Sample Paper: P000268

NCFE Functional Skills Qualification in ICT at Level 1 – (600/0030/2)

This mark scheme gives you:

- examples and criteria of the types of response expected from a learner
- an idea of how individual marks are to be awarded
- the total mark for each question
- examples of responses that shouldn't receive any marks.

Notes for marker

All learners should receive the same treatment, and should be fairly marked. Markers must mark the first learner in exactly the same way as they mark the last.

Mark schemes should be applied positively. Learners must be rewarded for what they've shown they can do rather than penalised for things they haven't done.

Markers should always award full marks if deserved (ie if the answer matches the mark scheme). Markers should also be prepared to award zero marks if the learner's response is not worthy of credit according to the mark scheme.

The award of each mark is clearly stated in the 'mark' column. Half marks mustn't be used. Where partial achievement of a question can be made, fewer marks should be awarded.

	Question	Task description	Marks	Suggested Time (minutes)	Total Time (minutes)
Part A	**1**	**Activity A:** Receive email	3	10	30
		Activity B: Find information from the Internet	7	20	
Part B	**2**	Work on sales data	19	40	90
	3	Create a report	15	35	
	4	Answer written questions	6	15	
			50	**120**	**120**

Part A – Question 1 **Activity A: Receive email**	**Max Mark Using**	**Max Mark Finding**	**Max Mark Dev.**	***C & R**	**Total Marks**
Email application used - **1 mark**			1	d3.1(1)	
Email processed: **2 marks** - correct email opened (subject: Mr. Jones - New phone numbers) - **1 mark** - attachment (Company phone numbers.docx) saved to computer - **1 mark** (Do not allow mark for saving if filename changed - ignore spaces)	1		1	u3.1(1) d3.1(1)	**3**
Activity B: Find information from the Internet					
File created/edited to hold search results - **1 mark**	1			u3.1(1)	
Required information found: 0 - 3 marks Key features of pay-per-click: - *Online advertising method* - **1 mark** - *Advertisers pay when an ad is clicked [on a website]* - **1 mark** - *Directs/sends/gets people/visitors/traffic [to a website]* - **1 mark** - *[Advertisers bid/pay for] key word searches* - **1 mark** - *Also called PPC* - **1 mark** - *[Ads are know as] banner ads* - **1 mark** - *[It is a] pay per performance [model]* - **1 mark** - *Google Adwords is one example* - **1 mark** Any of the above or similar to a maximum of 3 marks *Note: For the live web search, the relevant wikipedia page is here, it is likely to feature in most search results:* *http://en.wikipedia.org/wiki/Pay_per_click*		3		f2.1(3)	**7**
Appropriate search queries: 0 - 2 marks Use of a*ppropriate keywords:* - *what is pay-per-click advertising* - **2 marks** - *pay-per-click* - **1 mark only**		2		f1.1(2)	
Full web page address recorded: 1 mark - *eg http://en.wikipedia.org/wiki/Pay_per_click* - **1 mark** - *URL incomplete* - ***0 marks***		1		f1.1(1)	

Part B Question 2: Work on sales data	Max Mark Using	Max Mark Finding	Max Mark Dev.	*C & R	Total Marks
a. Information title and column titles emphasised appropriately: 0 - 3 marks *eg larger, bold, shaded, etc.* - *Main title* - **1 mark** - *Column titles:* - **1 mark** - *Titles and data values shown fully, e.g. by increasing column width* - **1 mark** *(see Task 3 Exemplar, p6)*	1		2	u2.2(1) d1.1(2)	**19**
b. Totals calculated: 0 - 5 marks - *Totals are correct* - **1 mark** - *Formula used to calculate totals for at least one year* - **1 mark** - *Formula correctly replicated across all years* - **1 mark** - *SUM function with range used (do not award this mark if formula is of the form A1+A2+A3 etc)* - **1 mark** - *Appropriate title entered to identify value* - **1 mark** *Allow up to 2 for SUM for each newspaper rather than year - 1 for correct formula (with cell range), 1 for replication (see Task 3 Exemplar, p6)*	1		4	u2.2(1) d1.1(1) d2.1(3)	
c. Line or column or other appropriate chart produced showing total sales from 2009 to 2014: 0 - 7 marks *All correct data plotted* - **3 marks** - *partial, incorrect or all data plotted* - **1 mark only** - *x-axis data labels shown (2009 to 2014)* - **1 mark** - *chart title shown (must show detail, eg daily, newspaper, one day - unless covered by axes titles)* - **1 mark** - *appropriate x- and y-axis titles shown* - **1 + 1 marks** *(see Task 3 Exemplar, p6)*	1		6	u2.2(1) d2.2(6)	
d. Formula giving maximum sales of The Independent: 0 - 3 marks MAX function used with correct range (B11:G11) - **2 marks** *incorrect range used in MAX formula* - **1 mark** Appropriate title entered to identify value - **1 mark**			3	d1.1(1) d2.1(2)	

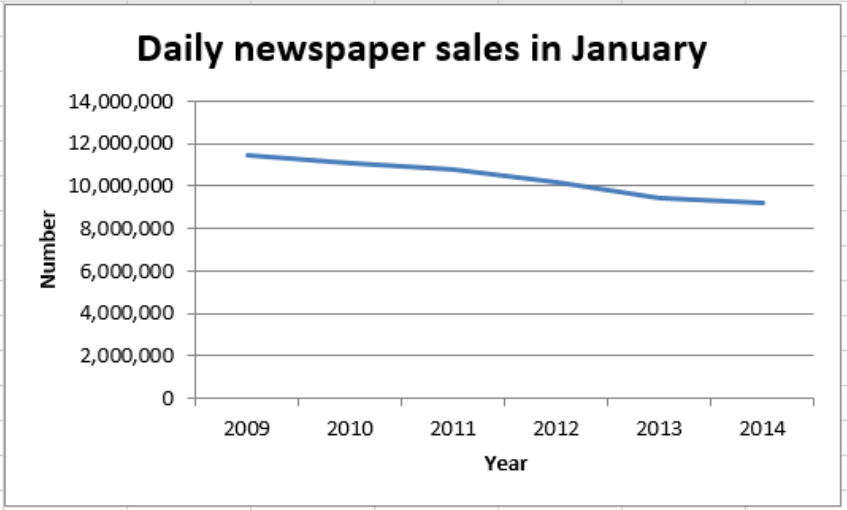
Question 3: Create a report	Max Mark Using	Max Mark Finding	Max Mark Dev.	*C & R	Total Marks
Report content: 0 - 6 marks *Their chart included in report* - **1 mark** *Appropriate size and position* - **1 mark** *Acceptable explanation of chart given, eg 'chart shows fall in total daily newspaper sales from 2009 to 2014'* – **0 - 2 marks** *(allow max 1 mark if comment but no chart present)* *Acceptable explanation of change in The Independent sales from maximum in 2010 to 2014 eg 'The maximum sales of The Independent were in 2010. Sales have fallen every year since then'* – **0 - 2 marks** *(allow max 1 mark if comment but no chart present)*	1		5	u1.1(1) d4.1(3) d4.2(2)	
Report format: 0 - 5 marks *One page* - **1 mark** *Document is fit for purpose as a report* – **0 - 4 marks** - *appropriately structured (as a report - use of headings etc)* – **0 - 2 marks** - *appropriate title* - **1 mark** - *fonts/colours appropriate to a report* - **1 mark**			5	d1.1(3) d5.1(2)	**15**
Free from spelling errors: 0 - 2 marks *error free* - **2 marks** *- limited minor/insignificant errors* - **1 mark only**			2	d4.2(2)	
Correct footer text entered: 0 - 2 marks *Document has footer* - **1 mark** *Footer contains name and candidate number* - **1 mark**	1		1	u2.2(1) d1.1(1)	

Question 4: Answer written questions	Max Mark Using	Max Mark Finding	Max Mark Dev.	*C & R	Total Marks
a. Answer explaining why xuPa3WF2t is more secure as a password than letmein: 0 - 2 marks - ***xuPa3WF2t*** *is longer than* ***letmei*** *-* **1 mark** - ***letmein*** *is easy to guess,* ***xuPa3WF2t*** *is not -* **1 mark** - ***xuPa3WF2t*** *has lower and upper case letters and numbers -* **1 mark** */ which make it much harder to guess -* **1 mark** - ***xuPa3WF2t*** *is meaningless (good),* ***letmein*** *is not (bad) -* **1 mark** *Any of the above or equivalent up to 2 marks max. Must say more than 'has letter/numbers' - the benefit must be explained.*	2			u4.1(2)	**6**
b. Explanation describing appropriate folder structure: 0 - 2 marks - *Acceptable folder structure described -* **1 mark** - *Property on which files could be grouped stated -* **1 mark** - *Folder names used to identify groups, eg Ads May 2011 -* **1 mark** *Any of the above or equivalent up to 2 marks max.*	2			u3.1(2)	
c. Explanation referring to risks of opening the attachment: 0 - 2 marks - *.exe files are executable (program) files -* **1 mark** - *Could be dangerous/malicious/infect or damage your computer -* **1 mark** - *Opening attachments from unknown sources can be dangerous/risky/is to be avoided -* **1 mark** - *Explanation which does not refer to specific risks, eg virus -* **1 mark** - *No reference to possible risks -* **0 marks** *Any of the above or equivalent up to 2 marks max.*			1	u4.2(1) d3.2(1)	

Total marks available:	**50**
Pass mark:	**35**

Question 2: Work on sales data (Exemplar)

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	**Number of newspapers sold on one day in January**												
2													
3	**Newspaper**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**		**Maximum sales**				
4	Daily Express	849,001	771,325	752,699	736,340	674,640	639,875						
5	Daily Mail	2,389,011	2,354,028	2,313,908	2,200,398	2,120,347	2,136,568						
6	Daily Mirror	1,727,672	1,621,000	1,512,599	1,366,891	1,218,425	1,194,097						
7	Daily Record	451,932	418,628	393,788	354,302	323,831	306,872						
8	Daily Telegraph	917,943	911,454	890,086	783,210	691,128	651,184						
9	Financial Times	441,840	439,104	452,448	426,676	390,315	383,067						
10	The Guardian	394,913	384,070	378,394	358,844	302,285	279,308						
11	The Independent	258,387	263,503	250,641	215,504	185,815	185,035		263,503				
12	The Sun	3,319,337	3,217,844	3,209,766	3,146,006	3,006,565	3,001,822						
13	The Times	685,081	670,054	633,718	617,483	508,250	457,250						
14													
15	**Total sales**	11,435,117	11,051,010	10,788,047	10,205,654	9,421,601	9,235,078						
16													



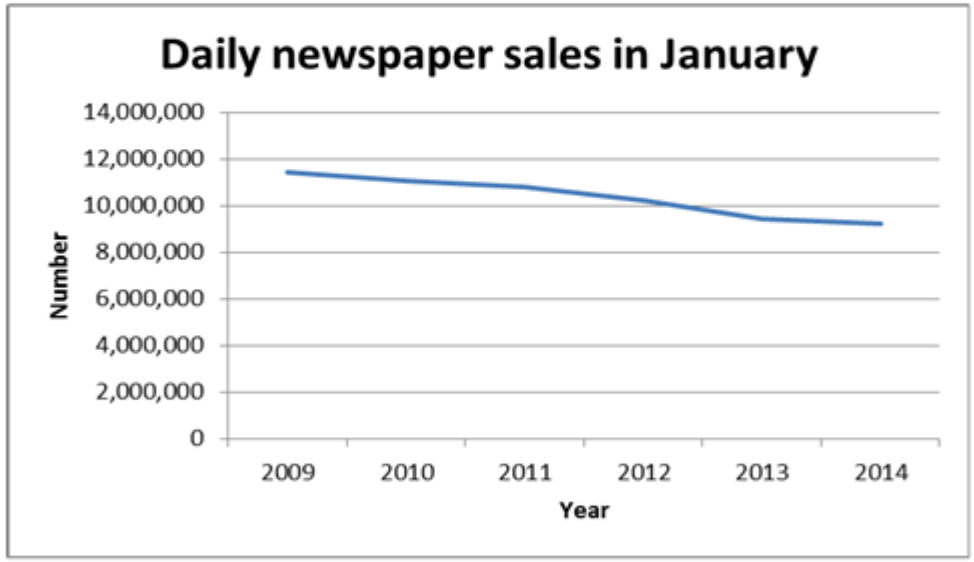
Note for markers
Exemplar work is given only for guidance. It should not be viewed as indicating the only correct solution. A candidate's work may differ significantly from the example, particularly where judgement is required, e.g. appropriate formatting and layout, but be worthy of full marks.

Question 3: Create a report (Exemplar)

Newspaper and Online Advertising

Sales of national daily newspapers

The chart below shows that the total sales of national daily newspapers has been falling since 2009. They did not fall as much in the year 2013 to 2014 compared to earlier years.



The maximum sales of **The Independent** were in 2010. Sales have fallen in every year since then.

Note for markers
Exemplar work is given only for guidance. It should not be viewed as indicating the only correct solution. A candidate's work may differ significantly from the example, particularly where judgement is required, e.g. appropriate formatting and layout, but be worthy of full marks.

Functional Skills Criteria for ICT – Level 1

Key: u= Using f= Finding d=Developing

Skills standards		
Using ICT	**Code**	**Assessment weighting**
identify the ICT requirements of a straightforward task.	**u1**	**20-30%**
interact with and use ICT systems to meet requirements of a straightforward task in a familiar context	**u2**	
manage information storage.	**u3**	
follow and demonstrate understand the need for safety and security practices.	**u4**	
Coverage and range		
use ICT to plan and organise work.	**u1.1**	
select and use software applications to meet needs and solve straightforward problems	**u2.1**	
select and use interface features effectively to meet needs	**u2.2**	
adjust system settings as appropriate to individual needs	**u2.3**	
work with files, folders and other media to access, organise, store, label and retrieve information	**u3.1**	
demonstrate how to create, use and maintain secure passwords – replaces 'keep information secure'	**u4.1**	
demonstrate how to minimise the risk of computer viruses	**u4.2**	
Finding and selecting information	**Code**	**Assessment weighting**
use search techniques to locate and select relevant information	**f1**	**10-20%**
select information from a variety of ICT sources for a straightforward task	**f2**	
Coverage and range		
search engines, query	**f1.1**	
recognise and take account of currency, relevance, bias and copyright when selecting and using information	**f2.1**	

Developing, presenting and communicating information	Code	Assessment weighting
enter, develop and refine information using appropriate software to meet the requirements of straightforward tasks	**d1**	**50-70%**
use appropriate software to meet requirements of straightforward data-handling tasks	**d2**	
use communications software to meet requirements of a straightforward task	**d3**	
combine information within a publication for a familiar audience and purpose	**d4**	
evaluate own use of ICT tools	**d5**	
Coverage and range		
apply editing, formatting and layout techniques to meet needs, including text, tables, graphics, records, numbers, charts, graphs or other digital content	**d1.1**	
process numerical data	**d2.1**	
display numerical data in a graphical format	**d2.2**	
use field names and data types to organise information	**d2.3**	
enter, search, sort and edit records	**d2.4**	
read, send and receive electronic messages with attachments	**d3.1**	
demonstrate understanding of the need to stay safe and to respect others when using ICT-based communication	**d3.2**	
for print and for viewing on screen	**d4.1**	
check for accuracy and meaning	**d4.2**	
at each stage of task and at the task's completion	**d5.1**	