

Business and Communication Systems

General Certificate of Secondary Education

Unit **A265**: Businesses and their Communication Systems

Mark Scheme for June 2012

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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 should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
	Level 1 point
	Level 2 point
	Level 3 point
	Benefit of Doubt – mark awarded eg for slightly vague/poorly worded responses.
	Missing required information necessary to award mark
	Repeats earlier point where mark was awarded
.....	Highlights any area of the mark screen - eg to highlight a phrase in the question the candidate failed to address eg explain two benefits to customers when the answer discusses employees.
	Correct point, eg identifying
	Incorrect point/reason
	Expansion (of point previously ticked) - use to indicate development marks instead of further ticks

Question		Answer	Marks	Guidance	
1	(a)	Errors are: <ul style="list-style-type: none"> • wonderfull • repeat of 'you' • manger • colleagues • now 	5	<p>One mark for correct identification up to a maximum of five identifications.</p> <p>One mark for each correctly circled error. If a candidate has marked more than five errors, mark the first five unambiguous circles, stop marking after their fifth circle.</p>	
	(b)	(i)	Drawbacks include: <ul style="list-style-type: none"> • time taken • cost of using a manager/supervisor's time • resulting increase in costs/reduction in profits 	2	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>One mark for each of two valid drawbacks.</p> <p>Drawbacks must be to the business.</p>
		(ii)	Benefits include: <ul style="list-style-type: none"> • fewer errors • fewer problems caused by errors (eg incorrect information sent to customers) • improved corporate image 	2	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>One mark for each of two valid benefits.</p> <p>Benefits must be to the business.</p>
	(c)*	Possible benefits : <ul style="list-style-type: none"> • less storage space needed • easier access to documents (if shared across a network) • back-ups easier to organise • easier to edit/reuse documents Possible drawbacks : <ul style="list-style-type: none"> • cost of computer system • need for security measures specific to computerised systems • need for back-ups 	6	<p>Mark using levels of response criteria.</p> <p>Level 3: (5-6 marks) Relevant analysis is evaluated, ie the candidate makes reasoned judgement(s) and presents appropriate conclusion(s) about the consequences to the business of using a computer based system to store business documents. The response is well organised, structured with few errors in spelling, punctuation and grammar.</p> <p>Level 2: (3-4 marks) Relevant analysis, eg by discussing the positive and negative impacts. The response is adequately</p>	

Question		Answer	Marks	Guidance
		<p>Exemplar response: The business will have to buy and then maintain a computer system (L1). This will increase business costs (L2). However it will not need to store documents using bulky filing cabinets (L1).</p> <p>This will reduce the amount of space needed to store documents, helping to reduce the amount of space needed by the business – this will help to reduce overall business costs (L2). Overall I feel that the increased efficiency resulting from computerising the system will outweigh the costs of the system and so ‘overall’ it is a better system than a paper-based one (L3).</p>		<p>organised, structured with some errors in spelling, punctuation and grammar.</p> <p>Level 1: (1-2 marks) Relevant knowledge is applied. The response lacks organisation, structure, and accuracy of spelling, punctuation and grammar.</p> <p>0 marks – no response or no response worthy of credit.</p> <p>SCORIS annotations: Use L1, L2 and L3 to indicate where these levels have been awarded.</p>
2	(a)	<p>Answers: Keyboard, microphone, joystick, mouse</p> <p>Monitor</p> <p>Printer</p> <p>Camera</p> <p>Devices include:</p> <ul style="list-style-type: none"> • scanner (if photo is first printed) • memory card (allow any valid memory device which could be used to take a copy of the image directly from the camera – eg DNA compact disk) • USB cable (may not get this exact term) • bluetooth/infrared connection 	5	<p>One mark for each correct identification up to a maximum of five identifications.</p> <p>One mark for a valid input device.</p> <p>One mark for the correct output device.</p> <p>A monitor is valid as it updates the display in real time (eg it would show a word being entered letter-by-letter as each character on a keyboard is pressed). Do not accept “Printer” as this would not be able to display the leaflet in the process of being edited (it could only display hard copies of a particular version, in between specific edits).</p> <p>One mark for the correct output device.</p> <p>One mark for the correct input device. (Do not accept phone – although a mobile phone can contain a camera we need the device which actually captures the</p>

Question		Answer	Marks	Guidance
				<p>image, it is the camera part of the phone that captures the image, not the phone itself.)</p> <p>One mark for any valid device that would connect the hardware where the image is stored, and the computer.</p>
(b)	(i)	<p>Compared with an equivalent desktop, laptops are generally:</p> <ul style="list-style-type: none"> • smaller • lighter • more easily carried around • easier to steal • more expensive • less powerful <p>Laptops (may) have a built-in:</p> <ul style="list-style-type: none"> • keyboard/keypad/mouse • monitor • webcam 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>One mark for each of three valid differences.</p> <p>Do not award one word answers unless it is clear which device is being described.</p> <p>eg Do not award “lighter” but accept “laptops are lighter”.</p>
	(ii)	<p>Benefits include:</p> <ul style="list-style-type: none"> • saves desktop space in the office • employees can have access to information stored on laptop/network whilst away from their desk (eg in a meeting) enables hot-desking • enables remote working • employees can carry out productive work whilst travelling/away from the office (eg on a train) • improves productivity <p>Example response: A laptop is light and easy to carry around (no credit – see rationale for reason); this means that an employee can use the laptop when they are away from the office (1). This will help to make them more productive (E).</p>	4	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>One mark for each of two valid benefits to the business and up to two marks for explanations (may be both awarded to the same response if it is detailed).</p> <p>Watch for repetition with 5bi. The features listed in 5bi are not benefits to the business, and so must not be (re-) credited here, but they could result in business benefits. For example laptops may be easier to carry around (a valid answer to 5bi) but this is not of itself a benefit to the business. Enabling employees to carry out work on a laptop whilst away from the office would be a valid benefit that depends on this feature.</p>

Question		Answer	Marks	Guidance
	(c) (i)	Barcode reader/scanner	1	One mark
	(ii)	Benefits include: <ul style="list-style-type: none"> no need to type in prices/products faster sales transactions more accurate sales transactions can link directly to stock/product databases system automatically updates stock database product database can be interrogated to retrieve correct price can directly link to payment system (eg payment card reader) 	2	One mark for each correct identification up to a maximum of two identifications. One mark for each of two valid benefits to the business.
3	(a) (i)	A business owned by a single person.	1	For one mark. Only award mark for an unambiguous response.
	(ii)	A private limited company must have at least one shareholder.	1	For one mark. Only award mark for an unambiguous response.
	(b)	Limited liability limits the exposure of the owner(s) to the debts of the business – only their investment in the business would be at risk, not their personal assets. Exemplar response: Limited liability means that the owner can only lose the amount they have invested into the business (1) so if E-Z Phones Ltd went bankrupt Trevor would not go bankrupt as well (1). This means people are more likely to invest in limited liability companies than ones with unlimited liability (1).	3	One mark for a correct identification, plus one mark for an appropriate application and further one mark for a point of analysis. One mark for a valid point. One mark for application to a business context. One mark for further analysis. “Limited liability means that if E-Z Phones ever did go bankrupt then the bank can only take the money that Trevor invested into the business no more or any of his possessions to get the capital back”- this will be awarded 2 marks.

Question	Answer	Marks	Guidance
(c)	Drawbacks: <ul style="list-style-type: none"> • Loss of control as shares can be bought and sold on the open (stock) market. • Harder to maintain control over the business as it is easier for hostile takeovers to take place. 	3	<p>One mark for a correct identification, plus one mark for an appropriate application and further one mark for a point of analysis.</p> <p>One mark for a valid point.</p> <p>One mark for application to Trevor and/or the business.</p> <p>One mark for further analysis.</p>
(d)	Reasons include: <ul style="list-style-type: none"> • are main source of income • are main source of profit • business needs customers to survive 	1	<p>One mark for a valid reason.</p>
(e)*	Benefits of questionnaire: <ul style="list-style-type: none"> • not time consuming to complete • can ask lots of customers • easy to analyse results Drawbacks of questionnaire: <ul style="list-style-type: none"> • not all customers want to complete it • might not give honest answers (especially if service was poor) Benefits of mystery shopper: <ul style="list-style-type: none"> • trained to look for specific aspects of customer service • can provide an in-depth analysis/report • can be motivational for staff (eg they may be rewarded if their store receives a favourable report) Drawbacks of mystery shoppers: <ul style="list-style-type: none"> • less breadth covered than through questionnaires (one mystery shopper – many questionnaire respondents) • mystery shopper might be biased • expense of paying mystery shopper for their services 	6	<p>Mark using levels of response criteria(s).</p> <p>Level 3 (5-6 marks): Uses relevant analysis of both topics to reach a reasoned balanced judgement (ie that considers both of the two issues and provides a justified evaluation). The response is well organised, structured with few errors in spelling, punctuation and grammar.</p> <p>Level 2 (3-4 marks): Uses relevant analysis of one topic to reach a reasoned one-sided judgement (ie that only considers one of the two issues and provides a justified evaluation). The response is adequately organised, structured with some errors in spelling, punctuation and grammar.</p> <p>Level 1 (1-2 marks): Uses knowledge that is relevant to one or both issues. The response lacks organisation, structure, and accuracy of spelling, punctuation and grammar.</p>

Question			Answer	Marks	Guidance
			<p>Example of a Level 3 response:</p> <p>I would recommend a mystery shopper. This is because a mystery shopper can collect much more detailed information than a questionnaire can. A mystery shopper can visit stores and actually record what happens to them. They can be trained to find out exactly what service is like, without staff knowing that they are being monitored. If staff know that a questionnaire is being completed, they might try to be extra nice on the day, or might only ask customers to whom they have given good service. In this way a questionnaire might give biased results. A drawback of mystery shoppers is that they are expensive. A mystery shopper might only be able to visit a few stores each day – and once the store knows who the mystery shopper is they cannot go back to that store again.</p> <p>This makes mystery shopping an inefficient way to collect data – compared with a questionnaire where the experiences of hundreds/thousands of customers can be collected. Despite these drawbacks I still think that mystery shoppers will collect the most useful information as they can tell the owners exactly what service levels are really like.</p>		<p>To achieve L3 the judgement must be based on valid analysis of both issues. L2 should be awarded if the judgement is based on valid analysis of one issue and invalid analysis or lack of analysis of the other issue.</p> <p>0 marks – no response or no response worthy of credit.</p> <p>SCORIS annotations: Use L1, L2 and L3 to indicate where these levels have been awarded.</p>
4	(a)	(i)	A business which aims to have a positive impact on the people affected by its actions.	1	For one mark. Only award mark for an unambiguous response.
		(ii)	The rules which help to decide if an action is right or wrong.	1	For one mark. Only award mark for an unambiguous response.
	(b)		<p>Impact of recycling:</p> <ul style="list-style-type: none"> • reduces waste/carbon footprint, etc • raises own costs • can publicise this and secure marketing/corporate image benefits 	6	<p>Mark using levels of response criteria.</p> <p>Level 3 (5-6 marks): Uses relevant analysis of both topics to reach a reasoned balanced judgement (ie by discussing the pros and cons of the issue and providing a clear justification for the judgement made).</p>

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> however, overall environmental impact may be limited as it only affects the products which the business uses. <p>Impact of reduced packaging:</p> <ul style="list-style-type: none"> less waste for customers to deal with less impact on landfill/recycling facilities may have negative marketing implications – eg products less well packaged may have a wider environmental impact as it will help to raise awareness of the issue amongst consumers. 		<p>Level 2 (3-4 marks): Uses relevant analysis of the topic to reach a reasoned one-sided judgement (ie by discussing the pros or cons of the issue, but not both, and providing a clear justification for the judgement made).</p> <p>Level 1 (1-2 marks): Uses knowledge that is relevant to one or both issues, with basic written communication (eg by offering a list of benefits and drawbacks without reaching a clear decision as to whether it is a good idea or not).</p> <p>0 marks – no response or no response worthy of credit.</p> <p>To achieve L3 the judgement must be justified and based on valid analysis of both sides of the argument. L2 should be awarded if the judgement is either not justified, or is based on valid analysis of one side and invalid analysis of the other side.</p> <p>SCORIS annotations: Use L1, L2 and L3 to indicate where these levels have been awarded.</p>
	(c) (i)	<p>Socially responsible actions are those where a business takes into account the wider social impact of its actions. Generally, these would be actions which go beyond the need to comply with existing legislation.</p> <p>Actions include:</p> <ul style="list-style-type: none"> promoting diversity and inclusion ethical treatment of workers ethical treatment of animals responsible advertising safety and security standards 	6	<p>One mark for each correct identification up to a maximum of three identifications, plus a further mark for each three appropriate explanations.</p> <p>One mark for each of three valid actions.</p> <p>For each action – one mark for an explanation of how the action would help the business to be socially responsible.</p>

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> financial investment in communities – partnership with government, sponsorship of events and organisations non-financial investment in communities – work-placements and production of education materials. <p>This is a general list; in practice candidates are likely to give specific actions.</p>		Only accept examples/explanations which imply the organisation is doing more than meet basic minimum legal requirements.
	(ii)	Drawbacks include: <ul style="list-style-type: none"> bad publicity loss of sales fewer applicants for vacancies 	1	Award one mark for a valid drawback. Responses must relate to a business.
5	(a)	Actions include: <ul style="list-style-type: none"> appoint a data controller allow data subjects access to their personal data comply with the principles of data protection legislation (each counts as a separate point); ie ensure that data is: <ul style="list-style-type: none"> processed fairly and lawfully processed for one or more specified and lawful purposes, and not further processed in any way which is incompatible with the original purpose adequate, relevant and not excessive accurate and, where necessary, kept up to date kept for no longer than is necessary for the purpose for which it is being used processed in line with the rights of individuals kept secure with appropriate technical and organisational measures taken to protect the information not transfer data outside the European Economic Area (the European Union member states plus Norway, Iceland and Liechtenstein), unless there is adequate protection for the personal information being transferred. 	3	One mark for each correct identification up to a maximum of three identifications. One mark for each of three valid actions taken by a business.

Question	Answer	Marks	Guidance
(b)	<p>Possible ways:</p> <ul style="list-style-type: none"> • products sold must: <ul style="list-style-type: none"> - be of satisfactory quality - match their description - be safe to use • consumers may return an item which is not of reasonable quality/within cooling off period • certain products (eg electrical items) can have their design regulated by government • producers/importers are liable if faulty products cause harm to consumers and their property 	4	<p>One mark for each of two valid ways that consumers are protected and up to two marks for descriptions (could both be awarded to a single detailed description).</p> <p>Explanations are likely to include the use of examples.</p>
(c)	<p>Actions include:</p> <ul style="list-style-type: none"> • do not leave cables trailing across a floor • switch off items when not in use • do not eat or drink near electrical equipment • ensure equipment is working properly 	2	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>One mark for each of two valid actions.</p>
(d)	<p>Drawbacks of complying with employment legislation:</p> <ul style="list-style-type: none"> • have to comply with laws, eg by: <ul style="list-style-type: none"> - providing paid employment leave - providing statutory sick pay - providing maternity/paternity leave - providing contract of employment - having discipline/dismissal procedures - adhering to disability/ethnicity etc. policies • compliance raises costs, eg by: <ul style="list-style-type: none"> - cost of complying with the above - costs of monitoring legislation and ensuring compliance - HR department larger than otherwise would be <p>Benefits of compliance:</p> <ul style="list-style-type: none"> • do not suffer legal consequences of non-compliance; eg: <ul style="list-style-type: none"> - legal costs 	6	<p>Mark using levels of response criteria.</p> <p>Level 3 (5-6 marks): Relevant analysis is evaluated, ie the candidate makes reasoned judgement(s) and presents appropriate conclusion(s) about the consequences to the business of complying with employment legislation.</p> <p>Level 2 (3-4 marks): Relevant analysis, eg by discussing the positive and/or negative impact on the business.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied with basic written communication, eg for including a list of compliance actions and/or a list of consequences of non-compliance.</p>

Question			Answer	Marks	Guidance
			<ul style="list-style-type: none"> - fines - imprisonment of directors • workers more motivated (by achieving their legal entitlements) • less likelihood of industrial unrest <p>Exemplar response: If the business complies with the legislation it will have to pay workers holiday pay (L1) and maternity leave (L1). This will help to raise business costs (L2) making it less profitable (L2) unless it can raise prices to cover the costs (L2).</p> <p>On the other hand, by complying with the law the business will avoid being taken to court (L1) and risk paying huge fines (L1) and workers will be more productive (L2) as they do not have to go on strike to achieve their rights. Overall, I think businesses have no choice but to comply with these laws and it is right that they do so, especially as all firms face the same laws, so no single firm is made uncompetitive by them (L3).</p>		<p>0 marks – no response or no response worthy of credit.</p> <p>SCORIS annotations: Use L1, L2 and L3 to indicate where these levels have been awarded.</p>
6	(a)	(i)	Username	1	One mark for the correct answer.
		(ii)	It is easy to guess	1	One mark for a valid reason.
		(iii)	Reasons include: <ul style="list-style-type: none"> • could be found by someone • could be used to log onto her account 	1	One mark for a valid reason.
	(b)		First measure: anti-virus software Second measure: data encryption Third measure: anti-spam filter	3	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>One mark for each correct measure.</p>

Question	Answer	Marks	Guidance
(c)	<p>Methods include:</p> <ul style="list-style-type: none"> • locked doors/biometrics • security system • put computers on first floor/blinds on windows • barriers to unauthorised visitors at the entrance to the building 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>One mark for each of three valid measures.</p>
(d)	<p>Benefits include:</p> <ul style="list-style-type: none"> • less likely that catastrophic events at the head office (eg fire, earthquake) will result in data loss • less likely that back-up data will go missing at the head office (since no back-up media is stored there) <p>Drawbacks include:</p> <ul style="list-style-type: none"> • data will need to be transferred to Germany (eg via the Internet) – increasing the risk that data will be lost/stolen in transit • the business is heavily reliant on the systems in Germany working effectively – can this be guaranteed, especially since the data is held by a separate business? <p>Likely evaluation to trigger Level 3: Overall, this is a very risky strategy. The risk of losing the back-up data is high and the consequences of this are potentially very damaging, therefore, should adopt other back-up strategies including keeping copies at the head office as well.</p>	6	<p>Mark using levels of response criteria.</p> <p>Level 3 (5-6 marks): Relevant analysis is evaluated, ie the candidate makes reasoned judgement(s) and presents appropriate conclusion(s) about the consequences to the business of adopting the method chosen by Fatima.</p> <p>Level 2 (3-4 marks): Relevant analysis, eg by discussing the positive and negative impact on the business.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied.</p> <p>0 marks – no response or no response worthy of credit.</p> <p>SCORIS annotations: Use L1, L2 and L3 to indicate where these levels have been awarded.</p>

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