

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Level

MARK SCHEME for the May/June 2015 series

**9713 APPLIED INFORMATION & COMMUNICATION
TECHNOLOGY**

9713/33

Paper 3 (Written B), 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.

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 May/June 2015 series for most Cambridge IGCSE[®], Cambridge International A and AS Level components and some Cambridge O Level components.

® IGCSE is the registered trademark of Cambridge International Examinations.

Page 2	Mark Scheme	Syllabus	Paper
	Cambridge International A Level – May/June 2015	9713	33

1 (a) Descriptions from: [4]

Text to speech software is:

Used to convert text that appears on screen into computer generated words/speech
 To 'read' documents aloud/from a speaker
 For those unable to see the screen properly

Speech to text software is:

Speak into a microphone
 Used to convert spoken words into text on screen
 To create documents
 For those unable to use keyboards

(b) Two descriptions from e.g.: [4]

Sticky keys: no need to press two keys at once/press first key followed by second to get action

Filter keys: ignores brief or repeated key presses

Head pointer: have a camera on top of monitor to detect head movements/physical device on head to tap keys

Overlay (concept) keyboard: overlay with larger characters that can be easily picked out

Magnifier/Zoom software: to enlarge text/areas of the screen so that these can be seen better

Predictive text: to complete/suggest words/sentences from a few characters/words

2 (a) Descriptions from e.g.: [4]

Online consultations with a doctor or nurse

...so no need to physically visit the doctor/doctor does not need to visit the patient

...save time/expense of traveling to doctor/doctor to patient

...patient may have difficulty in travelling/being moved

...speech or hearing difficulties are overcome

Health information available on internet

...easier to research

Ordering medicines online

...cheaper to buy/reduces travel/collection cost

(b) Descriptions from e.g.: [4]

Can work from home

...no need for employer to provide disabled facilities

...in own environment

Can work for several employers simultaneously

...can time share jobs

Can apply for jobs/courses online

...can send resumes/CVs by email/electronically

...no need to travel/no need to make difficult journeys

Page 3	Mark Scheme	Syllabus	Paper
	Cambridge International A Level – May/June 2015	9713	33

3 Three descriptions from e.g.: [6]

Hard-coded font size
 ...so cannot be changed by viewer
 Websites not customised for specialist browsers
 ...some features of site e.g. shopping basket not available/displayed incorrectly or not at all
 Too much animation/video
 ...distracting and confusing
 Too many popups/adverts
 ...intrusive and distracting
 Colour combinations
 ...unable to distinguish colours/text/content

4 Five from: [5]

Access rail company website
 Select journey details – departure and destination/return journey
 Select journey time
 Select number of tickets
 Enter any discount codes/options for journey e.g. class of travel
 Enter payment details
 Note confirmation code/receive confirmation email
 Print/collect tickets

(b) Benefits from e.g.: [6]

Guaranteed a seat
 No double booking
 Choose lowest price/compare prices
 Easier to choose route
 Easier to choose time

Drawbacks from e.g.:

Have to use same debit/credit card to collect tickets
 Have to remember the unique booking code
 Cannot change tickets
 Lack of personal touch/cannot discuss options
 Cannot pay with cash

Max 5 for all benefits or drawbacks

5 (a) Two from: [2]

Order placed as goods are running out of stock
 Goods arrive at distribution point as required
 Goods arrive in time to be used immediately

Page 4	Mark Scheme	Syllabus	Paper
	Cambridge International A Level – May/June 2015	9713	33

(b) Benefits from e.g.: **[6]**

Lower warehouse costs
 ...no excess inventory has to be stored
 ...number/size of warehouses is reduced
 Lower supply chain costs
 ...company products more affordable so more are sold
 Increased customer satisfaction
 ...items in great demand are supplied to stores quickly/stock does not run out
 Less waste/overstocking of items
 ...fewer unsold items
 Company can respond to customer demand
 ...items that sell well always in stock
 ...items that do not sell well are not overstocked

Drawbacks from e.g.:

Goods not delivered to the shop exactly on time/in the correct amounts could adversely affect the sales in shops
 Shop has to anticipate projected sales so orders can be placed in time for delivery
 The warehouse may not be able to immediately meet the requirements of a massive and unexpected order from a shop
 ...since it has few or no stocks available/left after orders from other shops
 ...a road traffic problem/transport problem/natural disaster could impede the flow of goods to the shop from the warehouse so goods do not arrive/are late in arrival

Max 5 for all benefits or all drawbacks

6 Four from: **[4]**

Insert field for customer into document
 Use operands to select/filter/omit customer
 Use of variable field containing/to test conditions
 ...use of IF, NEXT, COMPARE, SKIPIF, IF-THEN-ELSE
 At mail merge runtime

7 (a) (i) Hardware: **[2]**

Bar code reader to read product ID number
 Electronic scales to weigh products/items/to check correct item has been placed in bagging area
 Keyboard/keypad to input product ID if barcode cannot be read/quantity
 Speakers to output alarms/beeps if there is an error/correctly scanned
 Sensors to detect presence of item

(ii) Software: **[2]**

Bar code reading software to convert barcode into product ID
 Database to store/update stock quantity
 ...to output prices
 (Allow two database answers)

Page 5	Mark Scheme	Syllabus	Paper
	Cambridge International A Level – May/June 2015	9713	33

(b) Six from: **[6]**

Product ID looked up in database
 If found product details returned
 If not found, error message generated
 If sold, number of products sold deducted from number in stock
 ...new number written back to file
 When re-order level reached more stock ordered automatically
 ...item flagged as order has been placed
 When new items arrive, database updated

8 Three ways from e.g.: **[6]**

Research in the media
 ...show trial advert to audience
 ...collect data on audience response
 ...adjust advert accordingly
 Research public opinion
 ...phone prospective customers
 ...canvas customers about clothes products
 Computer Assisted Personal Interviewing where both interviewer and interviewee are together in same room

- questions are put by the computer program
- interviewer asks questions as prompted by computer program
- an interviewer keys in responses from interviewee directly into a purpose-built computer program on a small device or on a laptop

Computer Assisted Telephone Interviewing where interviewer is usually in a call centre

- using software based systems to make calls and then connect interviewer with interviewee
- interviewer asks questions as prompted by the computer program
- keys in responses from interviewee directly into a purpose-built computer program

Computer Aided Web Interviewing where interviewee accesses online questionnaire

- interviewees need access to internet and web browser
- questions are multiple choice
- computer used responses to one question to choose next question to ask
- use of branching logic statements to choose which questions to ask

Page 6	Mark Scheme	Syllabus	Paper
	Cambridge International A Level – May/June 2015	9713	33

9 (a) Two from: [2]

A (computer) network/intranet
...with controlled access from outside the intranet

(b) Five from: [5]

Benefits:

Allows customers to access facilities of intranet/website
 Allows employees to access facilities of intranet/website
 Allows suppliers to access facilities of intranet/website
 Exchange data using Electronic Data Interchange (EDI)
 Share product catalogues exclusively with other traders
 Collaborate with other companies on joint designs
 Provide or access services provided by one company to a group of other companies, e.g. an online banking application managed by one company on behalf of affiliated banks

Drawbacks:

Extranets can be expensive to implement and maintain within an organisation
 ... (e.g. hardware, software, employee training costs)
 ...by an external application service provider
 Security issues are of concern if the data is valuable

Max 4 marks for all benefits or drawbacks

(c) Two from: [2]

Dedicated cabling is more secure than wireless/Wi-Fi
 Higher data transfer speeds are available
 Can reach all parts of the building

10 Three from: [3]

The server is a host that is running one or more server programs
 ...whose resources are shared with clients
 Client does not share any of its resources with server
 Client initiates communication sessions
 ...server that waits for incoming requests from client(s)
 ...client requests/asks for content from server
 ...client requests/asks for service function from server
 Different computers/OS can be clients of the server

11 Three from: [3]

SSH enables secure exchange of data between computers when using unsecured networks such as the internet
 SSH enables log into remote computer to execute commands on remote computer/server
 Telnet is insecure/SSH is more secure
 SSH uses encryption
 ...uses public key authentication/key needed for decryption
 ...data if intercepted cannot be read

Page 7	Mark Scheme	Syllabus	Paper
	Cambridge International A Level – May/June 2015	9713	33

12 Two protocols e.g.:

[4]

UDP

- ...does not require hand-shaking
- ...before data can be transferred
- ...data sent to address of computer
- ...no checking that data has arrived

TCP/IP

- ...defines the packet structure
- ...allows routing of packets

HTTP

- ...used to transfer data for web pages

FTP

- ...peer to peer transfer of files