

Mark Scheme for June 2012

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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.

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Subject-specific Marking Instructions

Q1 (a) For Chip and Pin pad accept Input and Both as correct answers.

Q12 Accept answers that describe the database functions of spreadsheet software eg stock control

Question		Answer				Marks	Guidance
1	(a)					6	
		Device	Input	Output	Both		
		Bar-code reader	X				
		Chip and PIN pad			X		
		Flat Screen Monitor		X			
		Keyboard	X				
		Printer		X			
		Touch screen			X		
	(b)	One mark for valid use and one for relevant expansion. Eg: <ul style="list-style-type: none"> • At point of sale (1), they are used as the cash register (1) • Provide information to customers (1) without having to ask staff (1). 				2	
2		Eg: <ul style="list-style-type: none"> • With Web2.0 the user is able to interact with the webpage (1) • Web2.0 allows collaboration (1). 				1	

Question		Answer	Marks	Guidance
3	(a)	<p>Three from eg:</p> <ul style="list-style-type: none"> To send customers promotional leaflets and catalogues (1) To monitor individual customer sales (1) To give customers special offers and discounts (1) To send invitations to special events (1) To know where their customers are located to target them better (1) To run loyalty cards schemes (1). 	3	
	(b)	<p>Four marks for a valid explanation. Eg:</p> <ul style="list-style-type: none"> Send a key to their mobile phone (1) this key is then entered on the website (1) only a human could do this (1) as the key would be unique (1) to the customer Have a picture of jumbled letters (1) from a bank of images (1) robots can't decipher these (1) so if the correct symbols are entered it must be a human (1) Send a confirmation email (1) containing a link (1) which must be clicked on (1) to validate a human user (1). 	4	
4		<p>Two marks for a valid description. Eg:</p> <ul style="list-style-type: none"> Sign up to the competitors live newsfeed/RSS (1) so that they have immediate information on competitors offers in their email (1) Monitor the competitors blogs (1) as these will contain changes to special offers etc (1) Use social networks (1) to keep up-to-date with competitors' changes (1). 	2	

Question	Answer	Marks	Guidance
5	<p>One mark per valid reason (max two), one mark per expansion (max two). Eg:</p> <ul style="list-style-type: none"> • To add material already available (1) without spending too much (1) • To use material produced by suppliers (1) as much as possible to maximise its use (1) • To provide quick blog posts (1) to save time (1). 	4	
6	<p>One mark per valid reason (max two), one mark per valid expansion (max two). Eg:</p> <ul style="list-style-type: none"> • To promote special offers (1) in order to attract customers (1) • To feed fashion shows (1) to encourage customers to buy promoted product (1) • To feed (music) video (1) into the store to keep young customers in the shop (1) • To add dynamic surroundings (1) to make the place more vibrant (1). 	4	
7	<p>One mark for each valid point made (max four).</p> <p>Explanations may relate to:</p> <ul style="list-style-type: none"> • Installation • Cost • Integration • Stability/Reliability • Training • Technical support. 	4	

Question			Answer	Marks	Guidance	
					Content	Levels of response
8			<p>Answers may include discussion of:</p> <ul style="list-style-type: none"> • Scalability • Cost • Security • Legislation • Maintenance/Support • Connectivity • Facilities. 	8		<p>Must use best fit to marking bands below example for indication only.</p> <p>Level 3 (7–8 marks) Candidates will address all aspects of the question and discuss different points/implications/ advantages/disadvantages/ benefits/drawbacks of cloud computing applied to a retail shop. The issues raised are justified. Candidates will reference the case study. The information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 2 (4–6 marks) Candidates will address most aspects of the question and discuss/consider different aspects of cloud computing applied to the context although development of some of the points/implications/ advantages/disadvantages/ benefits/drawbacks may be limited and lack balance. Candidates will reference the case study. For the most part the information will be relevant and presented in a structured and coherent format. Specialist terms will be used appropriately and for the most part correctly. There may be occasional errors in grammar, punctuation and spelling.</p> <p>Level 1 (0–3 marks) Candidates may only address some aspects of cloud computing and why it would be used. Answers may be simplistic and/or one sided with little or no relevance to the case study. There will be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>

Question		Answer	Marks	Guidance
9	(a)	Two from: Eg: <ul style="list-style-type: none">• People who do not have internet access can still shop (1)• They can make informed decisions as to size, colour and suitability (1)• Many people just like browsing around shops (1).	2	
	(b)	Two from Eg: <ul style="list-style-type: none">• Customers can buy items and have them delivered (1) Able to compare pricing (1)• Normally what is on offer is more extensive (1)• Customers have more rights to return goods (1).	2	

Question			Answer	Marks	Content	Guidance
						Levels of response
10			<p>Answers may include explanation of how and why the following technologies attract the target audience:</p> <ul style="list-style-type: none"> • Magic Mirror • Gesture Based Technology • Body Scanning • Mobile Phone Beaming • NFC Payments. 	8		<p>Must use best fit to marking bands below example for indication only.</p> <p>Level 3 (7–8 marks) Candidates will address all aspects of the question and explain different points/implications/advantages/benefits of how and why cutting edge technologies might attract young adults. The issues raised will be justified. Candidates will reference the case study. The information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 2 (4–6 marks) Candidates will address most aspects of the question and explain different points/implications/advantages/benefits of how and why cutting edge technology might attract young adults. Explanations may be limited to one technology. Candidates will reference the case study. For the most part the information will be relevant and presented in a structured and coherent format. Specialist terms will be used appropriately and for the most part correctly. There may be occasional errors in grammar, punctuation and spelling.</p> <p>Level 1 (0–3 marks) Candidates may only address some aspects of new technology and why it would be used. Answers may be simplistic with little or no relevance to the case study. There will be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>

Question	Answer	Marks	Guidance
11	Any four valid points, these may relate to: <ul style="list-style-type: none">• Navigation• Layout• Ease of use• Maintenance• Content.	4	
12	One mark per valid point (max three), one mark per valid expansion (max three). Eg: <ul style="list-style-type: none">• To draw graphs/charts (1) to use in reports (1)• To make predictions/model (1) on store sales (1)• To calculate (1) salary of store staff (1).	6	

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