	1
	Extend the financial model to determine maximum possible profit	Modify spreadsheet as required including adjustment of relative/absolute referencing necessary for valid replication	Correct selling price formula inserted	1
			Valid replication of selling price formula	1
			Correct sales formula with correct absolute/relative references seen	1
			Valid replication of sales formula	1
			Correct income formula with correct absolute/relative references seen	1
			Valid replication of income formula	1
			Correct profit formula with correct absolute/relative references seen	1
			Valid replication of profit formula	1
	Display values for completed financial model	Correct manufacturing cost (£1.25) inserted	1	
		Table displayed as shown in the example	1	
		Selling prices displayed as shown in the example	1	
Correct values shown in 1st line of the table		1		
Correct values shown after replication		1		
				<b>[17]</b>

(b)	Display the results of the extended model in a chart	Appropriate chart selected	Line graph chosen for both series	1
		Display profit data series	Correct profit data used	1
			Selling prices used as horizontal axis	1
		Display sales data series	Correct sales data used	1
			Secondary axis displayed	1
		Add contextual information to chart	Valid chart title inserted	1
			Valid horizontal axis title inserted	1
			Valid vertical axis title inserted	1
			Valid secondary axis title inserted	1
			Legend or equivalent displayed	1
				<b>[10]</b>

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4	Display the modelling results in a presentation	Set up presentation as specified	Master slide items inserted as specified	1
			Full slides printed	1
			Correct titles and text inserted	1
		Display model and add contextual information	Table displayed on slide 2	1
			Correct advertising value shown	1
			Correct maximum selling price seen	1
			Valid maximum selling price indicated	1
			Corresponding maximum profit indicated	1
		Display chart and add indication of maximum profit	Chart displayed on slide 3	1
			Correct vertical line inserted	1
				[11]

5 (a)	Create a relational database	Provide evidence of import specification and data structures	Evidence of valid method for import provided	1
			Correct data structure for Headphone Data table shown	1
			Correct data structure for HeadphonesTested table shown	1
				[3]

(b)	Select and display specified data	Create a report on selected data displayed and formatted as specified	Correct report title inserted	1
			Required labels and data all visible and displayed on a single page	1
			Data grouped by "Open/Closed" field	1
			Data grouped by "Over/On-ear" field	1
			Correct data displayed in ascending order	1
			Candidate details displayed in <b>page</b> (not report) footer	1
				[6]

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<b>(c)</b>	Select data to be included in a memo merged to specified recipients	Insert mergefields data and text as specified	Correct mergefields and date field inserted	1		
			Correct fields and data displayed in a table	1		
		Use a conditional field to insert correct text	Conditional field inserted with correct criteria	1		
			Correct conditional text (1) inserted	1		
			Correct conditional text (2) inserted	1		
		Provide evidence of non-manual selection of recipients	Evidence of efficient selection method for Studio department	1		
			Evidence of efficient selection method for Head & Technicians only	1		
		Merged memos proofed for accuracy	4 memos to correct recipients printed	1		
						<b>[8]</b>

**Total marks** **[90]**