

# **Business and Communication Systems**

General Certificate of Secondary Education

Unit **A267**: ICT skills for business communication systems

## **Mark Scheme for June 2012**

---

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, OCR Nationals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2012

Any enquiries about publications should be addressed to:

OCR Publications  
PO Box 5050  
Annesley  
NOTTINGHAM  
NG15 0DL

Telephone: 0870 770 6622  
Facsimile: 01223 552610  
E-mail: [publications@ocr.org.uk](mailto:publications@ocr.org.uk)

## Annotations

Annotation	Meaning
	Correct
	Incorrect
	Benefit of Doubt
	Irrelevant

## Task 1

Question		Answer	Marks	Guidance
1	(a) (i)	<b>One mark</b> for the correct insertion of each of the six items.  (Duane Clifford), (Yes,19/11/2002) (Mrs Clifford), (12 New Street, Leeds), (LS1 8RV), (0113 8710281).	6	All details must be exactly transcribed. Allow phone number if no space.
	(ii)	<b>One mark</b> to be awarded for the correct deletion of Fiona Hill's record.	1	Mark <b>not</b> to be awarded if the words are simply deleted.
	(iii)	<b>One mark</b> for the correct insertion of each of the three items in Reena Ahmed's record.  (28 Dawson Road), (Leeds), (LS2 8NP).	3	All details must be exactly transcribed.
	(iv)	<b>One mark</b> for the correct insertion of the field Email.  <b>One mark</b> for putting the field in the correct place, ie between the Postcode and Phone no.	2	The word Email must be seen in full. If field is incorrectly named, marks can still be awarded for inserting the new field in the correct place.
	(v)	<b>One mark</b> for the correct insertion of each of the following details in the correct place.  Chloe Thomas – fthomas@webmail.com Tyler Brentwood – jane1979@email.co.uk	2	All details must be exactly transcribed. The email address must be seen in full.
	(vi)	<b>One mark</b> if there is evidence of a sort in the database.  <b>Two marks</b> if the database is sorted on the correct field and in descending order.	2	One mark can be awarded if sort is on another field or ascending rather than descending (on any field). If the candidate has shown they are able to do a sort they can be awarded this first mark.  Two marks can be awarded for the correct descending sort of the correct field.

Question		Answer	Marks	Guidance
(b)	(i)	<p><b>One mark</b> for use of First name, Surname, Medical.</p> <p><b>One mark</b> for correct search criteria used, ie a tick (representing 'yes').</p> <p><b>One mark</b> for query sorted in ascending order by surname.</p>	3	Accept if it is clear 'Medical' has been hidden i.e. the correct names are shown. Accept any order of fields.
	(ii)	<p><b>One mark</b> for creating a report of the correct information.</p> <p><b>One mark</b> for a suitable title in a report.</p>	2	<p>Do not penalise for incorrect query in (b)(i). As long as the information included matches the previous task award first mark.</p> <p>Accept if it is clear 'Medical' has been hidden i.e. the correct names are shown.</p> <p>Accept suitable title mark even if incorrect data is included.</p> <p>Award 'sort' mark here if not awarded in previous task and candidate has not already achieved maximum marks.</p>
(c)		<p><b>One mark</b> for each of the following:</p> <ul style="list-style-type: none"> <li>• use of the letterhead template</li> <li>• fully blocked style and open punctuation</li> <li>• correct date in correct format in correct place</li> <li>• addressed to the parent not the pupil</li> <li>• correct salutation and correct complimentary close</li> <li>• letter from Mrs Nash</li> <li>• a reminder to parents that there will be a school fair on 10 July 2012</li> <li>• parents' evening has been rescheduled to 2 July 2012 instead of 29 June 2012</li> <li>• evidence that mail merge was used, ie printed unmerged letter</li> <li>• evidence that letter was merged, ie first merged letter</li> </ul>	12	<p>Date format accepted 22 June 2012 or 22/06/12 (or 22/06/2012)</p> <p>&lt;&lt;address block&gt;&gt; and &lt;&lt;greeting line&gt;&gt; not sufficient to give blocked style mark.</p> <p>Addressed to parent – &lt;&lt;Parentguardian&gt;&gt; must include the field to gain this mark.</p> <p>Correct Salutation would be Dear &lt;&lt;Parentguardian&gt;&gt; or e.g. Dear Mrs J Collins. Correct complimentary close would be Yours sincerely.</p> <p>Allow 10<sup>th</sup> July 2012 in body of letter, same format allowed with other specified dates with body of the letter. Allow if pupils have put e.g. 10<sup>th</sup> of July 2012</p>

Question	Answer	Marks	Guidance
	<p>Up to two marks for tone and style.</p> <p><b>2 marks</b> to be awarded for fully appropriate tone and style, including opening and closing sentence, and letter uses a professional manner.</p> <p><b>1 mark</b> to be awarded for general good style, it may have a few errors which do not affect the professionalism of the letter.</p> <p><b>0 marks</b> for a list of points reproduced.</p>		<p>Allow 'details' to be worded differently as long as in correct context and important details such as the type of event and date are included.</p> <p>Evidence of mail merge must include evidence of fields from the database. Do not allow &lt;&lt;AddressBlock&gt;&gt; or &lt;&lt;greeting line&gt;&gt;etc. They must show they have used the actual fields from the database.</p> <p>Do not penalise if first merged letter is not Mrs J Collins, they must have unmerged letter and the merged letter to gain the evidence of merged letter.</p>
		<b>Total</b>	<b>33</b>

## Task 2

Question			Answer	Marks	Guidance
2	(a)	(i)	<p><b>One mark</b> for each of the following</p> <ul style="list-style-type: none"> <li>• The school logo (LOGO.jpg)</li> <li>• The fair logo which must be cropped to a suitable size (FAIR.jpg)</li> <li>• Date of event (10 July 2012), start time (4.00pm)</li> <li>• Venue (the Playground)</li> <li>• Details of activities – raffle, cake stall, bouncy castle, book sale.</li> </ul> <p><b>One mark</b> for the following suitable formatting techniques (up to 4 marks)</p> <ul style="list-style-type: none"> <li>• evidence of font styles/sizes used</li> <li>• border</li> <li>• Word art</li> <li>• backgrounds</li> <li>• auto shapes (accept a line if suitably placed)</li> <li>• suitable sized document/good use of space.</li> </ul>	9	<p>Any other suitable formatting accepted. Maximum <b>five</b> marks for the required items. Maximum <b>four</b> marks for formatting.</p> <p>Do not allow insert logo mark if it is part of the letterhead template from the previous task.</p> <p>Allow 10<sup>th</sup> July 2012 for date. Allow 4:00 pm.</p> <p>Accept play ground.</p> <p>Allow suitable capitals to be used when stating details of activities.</p> <p>Suitably sized document – do they make suitable use of the space they have?</p>

Question		Answer	Marks	Guidance
(b)	(i)	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• Ability to synchronise with mobile/smart phone etc....which makes it more convenient for Mrs Nash to track appointments on the go...Mrs Nash is less likely to miss an appointment because she has access to her diary from various places</li> <li>• Contact lists/address book can be created...so Mrs Nash has easy access to her contacts...more convenient to have all contact details in one place...do not have to write out contact details just click on the link...contact lists can be easily edited</li> <li>• Reminders can be created...so events are not missed...helps Mrs Nash organise her time efficiently</li> <li>• Calendars can be published...so staff can see Mrs Nash's schedule ... so Mrs Nash does not get interrupted when she is in a meeting</li> <li>• File storage...can store files relating to a meeting/appointment so she knows exactly where things are/more organised for meetings/appointments</li> <li>• Email...so Mrs Nash can invite staff to meetings/can receive emails about meetings...meetings can be more easily arranged</li> <li>• To do/task lists can be created...so Mrs Nash can prioritise tasks...it will help Mrs Nash meet deadlines/be more efficient</li> <li>• Create/sharing events...</li> </ul>	6	<p>One mark for each correct feature identified up to a maximum of three features. Candidate can be awarded the first 'feature' mark if they clearly describe the feature. Plus a further one mark for each of three appropriate explanations. Explanations must include details of how the feature is useful when organising appointments/schedule.</p> <p><i>Where there is cross over between tasks (b)(i) and (b)(ii) do not award twice for the same/similar points. Award marks where the candidate will gain most marks.</i></p>

Question		Answer	Marks	Guidance
(b)	(ii)	<p>Benefits of diary management software:</p> <ul style="list-style-type: none"> <li>• easy to edit</li> <li>• helps prevent clashing</li> <li>• staff can track her schedule</li> <li>• time can be planned more efficiently</li> <li>• meetings can be easily arranged</li> <li>• more than one person can have access/diary can be made public</li> <li>• can be accessed from various locations</li> <li>• can be backed up.</li> </ul> <p>Benefits of a handwritten diary:</p> <ul style="list-style-type: none"> <li>• easy to use</li> <li>• not expensive</li> <li>• no training required</li> <li>• no risk of power failure/crashing/virus/losing data, etc.</li> </ul> <p>Drawbacks of diary management software:</p> <ul style="list-style-type: none"> <li>• training required</li> <li>• expensive to purchase hardware/software</li> <li>• need to upgrade/limited shelf life</li> <li>• confusing to use</li> <li>• data can be lost.</li> </ul> <p>Drawbacks of a handwritten diary:</p> <ul style="list-style-type: none"> <li>• not easy to edit</li> <li>• not everyone has access</li> <li>• does not look professional in meetings</li> <li>• only one person can access at one time</li> <li>• difficult to organise schedules.</li> </ul>	12	<p><b>Level 3 (9-12 marks):</b> Relevant analysis of both methods (benefits and drawbacks of DMS and benefits and drawbacks of a handwritten diary) to reach a balanced judgement which analyses the helpfulness to Mrs Nash/School.</p> <p><b>Level 2 (5-8 marks):</b> Analyses diary management software and/or handwritten diary, but only analyses the benefits/drawbacks of one method in order to reach a one sided judgement.</p> <p><b>Level 1 (1-4 marks):</b> Simply states benefits/drawbacks of diary management software, or/and the benefits/drawbacks of a handwritten diary with no analysis.</p> <p><b>Example response:</b></p> <p>Diary management software will be more useful to Mrs Nash because it can allow her staff to access her schedule (L1) which will allow them to make appointments with her easily (L2), although the software can be expensive to purchase (L1) compared to a hand written diary which is relatively cheap (L1) and does not need upgrading or maintenance which takes time and money (L2). However, in a meeting a handwritten diary does not look very professional (L1), which means colleagues may get a bad impression of Mrs Nash (L2). They may also find it difficult to access her schedule in her handwritten diary (L1) leading to clashes with meetings (L2). Whereas using DMS will prevent clashes (L1) which means Mrs Nash can organise her time better and not have people turning up at her office for different meetings at the same time, which could be embarrassing (L2).</p>

Question			Answer	Marks	Guidance
					<p>Therefore, I think Mrs Nash would be better off sticking to her written diary as she will not have to spend money on the hardware and software, this money can be better spent in other more important areas of the school (L3), she will not have to waste time learning how to use the software, her time is very precious and will end up spending more time working out how to use it than she saves (L3).</p> <p>This answer has analysed all areas. It has analysed the benefits and drawbacks of both methods and made a judgement which also analyses the helpfulness of the chosen method to Mrs Nash/School.</p> <p><i>Where there is cross over between tasks (b)(i) and (b)(ii) do not award twice for the same/similar points. Award marks where the candidate will gain most marks. NB do not award marks in this task for stating/describing features.</i></p>
			<b>Total</b>	<b>27</b>	

## Task 1 (a) completed example

First name	Surname	Medical	DOB	Parent/guardian	Address_1	City	Postcode	Email	Phone no
Jordan	Collins	<input checked="" type="checkbox"/>	18/12/2002	Mrs J Collins	A12 Tyne Flats	Leeds	LS2 8BP		07615283920
Duane	Clifford	<input checked="" type="checkbox"/>	19/11/2002	Mrs Clifford	12 New Street	Leeds	LS1 8RV		01138710281
Chloe	Thomas	<input checked="" type="checkbox"/>	01/10/2002	Mrs L Thomas	7 Stanley Terrace	Leeds	LS1 9HQ	fthomas@webmail.com	07627891991
Sonny	Khan	<input type="checkbox"/>	30/09/2002	Mr Khan	98 Gray Street	Leeds	LS1 8BQ		0113 9528190
Katie	Regan	<input type="checkbox"/>	17/08/2002	Mrs Regan	38 Saxon Street	Leeds	LS3 9AM		0113 9101020
Reena	Ahmed	<input checked="" type="checkbox"/>	06/07/2002	Mrs Ahmed	28 Dawson Road	Leeds	LS2 8NP		07261819101
Tyler	Brentwood	<input type="checkbox"/>	16/04/2002	Ms Sheldon	45 Lower Road	Leeds	LS3 0JZ	jane1979@email.co.uk	0113 8291913
Jack	Lewis	<input type="checkbox"/>	02/03/2002	Mr Lewis	13 Castle Place	Leeds	LS1 8NR		07627181920
Ray	Blake	<input type="checkbox"/>	27/02/2002	Mrs Blake	45 Dylan Aveue	Leeds	LS1 8JZ		0113 8293030
Claudela	Williams	<input checked="" type="checkbox"/>	13/01/2002	Miss Nicholson	27 Hamel Road	Leeds	LS4 1UT		07839201029
*		<input type="checkbox"/>							

## Task 1 (b) Completed examples – accept either

First name	Surname	Medical
Reena	Ahmed	<input checked="" type="checkbox"/>
Duane	Clifford	<input checked="" type="checkbox"/>
Jordan	Collins	<input checked="" type="checkbox"/>
Chloe	Thomas	<input checked="" type="checkbox"/>
Claudela	Williams	<input checked="" type="checkbox"/>
*		<input type="checkbox"/>

First name	Surname
Reena	Ahmed
Duane	Clifford
Jordan	Collins
Chloe	Thomas
Claudela	Williams

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

**[www.ocr.org.uk](http://www.ocr.org.uk)**

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; 1 Hills Road, Cambridge, CB1 2EU  
Registered Company Number: 3484466  
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2012

