

GCSE

Business and Communication Systems

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

General Certificate of Secondary Education

Mark Scheme for June 2014

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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.

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

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Annotation	Meaning
BP	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.

Question		Answer	Mark	Guidance
Task 1				
	(a) (i)	<p>One mark for the correct entry of each piece of correctly transcribed information in the correct fields.</p> <p>['Mr', 'Leslie'] ['Morgan', '12/05/1978'] ['10 Kings Road', 'Bristol'] [BS4 7YB', 'Comedy']</p> <p>['Mrs', 'Victoria'] ['John', '18/09/1965'] ['12 River Lane', 'Bristol'] [BS5 9NM', 'Music']</p>	8	All details must be exact, including cases. One mark for each correctly inserted element as identified, up to a maximum of 8 marks.
	(a) (ii)	<p>One mark for correct editing Shahid Hussain's Address Line 1 to '18 Dunhill Street'.</p> <p>One mark for correct editing Shahid Hussain's Postcode to 'BS6 9PH'.</p>	2	All details must be exact, including cases. One mark for each correctly inserted element as identified, up to a maximum of 2 marks.
	(a) (iii)	<p>One mark for correct spelling of Email.</p> <p>One mark for putting the new field in the correct location i.e. between Postcode and Area of interest.</p>	2	Accept Email or email. One mark for each correctly inserted element as identified, up to a maximum of 2 marks.
	(b) (i)	<p>One mark for four correct fields used.</p> <p>One mark to be awarded for displaying only results which meet the search criteria, ie dates on or before 01/06/1956.</p> <p>One mark for correctly naming the query Senior.</p>	3	Allow full marks if data is hidden. Ensure correct names are displayed. Do not award first mark if extra fields are included. Do not award second mark if any dates are displayed which are after 01/06/1954. Do not award third mark if query is incorrectly spelt, or uses incorrect case, ie senior One mark for each correctly inserted element as identified, up to a maximum of 3 marks.
	(ii)	<p>One mark for creating a report from the query created in the previous task.</p> <p>One mark for changing the title in the report to Senior Discounted.</p> <p>One mark for a screen shot in report view (not design view).</p>	3	Do not penalise candidates for incorrect report in previous sub-task. They must create a report of the query in the previous sub-task or, if there is no evidence for (b)(i), the report must include all of the correct information. One mark for each correctly changing report title as identified, up to a maximum of 3 marks.

Question		Answer	Mark	Guidance
	c	<p>One mark for each of the following up to a maximum of 9 marks:</p> <ul style="list-style-type: none"> • use of the letterhead template • fully blocked style and open punctuation • correct date in correct format in correct place • correct salutation using the correct merged fields and correct complimentary close • correct use of merged fields for name and address • letter from James Norden, The Manager • evidence of merge from the query <p>Details to be included in body of letter:</p> <ul style="list-style-type: none"> • Floyd Funny will be performing from 10-13 July 2014 • Tickets are priced between £10 and £15 • Tickets can be obtained by calling the box office on 01345 829302 or alternatively by visiting the website <p>2 marks to be awarded for fully appropriate tone and style, including opening and closing sentence, letter uses a professional manner.</p> <p>1 mark to be awarded for general good style. May have a few errors that do not affect the professionalism of the letter.</p> <p>0 marks for a list of points reproduced.</p>	12	<ul style="list-style-type: none"> • Provided letterhead must be used, do not award for reproduction. • Do not accept greetings line and address block for mark. • Date must be either above address or below address (accept either), it must be in either of the following formats 18 June 2014 or 18/06/2014 (accept 14). • Evidence of a mail merge from query - all merged letters printed from those whose area of interest is Comedy. • Details do not have to be word for word as long as the main points of the messages are included.

Question		Answer	Mark	Guidance
Task 2	(a)	<p><u>Notice content</u> (Date, time, location of the meeting, required participants)</p> <p>Two marks if all items present , one mark for at least three items, no mark awarded for two or less items present.</p> <p><u>Standard opening</u> (Apologies, Minutes, Matters arising, correspondence)</p> <p>Three marks if all items present in correct order, two marks for at least three items, one mark for two items present, no mark awarded for one or less items present.</p> <p><u>Required, non-fixed items:</u></p> <ul style="list-style-type: none"> • Changes to matinee performance times • New late night performances • Proposed payments for overtime <p><u>Standard close</u> (AOB, Details of next meeting)</p> <p>Two marks if all items present, one mark for one item.</p> <p><u>Use appropriate formatting to improve the appearance of your work</u></p> <p>One mark for appropriate use of each software feature, to a maximum of two marks</p> <ul style="list-style-type: none"> • Bullets • Numbering • Underline • Bold • Change font size or style • Border • Justification of text <p>Or any suitable use.</p>	12	<ul style="list-style-type: none"> • Do not allow transcribing errors and misuse of capitals. • Allow order mark to be given if the vast majority of items are included, do not penalize for past transcribing or spelling errors.

Question		Answer	Mark	Guidance
	(b) (i)	<p>Templates – ready-made backgrounds and styles to enhance the look of a presentation.</p> <p>Layout – allows text and graphics to be organised in a professional way.</p> <p>Master Slide – allows you to apply the same formatting to every slide.</p> <p>Animation – word/images can be emphasised through movement.</p> <p>Timings – allows the presentation to be run to a timescale without the user’s input.</p> <p>Voice overs – allows voices to be added so no presenter needed.</p> <p>Speaker’s notes – to hand out printouts to the audience.</p> <p>Insert object (images/diagrams/charts) – to help visually describe something.</p> <p>Sound – music could be used to enhance a presentation’s purpose.</p>	6	<p>One mark for each correct identification of a feature up to a maximum of two identifications, plus up to a further two marks for each of two explanations.</p> <p>Explanations must include details of how the feature is useful when creating a presentation.</p> <p>(1+2 x 2)</p> <p>Candidate can be awarded the first ‘feature’ mark if they clearly describe the feature (without naming the specific feature).</p> <p>Allow description of bad use of feature could impact on the audience.</p>
	(ii)	<p>Benefits of presentation software:</p> <ul style="list-style-type: none"> • Presentation software can be easily edited...it is possible to update the presentation with new events which will save time • Able to create a house style...using a logo and corporate colours to develop the brand of the theatre • Able to run without user interaction...the presentation can be set to run automatically • Easy to use...expensive training is not needed to use the software • Looks more professional than posters...customers may be impressed with the displays and are likely to visit again • Able to view multiple information...slides can change to show different performances that suit different audiences rather than a poster that suits just one 	12	<p>This question is marked in levels:</p> <p>Level 1: 1 – 4 marks Candidate states relevant benefits and/or drawbacks of using presentation software).</p> <p>Level 2: 5 – 8 marks Candidate clearly analyses both benefits and drawbacks of using presentation software.</p> <p>Level 3: 9 – 12 marks Candidate makes a valid judgement/recommendation that clearly analyses both benefits and drawbacks and fully evaluates the impact on the business.</p>

Question			Answer	Mark	Guidance
			<p>Drawbacks of presentation software:</p> <ul style="list-style-type: none"> • Cost of buying the software/hardware...can be much more expensive than posters - the theatre may not be able to justify the cost • Staff may not know how to use it... staff may not know how to use all the features and it could end up looking childish/unprofessional • People can over-use features/effects...staff may end up making the presentation look unprofessional and this may have a negative effect • Need to upgrade software/maintenance costs...software/hardware can become out of date quickly which can cause more expense to the theatre. 		

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