

MARK SCHEME for the 2006 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN OFFICE ADMINISTRATION

5221 Text Processing, Maximum mark 100

This mark scheme is published as an aid to teachers and students, 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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

The grade thresholds for various grades are published in the report on the examination for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the October/November 2006 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

Page 2	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221A

TEXT PROCESSING

FOUNDATION

5221/A

2006

TASK NO	NUMBER OF WORDS
2	94
3	169
4	123
5	54
TOTAL	440

FOR A **DISTINCTION** – NO MORE THAN **5** FAULTS

FOR A **PASS** – NO MORE THAN **9** FAULTS

Page 3	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221A

TASK 1

You may know what body language is. However, you may not realise that people are known to receive the largest part of a message that someone is trying to communicate by the body language being used.

When you use body language you should ensure that the signals you give are positive. For example, try to maintain eye contact. This assures the person with whom you are communicating that you are sincere and listening to what is said. If you avoid eye contact you might give the impression that you are not being truthful or that you have something to hide.

One of the most positive signs that you can give is to smile.

Page 4	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221A

TASK 2

MEMO

TO Phil Osgood
FROM Penny Chu
REF PC/JT
DATE Day Month Year

NEW CLIENT

Many thanks for your helpful report. I will ensure it is circulated to all directors immediately.

It would appear that Mexx Industries would like us to organise their annual sales conference. I would be grateful if you could contact Sammi Mexx as soon as possible. We need to ensure that everything is arranged in a professional manner. This company holds a series of seminars, workshops and conferences throughout the year and their business would be very valuable to us.

Page 5	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221A

TASK 3

THE WORK OF A CONFERENCE ORGANISER

A conference organiser is responsible for organising an event from the beginning right through to the end. It can be a demanding, but rewarding job. The main skills required for this job are excellent interpersonal skills and an ability to solve problems. A high standard of communication skills is also vital.

The working hours can be very long, especially just before a conference and while it is in progress.

Most organisers have offices where they are based from day to day but they do spend time travelling the country (and sometimes the world) to venues where conferences are being held.

There are no restrictions to entry. For example, it is not vital to have a university degree. However, possession of a degree may help someone to gain promotion. Conference management training courses are available at many universities and colleges.

On the job training is provided by many employers. There may also be opportunities to take part in short external courses and in-house seminars.

Page 6	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221A

TASK 4

COOMBE EXHIBITIONS

52 Walkman Way

Singapore

650315

Our ref PC/JT

Day Month Year

Miss Sammi Mexx
Managing Director
Mexx Industries pte
2b Fountain Way
Singapore 351022

Dear Miss Mexx

Thank you for your letter which I received today. My company would be delighted to organise your annual sales conference. I understand that it is due to take place at the end of November. I enclose our brochure for your information.

Philip Osgood has responsibility for organising your conference and will contact you within the next few days. He is one of our most experienced organisers.

I look forward to seeing you at the Golf Tournament at the Orchid Club on Tuesday. It should be a good opportunity to raise funds for local charities.

Yours sincerely

Penelope Chu
Chief Executive

Enc

Page 7	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221A

TASK 5

PARADISE CONFERENCE CENTRE

Set in 20 hectares of parkland and lakes

Offering a range of conference suites and meeting rooms

The delegate fee includes:

- DVD playback
- Laptop computer with presentation software
- Interactive whiteboard
- Projector with screen and remote control

All rooms have natural daylight, air conditioning and are fully equipped for all your needs

Page 8	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221B

TEXT PROCESSING

FOUNDATION

5221/B

2006

TASK NO	NUMBER OF WORDS
2	92
3	167
4	127
5	56
TOTAL	442

FOR A **DISTINCTION** – NO MORE THAN **5** FAULTS

FOR A **PASS** – NO MORE THAN **9** FAULTS

Page 9	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221B

TASK 1

When taking dictation, there are some simple rules that you should always follow. You should insert the date in a corner of the bottom of each page of your notebook. If you are in the habit of looking through the pages, the right corner might enable you to see the date instantly.

You should leave two or three clear lines between each separate passage and make a note of any instructions such as enclosures or any extra copies that may be required.

When you have transcribed a passage, draw a line diagonally across each page of those notes. You will then be able to see easily the pages that you still need to transcribe.

Page 10	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221B

TASK 2

MEMO

TO All Staff
FROM Akii Rafik
REF AR/jct
DATE Day Month Year

Flexible Working

The directors decided at their meeting yesterday to introduce a system of flexible working for all staff. However, it will take some time to organise this new scheme but should be possible to put it into effect in January of next year.

We must be sure that customers can easily contact staff and telephones must be answered at all times.

More detailed information regarding flexible working will be sent to staff within the next few weeks.

Page 11	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221B

TASK 3

WEBSITE DESIGN

The main purpose of our company is to design websites that will attract attention and give a professional image. We feel that it is very important to emphasise the message that a website is trying to convey.

Poorly designed websites can reflect badly on the designer. Presenting goods and services in the most appealing way possible is vital to generate a response from potential customers. Our staff are very skilled and experienced at creating professional websites that are colourful and attractive.

We use advanced technology to ensure that a website also serves a specific marketing purpose. We take advantage of the most effective use of the internet for your business.

The layout and navigation of a website should be very simple. Customers will want to find their way around the site easily and quickly. Research has shown that a person searching the internet will spend only nine seconds looking at a single web page. A company has just that time to attract a customer's attention.

Page 12	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221B

TASK 4

COOMBE WEBSITE DESIGNERS

21a Petersen Way

Marondera

Zimbabwe

Our ref AR/jct

Day Month Year

Miss Nancy Slamet
PO Box 32
Marondera
Zimbabwe

Dear Miss Slamet

Thank you for your fax message which I received today. I am very happy to enclose a selection of brochures which give fairly detailed information on our company's current activities.

I am very interested to hear about your course in business studies. I should be delighted to come to your school to give a talk on customer service. This is a very important subject and is vital to the success of my business.

My secretary, Rebekkah, is responsible for keeping my diary. Please telephone her as soon as you can to arrange a suitable date and time.

I look forward to meeting you.

Yours sincerely

Akii Rafik
Chief Executive

Enc

Page 13	Mark Scheme	Syllabus
	Cambridge International Diploma – 2006	5221B

TASK 5

A STAFF MEETING

will be held

*on Tuesday 21 November
at 1330 hours
in the Conference Hall*

A G E N D A

1. Apologies for absence
2. Minutes of previous meeting
3. Matters arising
4. Proposal to introduce a new system of flexible working
5. Possible effects of the new scheme
6. Any other business