



Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for standardisation each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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**Task One**

**Total for this task: 22 marks**

**1 (a)** Open the file **POSTER**.

*Insert your name and candidate number into the header of the document.*

**1 (a)** Correct the e-mail address given for UK Fit. It should be  
*enquiries@ukfit.co.uk*

*(1 mark)*

*enquiries@ukfit.co.uk (1).*

**1 (b)** Open the file **IMAGES**. Copy and paste the UK Fit logo into the poster.

*(1 mark)*

*Logo placed on flyer (1).*

**1 (c)** Change the slogan 'Are you healthy?' to show UK Fit gives advice on diet and exercise to help people to be healthy. *(4 marks)*

*Slogan includes reference to health (1) diet (1) and exercise (1).  
10 words or fewer (1).*

**1 (d)** Rearrange the order of the text to create an effective poster which would encourage parents and carers to contact UK Fit for advice. *(4 marks)*

*Suggested order:*

Purpose	UK Fit is here to help you and the kids to eat well and to get active
Action	UK Fit provides exercise advice direct to the public
Recommends	UK Fit recommends 30 minutes of activity and eating 5 fruit or vegetables
Website	A website <a href="http://www.ukfit.co.uk">www.ukfit.co.uk</a> will be launched in September 2012
Contact now	Advice can be obtained by telephoning the office

*0 marks No changes made to the order of the statements*

*Award marks for:*

*1 mark for making any change to the order of the statements  
1 mark for purpose or action at the top  
1 mark for recommends in position 2, 3 or 4  
1 mark for contact or website in position 5*

**1 (e)** From the file **IMAGES**, copy and paste **two** suitable images into your poster to show the range of advice that UK Fit provides. *(3 marks)*

*1 mark for fruit and bike images only.  
1 mark for bike placed in central area.  
1 mark for fruit placed in central area.*

- |              |   |                  |
|--------------|---|------------------|
| <b>1 (f)</b> | <i>Use formatting tools to make your poster look attractive. You should consider:</i> <ul style="list-style-type: none"><li>• <i>the audience</i></li><li>• <i>the layout, font type and emphasis of the text</i></li><li>• <i>the suitability and placement of the images.</i></li></ul> | <i>(9 marks)</i> |
|--------------|---|------------------|

1 mark for demonstrating paragraph/character formatting plus 1 mark for appropriate application.

1 mark for demonstrating object formatting (size, position and alignment) plus 1 mark for appropriate application.

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess students' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the student orders and communicates ideas.

<b>Level</b>	<b>Description</b>	<b>Marks</b>	<b>Assessment Objective</b>
2	Offers judgement with some justification by making poster appropriate for audience. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	AO3 and Quality of written Communication
1	Offers unsupported judgement. Changes made may not be appropriate for audience. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

**Task Two**

**Total for this task: 21 marks**

**2** Open the file **HEALTHY FOODS**.

Insert your name and candidate number into the header of the document.

**2 (a)** For the item *Cherry*, change the entry in the field 'Type' to *Fruit*. (1 mark)

Type changed to Fruit (1).

Carrots	Veg	High	High	3 tablespoons
Celery	Veg	Low	High	3 sticks
Cherry	Fruit	Medium	Low	14 fruits
Courgette	Veg	Low	Low	1 item
Damson	Fruit	High	High	4 fruits
Green grapes	Fruit	Low	Medium	14 fruits

**2 (b)** Add the following record to the database.

Item: Damson  
Type: Fruit  
Vitamin C: High  
Fibre: High  
Portion size: 4 fruits

Save the database. Print the database in a table in landscape, showing your name and candidate number. (4 marks)

Item: Damson  
Type: Fruit  
Vitamin C: High  
Fibre: High  
Portion size: 4 fruits

Cherry	Fruit	Medium	Low	14 fruits
Courgette	Veg	Low	Low	1 item
Damson	Fruit	High	High	4 fruits
Green grapes	Fruit	Low	Medium	14 fruits
Kiwifruit	Fruit	High	Low	1 fruit
Leeks	Veg	Low	High	1 item

Additional item of Damson included (1) all fields completed (1) information correct (1).

Table printed in landscape (1).

**2 (c)** Search the database to show all the fruits that are high in vitamin C and high in fibre. Only show the fields for Item, Type, Vitamin C and Fibre. (4 marks)

**Search**

2 marks for all 3 search criteria

1 mark for 2 search criteria

**Fields**

2 marks for 4 correct fields

1 mark for 3 correct fields

Item	Type	Vitamin C	Fibre
Blueberry	Fruit	High	High
Apricots	Fruit	High	High
Pineapple	Fruit	High	High
Damson	Fruit	High	High

**2 (e)** Using the sorted database you created in 2(c), create a report for Mrs Smith with the title 'Fruits High in Vitamin C and Fibre'. Choose a suitable format for your report. (3 marks)

Results of query shown (1). NB OWN FIGURE RULE.

Report format chosen (1).

Correct Title included (1). Fruits High in Vitamin C and Fibre.

Ignore "sorted"

Fruits High in Vitamin C and Fibre			
Item	Type	Vitamin C	Fibre
Blueberry	Fruit	High	High
Apricots	Fruit	High	High
Pineapple	Fruit	High	High
Damson	Fruit	High	High

**2 (g)** Open the file **E-MAIL**.

*Insert your name and candidate number into the header of the document.*

**2 (h)** Write a suitable e-mail to Mrs Smith in response to her request for advice on choosing foods that are high in fibre and vitamin C. (9 marks)

Suitable subject heading (1), eg Request for Advice, Foods High in Vitamin C and Fibre, Response to your request for advice on foods High in Vitamin C and Fibre.  
Name or contact details at bottom (1), eg candidates name, Samantha or telephone number.  
Bring in all findings from report (1) **or** indicate attachment (1).  
Structured in at least 2 paragraphs (1).

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess students' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the student orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Offers judgement with some justification by making e-mail appropriate for audience. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	AO3 and Quality of written Communication
1	Offers unsupported judgement. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

**Task Three**

**Total for this task: 17 marks**

- 3** Open the file **HOME PAGE** which contains a suitable layout for the home page of the new website.
- Insert your name and candidate number into the header of the document.
- 3 (a)** Complete the navigation bar to include the following:
- Changing your diet
  - FAQs
  - Contact us.
- (2 marks)

Changing your diet, FAQs and Contact us placed in the navigation bar (2).  
One or two items correctly inserted (1).

- 3 (b)** Insert your slogan from **Task 1, question 1(c)** into the suggested area on the home page. (2 marks)

Correct slogan – exactly as used in poster for Task 1 (1).  
In suitable place (1) - beneath logo as per original file.

- 3 (c)** Use suitable formatting tools to improve the appearance of the home page. (4 marks)

1 mark for feature plus 1 mark for appropriate application.

**Text**

Change of font  
Change of size  
Bold  
Colour

**Visual**

Borders  
Shading  
WordArt  
Alignment

<p><b>3 (d)</b></p> <ul style="list-style-type: none"> <li>• state where there should be animations and explain why you think these would be effective</li> <li>• state where there should be hyperlinks and explain why you think these would be suitable.</li> </ul> <p style="text-align: right;">(9 marks)</p>
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Animation - 1 mark for identification plus 1 mark for development.

Hyperlink - 1 mark for identification plus 1 mark for development.

In addition and separately award marks for evaluation using the grid below.

**Note:** AO3 also assess students' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the student orders and communicates ideas.

Level	Description	Marks	Assessment Objective
2	Offers judgement with some justification by making hyperlink and animation appropriate for audience. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	AO3 and Quality of written Communication
1	Offers unsupported judgement for making hyperlink and/or animation. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	