Neil and Shamilla have now opened the new Café. Shamilla wants to produce a flyer

to advertise the new Café. She has started to produce one below.

Watson’s Café

Sandwiches and rolls made to order using local, organic produce,

eg cheese, freshly baked rolls.

Prices range from £1.95 to £4.75.

Opening times are from 8.30 am – 6 pm, 7 days a week.

We are just behind the Superstore, with plenty of free parking.

***5 (a)*** *Using the grid below, suggest* ***four*** *different features of word processing software that would help Shamilla improve the presentation of her flyer and state where she could use each feature. (8 marks)*

**Word processing**

**Software feature Where Shamilla could use each feature**

*Example: Use capitals To show FREE PARKING*

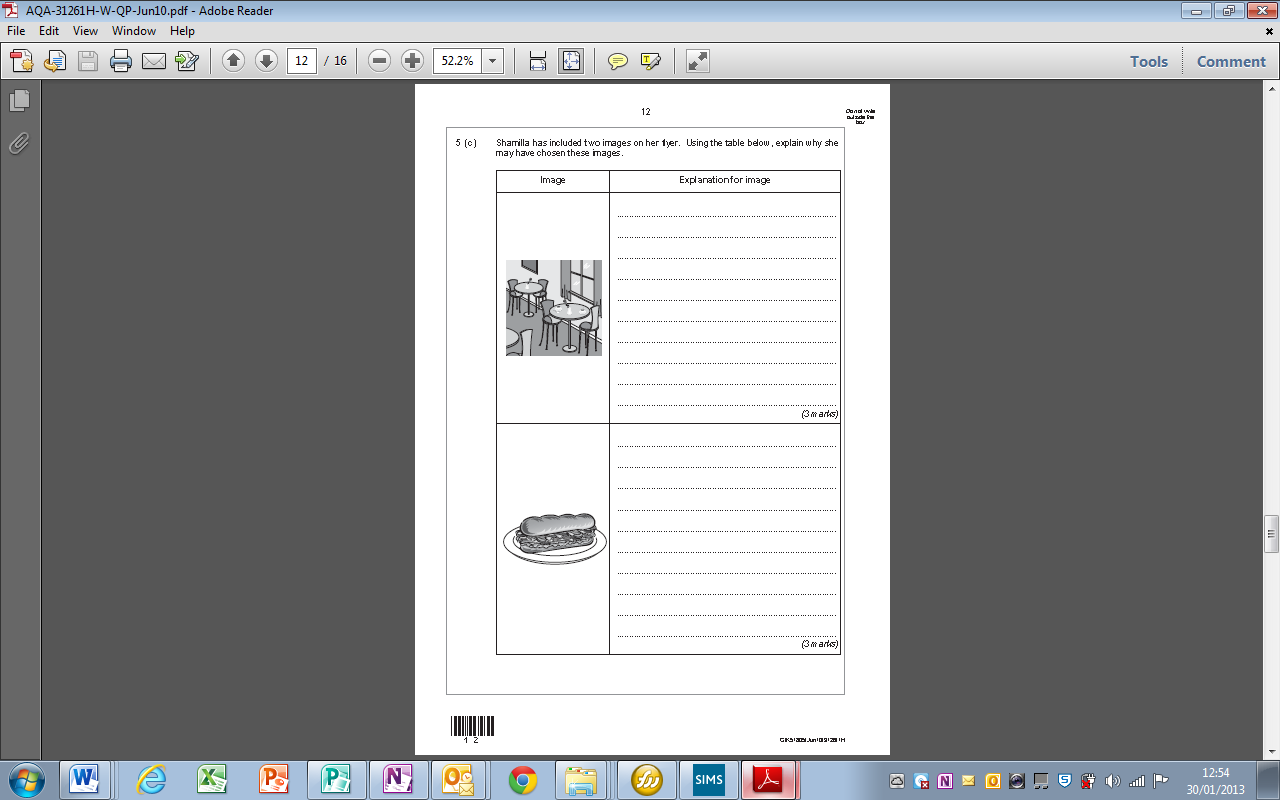
*ANSWER:*

|  |  |
| --- | --- |
| **Word processing software feature** | **Where Shamilla could use each feature** |
| Bold | For the heading/name of sandwich bar. |
| Border | Round the edge of all the poster. |
| Large/changed font/wordart | For all the text. |
| Colour/shading | For some of the text/background. |
| Images/clipart | Pictures of the food. |
| Bullet points | List of some of the food for sale. |
| Centring | Some/all of the text (specified). |
| Italics | Some/all of the text (specified). |
| Underline | Key parts of the text (specified). |
| Line spacing | Between items/layout. |
| Indents/tabs | Lines of text. |
| Autoshapes | Key parts of the text (specified). |
| Table | Key parts of the text (specified). |

***5 (b)*** *Explain how* ***two*** *of the features that you have listed in* ***question 5(a)*** *could make Shamilla’s flyer more effective in encouraging people to visit the new Café. (4 marks)*

|  |  |
| --- | --- |
| Possible answers include:  **Feature** | **How it would help** |
| Bold | It would make it stand out more (1) so would be noticed (1). |
| Border | To mark the edge of the poster (1) so it looks more finished (1). |
| Large/changed font/wordart | To appear more modern (1) stand out (1) makes easier for people to read it (1). |
| Colour/shading | To appear brighter (1) more interesting (1) easily noticed (1) attract attention (1). |
| Images/clipart | More interesting (1) will attract people into café (1) can see what the food would be like (1). |
| Bullet points | Better for a list (1) clearer (1) makes it look like a different section (1). |
| Centring | Looks attractive (1) makes the text stand out (1). |
| Italics | Looks different (1) makes text stand out (1). |
| Underline | Emphasises text (1) catch the eye (1). |
| Line spacing | Separate text (1) make clearer (1). |
| Indents/tabs | More professional layout (1) draws attention to particular text (1). |
| Autoshapes | Draw attention (1) adds interest (1). |
| Table | Separates information (1) neater/organised (1). |

***5 (c)*** *Shamilla has included* ***two*** *images on her flyer. Using the table below, explain why she may have chosen these images. (6 marks)*



|  |  |
| --- | --- |
| There are many answers for images. Accept any possible ones.  **Image** | **Explanation for image (3 marks)** |
| Image of inside cafe | So can see what it looks like (1) and want to go in (1) and see that there is seating (1). |
| Picture of food | To encourage them to feel hungry (1). To see what the food would be like (1) and what choice of food (1). |

5 (d) Shamilla thinks that she might produce the flyer herself on a computer. Explain two advantages of her doing this. (4 marks)

Answers include:

it will be cheaper (1) it is her business (1)

she will have more control (1) can alter it if she does not like it (1)

she can print out when she wants (1) as many as she wants (1)

she can edit it (1), eg of editing (1) if the food prices go up (1).

**MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION**

**Intermediate Performance** Candidates spell, punctuate and use the rules of **2 marks**

grammar with considerable accuracy; they use

specialist terms with facility.

**Threshold Performance** Candidates spell, punctuate and use the rules of **1 mark**

grammar with reasonable accuracy; they use specialist terms appropriately.

**Below Threshold Performance 0 marks**