
Mark Scheme Criteria

Examiners must apply positive marking only. Do not deduct any marks for incorrect responses. Provide marks in line with this scheme only.

Response(s) must be in line with prescribed marking indicators shown below. Variation is permissible only with prior acknowledgment from Chief Examiner.

Where learner responses do not align with the suggested response, examiners can use best judgement. Where this occurs, the examiner must flag this response for enhanced moderation by the Chief Examiner

Section A: Prompt Design and Content Generation (30 marks)

Q1. Prompt Development (10 marks)

Sample Answers:

- Prompt 1: "Summarise Q1 vaccination outreach efforts by region (North, Central, South), including total participants reached and attendance trends."
- Prompt 2: "Create a bullet-point summary highlighting key achievements and challenges from Q1 outreach campaigns, formatted for a slide deck."

Marking Scheme:

- Relevance and specificity (4 marks): Clarity on goals, reference to time period, regional focus.
- Format/layout awareness (2 marks): Instruction on bullet format or slide layout.
- Use of data cues/structure (4 marks): Prompt indicates structured reporting, uses numerical or comparative cues.

Q2. Output Evaluation (10 marks)

Sample Evaluation:

- The output lacks clarity ("okay", "not bad") and uses vague language unsuitable for decision-making.
- It fails to use a formal tone or quantitative comparisons.
- Improved version: "Region A saw moderate engagement (12% above last quarter), Region B achieved highest reach (20,000+), Region C experienced a decline (-10%)."

Marking Scheme:

- Critical reflection (5 marks): Identifies limitations in tone, clarity, decision usefulness.
- Practical improvement (5 marks): Offers revised version or clear enhancement strategy.

Q3. Refinement Techniques (10 marks)

Sample Response:

- Use directives like "Use a professional tone" or "Compare each region's performance with previous quarter."
- Example: "Generate a concise paragraph comparing Q1 outreach in three regions, highlighting percentage changes and notable differences."

Marking Scheme:

- Understanding tone/structure (4 marks): Explains role of tone, flow.
- Specific changes (6 marks): Suggests exact wording or control mechanisms (e.g., formatting tokens).

Section B: Data and Sentiment Analysis (25 marks)

Q4. Sentiment Classification (10 marks)

Sample Answer:

- a) Mixed sentiment
- b) Negative about interface (“confusing”, “unresponsive”), positive on service (“support team was kind”)
- c) Prompt: “Classify the tone of each sentence in the review separately before determining the overall sentiment.”

Marking Scheme:

- Classification (2 marks): Correct category (mixed)
- Justification (4 marks): Evidence-based analysis
- Prompt (4 marks): Functional, task-specific

Q5. Sentiment Dashboard for Education (15 marks)

Sample Answer:

- a) Line chart of sentiment over time; pie chart of sentiment distribution; word cloud of common terms
- b) “Summarise sentiment trends per service type (e.g., IT, housing) using an executive summary with bullet points.”
- c) Risk 1: Misclassification → Solution: human validation; Risk 2: Bias in training data → Solution: diverse, representative datasets

Marking Scheme:

- Visualisation types (3 marks): Clear, relevant suggestions
- Summary method (4 marks): Practical, clear communication
- Risk/mitigation (8 marks): Two valid risks with matching solutions

Section C: Multimodal and Cross-Modality Tasks (25 marks)

Q6. Text-Visual Integration Task (10 marks)

Sample Answer:

- Prompt: “Create an infographic summarising vaccine concerns from recent reviews using blue and green tones, showing 3 key concerns and 3 responses.”
- Visual elements: Icons for safety, efficacy; layout with balanced text-visual ratio
- Evaluation: Match with campaign message; audience feedback; clarity check

Marking Scheme:

- Integration of text and visuals (4 marks)
- Design awareness (3 marks)
- Evaluation method (3 marks)

Q7. Ethical and Inclusive Visual Design (15 marks)

Sample Answer:

- a) Concerns: Reinforcement of stereotypes; lack of cultural representation
- b) Revised prompt: “Generate images showing diverse ethnicities, ages, and gender representation relevant to healthcare.” Adjust style iteratively.
- c) Strategies: Use inclusive image libraries; pre-screen visuals with diverse review panels

Marking Scheme:

- Concerns identified (4 marks)
- Revision strategy (6 marks): Prompt iteration or multi-step process
- Inclusion strategies (5 marks): Practical, diversity-oriented methods