

Candidate Name _____

Centre Number	Candidate Number

International General Certificate of Secondary Education

UNIVERSITY OF CAMBRIDGE LOCAL EXAMINATION SYNDICATE

INFORMATION TECHNOLOGY

0418/3

PAPER 3

SPECIMEN PAPER

TIME 2 hours 45 minutes

INSTRUCTIONS TO CANDIDATES

Make sure that your name, centre number and candidate number are shown on each printout that you are asked to produce.

Carry out **every** instruction in **each** task.

Tasks are numbered on the left-hand side of the page, so that you can see what to do step by step. On the right-hand side of the page for each task, you will find a box which you can tick (✓) when you have completed the task; this check list will help you to track your progress through the assignment.

Before each printout you should proof-read the document to make sure that you have followed all instructions correctly.

At the end of the assignment put **all** your printouts into the Assessment Record Folder.

This question paper consists of 7 printed pages

TASK A COMMUNICATION

You are working for a design company called Hothouse Design. You are going to carry out a range of administrative activities using ICT to support your manager in the design of a new logo for Reprographics.

- 1 Send a message to **design.h@ucles.org.uk** which contains the subject line **STANDARD SPECIMEN** and the text **Please send the instructions.**
- 2 Read the reply to your message and follow the instructions. The URL which you will need is <http://www.hothouse-design.co.uk>
- 3 Prepare to send a message to **design.h@ucles.org.uk** with the subject set to **ICTCOREX** and attach the file which you downloaded from the website to your e-mail. Add your name and today's date to the end of the message.
- 4 Print a copy of this e-mail (before it is sent) showing clearly that the attachment is present.

You are going to edit a document about how to attract customers.

TASK B DOCUMENT PRODUCTION

- 5 Using a suitable software package, load the file **RESEARCH.TXT**
- 6 Set the page size to A4.
- 7 Set the page orientation to portrait.
- 8 At the top of each page put your name on the left and today's date on the right. Put page numbering at the bottom right hand side of each page.
- 9 Set the top, bottom, left and right margins to 3.25 centimetres.
- 10 Set the text to 1.5 times line spacing.
- 11 Make the text left aligned.
- 12 Set the text size to 12 point.
- 13 Insert the heading **New Publicity Strategies** at the top of the document.
- 14 Centre the heading and make the font different from the rest of the text. Change the size of the heading to 14 point and make it bold.
- 15 Make each subheading italic.
- Newspapers*
Direct Mail
Leaflet Drops
TV and Radio
Web Adverts
- 16 Add bullet points to the list:
- We should try to get internet advertising first*
There should be a limited newspaper campaign, preferably in closely targeted papers
There should be some radio advertising or sponsorship
Adverts tried with a test group
- 17 Make sure that the bulleted list is indented by at least 2 centimetres.

18 Insert the following table just after *Adverts tried*:



	Description	Percentage of readers who noticed it	Percentage of those who saw it who responded to it
A	Full page, full colour	75	20
B	Half page, black and white	45	30
C	Small, classified	30	35

- 19 Add your name and today's date on separate lines to the end of the document and align them to the right.
- 20 Spell-check and proof-read the document.
- 21 Save using a new filename and print a draft copy of the document.

Specimen

TASK C DATA MANIPULATION

22 Using a suitable database package, import the file **SURVEY.CSV**

23 Insert the data for the following three records:

First name	Surname	Age	Sex	Advert	Bought	TotalCDSpend
Rishi	Krishna	28	M	B	No	238
Paulette	Dussard	31	F	C	Yes	199
Bali	Kharay	40	F	A	No	245

Check your data entry for errors.

24 Save the data.

25 Design a report which:

- Shows all the data
- Sorted into ascending alphabetical order of **Surname**
- Has the page orientation set to landscape
- Includes the title **All survey details** at the top of the page
- Place today's date in the left of the footer
- Place your name in the right of the footer

26 Save and print this report.

27 Produce a new report which:

- Shows all those people who remembered advert A and who didn't buy as a result of the advert
- Shows only the fields *Surname, First name, Age, TotalCDSpend*
- Is sorted into descending order of total spend
- Has the average spend calculated at the bottom of the *TotalCDSpend* column
- includes the title **Advert A and did not buy** in the header and your name on the left and today's date on the right at the bottom of each page.

28 Save and print this report.

- 29** Select from all the data:
- All the males
 - Who remembered Advert B
 - Only the fields *Surname, First name, Age, TotalCD spend*
 - Sorted in ascending order of age
- 30** Save this data in a form which can be imported into your text document.

Specimen

TASK D INTEGRATION

- 31 Open the document you saved in task B.
- 32 Set the top, bottom, left and right margins to 2 centimetres.
- 33 Set the text size to 14 point for the whole document and make the heading 16 point.
- 34 Set the text to single line spacing.
- 35 Make all the text fully justified. Centre the heading *New Publicity Strategies*
- 36 Include page numbers at the bottom left of each page, starting from 1 but do not number the first page.
- 37 Insert the data which you saved at the end of Task C as a table immediately after the table you inserted in Task B. Insert a title above the table **Males who remembered the half page advertisement**
Make the font for this table the same as the rest of the document.
- 38 Import the image **CD.JPG** and place this at the top left corner of page 1.
- 39 Resize the image so that it fills half the width of the page as shown below. Make sure that the text wraps around the image.
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- 40 Insert a page break immediately before the title of the table inserted at step 37 to make sure that the table is not split across two pages.
- 41 Spell-check and proof-read the document.
- 42 Save using a new filename and print a final copy of the document.