

Applied Business

General Certificate of Secondary Education

Unit **A243**: Working in Business

Mark Scheme for June 2011

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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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Conventions – VERY IMPORTANT – NEW FOR 2011

Application marks (AO2) – are awarded if the candidate **applies their knowledge in the context** of the case study business or their chosen business. It will be clear in the question which business they should refer to. On occasion candidates may be asked to apply their answer to a business 'such as' (usually then naming the case study business) this allows candidates to apply their knowledge in the context of a similar business. The business could be similar in terms of the ownership, size of the business, sector in which it operates or the service it provides/ products it produces.

Application marks (AO2) are also available for **application of knowledge**. The application marks would be gained by explaining how a business may react, the implications of their theoretical suggestion or reasons why it is a good/bad idea.

The mark scheme will clearly show whether the application marks are for context or application of knowledge.

8 and 6 mark questions

In order to move above L1 in these questions, the candidate needs to apply their answer to the case study business or a business they studied (depending on the question). Name-dropping will keep an answer in L1. Writing a purely theoretical answer will also limit the answer to L1 marks. It must be clear that the candidate is applying their answer to the case study business or a business they have studied to move above L1. An applied answer can go straight to L2 as it is not expected that the candidate includes theory in their answer.

10. Quality of Written Communication (QWC)

Questions 2d, 5d and 6c have QWC embedded in the levels. Below are the full descriptors for requirements to meet the level with regard to QWC.

Level 3 – Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.

Level 2 – Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.

Level 1 – Candidate shows ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.

Question No	Answer	Marks	Additional Guidance
1 (a)	<p>Up to two marks</p> <p>Possible answers may include:</p> <ul style="list-style-type: none"> • Geographical (1) • Functional (1) 	2	<p>All three ticked no marks AO2</p> <p><u>Script Annotation</u> ✓ or X</p>
(b)	<p>One mark for correct identification PLUS a further mark for each of one explanation</p> <p>Possible answers may include:</p> <ul style="list-style-type: none"> • The day to day running of <i>PS plc</i>(1) so that the plans of the board can be implemented (1) • liaise with and report to the Board of Directors (1) so that the board is aware of the progress made by the business (1) • participate in Board meetings and discussions (1) using his knowledge and experience to advise the board (1) • identify, appoint and manage senior staff (1) to ensure that the staff enable <i>PS plc</i> to progress are appointed (1) • develop and oversee implementation of strategic plan, business plan & risk management plan (1) to make the bigger picture envisaged by the board will be implemented at business level (1) • communicate operational decisions to the workforce (1) so that all the workers at <i>PS plc</i> will be aware of what is planned for the businesses future (1) • liaise with key external stakeholders (1) so that they will be aware of what is planned for the businesses future (1) 	2	<p><u>Script Annotation</u> ✓ and ✓⁺ or X</p> <p>Development marks awarded for – application of knowledge. (See page 4).</p> <p>The development needs to be how or why.</p> <p>AO1 AO2</p> <p>1 1</p>

Question No	Answer	Marks	Additional Guidance
2 (a)	<p>Up to three marks</p> <p>Oral – <i>PS plc</i> Annual General Meeting or Video Conferencing (1)</p> <p>ICT – website or email or video conferencing (1)</p> <p>Written – Memorandum or letters (1)</p>	3	<p><u>Script Annotation</u> ✓ or X</p> <p>AO2</p> <p>Do not award repeats. Have to be off the list in Text 2</p>
(b)	<p>One mark for correct identification PLUS a further mark for each of one explanation</p> <ul style="list-style-type: none"> • Customers can search for products and services online before buying tickets (1) which means that before purchasing they can get information to inform their decision (1) • Customers can buy tickets online (1) which means that they can buy at any time (1) • Customers can buy tickets online (1) which means that they do not have to waste time on the telephone (1) • Consumers can become educated about <i>PS plc</i>(1) and find out whether they are better than their competitors for service or products etc. (1) • Consumers can complain using email etc. (1) which means that the complaint will get to <i>PS plc</i> quickly. 	2	<p><u>Script Annotation</u> ✓ and ✓⁺ or X</p> <p>Development marks awarded for – application of knowledge. (See page 4).</p> <p>AO1 or AO2</p>
(c)	<p>One mark for correct identification PLUS a further mark for each of one explanation</p> <ul style="list-style-type: none"> • Consumers search for products and services online before making purchases (1). Being found on the Internet will give <i>PS plc</i> an advantage over their competition when they call <i>PS plc</i> instead of the competition. • <i>PS plc</i> is able to conduct business when it is convenient for their customers (1) whether it be during the day or in the middle of the night. <i>PS plc</i> are never actually closed (1) • Consumers can become educated about <i>PS plc</i>(1) and get answers to many of their questions which will help to cut back on the number of phone calls <i>PS plc</i> receive with this information on their website. 	2	<p><u>Script Annotation</u> ✓ and ✓⁺ or X</p> <p>Development marks awarded for – application of knowledge. (See page 4).</p> <p>AO1 or AO2</p>

Question No	Answer	Marks	Additional Guidance
	<ul style="list-style-type: none"> • The website can provide further support to existing customers (1) by having this help available 24 hours a day <i>PS plc</i> will be able to decrease the number of employees answering queries on the phone.(1) 		
(d*)	<p>Level 3: (5 – 6 marks]</p> <p>Indicative Content</p> <ul style="list-style-type: none"> • Kept in filing cabinets, files, folders, memory stick, floppy disk, (external) hard drive, CD ROM, hard drive, web storage, mobile phone etc. • Electronically allows paperless office • Electronically allows easy movement as attachments • Electronic is not always filed correctly • Electronic records can be easily linked and searched. • Computer crashing could mean losing important documents • Hard copy takes up space • Hard copy can be easily read by some people and can be more easily discussed. <p>Candidate makes reasoned judgements and presents appropriate conclusions about the advantages and disadvantages of keeping electronic copies of documents to <i>MS plc</i>.</p> <p>Candidates will compare the use of other methods of keeping documents with that of electronic storage.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum 5 marks can be awarded.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p>	6	<p><u>Script Annotation</u> L1, L2, L3, ✓+ ? and CONT</p> <p>AO1 AO2 AO3</p> <p>2 2 2</p> <p>Level 1 1 mark generic way of storing documents AND/OR advantages/disadvantages out of context.</p> <p>L2 and L3 must be in the context of documents (including hard and electronic copies)</p> <p>Level 2 2 marks one advantage or disadvantage of electronic or hard copy 3 marks two or more advantages or disadvantages of electronic or hard copy 4 marks advantage(s) AND disadvantage(s) of electronic or hard copy. NOT A DIRECT OPPOSITE</p>

Question No	Answer	Marks	Additional Guidance
	<p>Level 2 [2 – 4 marks] Candidate explain the advantages and disadvantages to <i>PS plc</i> of keeping documents stored electronic.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 [1 mark]</p> <p>Candidate identifies ways in which businesses store documents</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplar answer:</p> <p>Documents can be kept in a number of ways. They can be kept on a computer or in filing cabinet or folder. (L1) When <i>PS plc</i> keeps their documents electronically this will save space (L2) because hard copies have to be kept for a certain length of time and will take up office space (L2). This means that the administration working environment will be more orderly and could help from a health and safety point of view. (L3)</p>		<p>Level 3 5 marks is an impact on the administration function e.g. environment, cost, time etc 6 marks is a decision made and supported by and linked to previous analysis</p>

Question No	Answer	Marks	Additional Guidance
3 (a)	<p>Up to three marks</p> <p>Deductions could be:</p> <ul style="list-style-type: none"> • National Insurance (1) • (Income) tax (1) • Pension contribution (1) • Savings club (1) • Cycle to work deduction (1) • Private Health deduction (1) • Trade Union Subscription (1) • Social (Club) Subscription (1) • Student Loan (1) 	3	<p><u>Script Annotation</u> ✓ or X</p> <p>AO1</p>
(b)	<p>One mark for correct identification PLUS a further mark for each of one explanation</p> <p>(i) Bankers' Automated (1) Clearing Services</p> <p>(ii)</p> <ul style="list-style-type: none"> • BACS enables <i>PS plc</i> to make payments by electronic transfer directly into a bank or building society account of the employees (1) • BACS is secure (1) so cash cannot be stolen in transit to the office (1) • BACS should reduce administrative burden (1) removes the need to write cheques which will cost the business money (1) 	1 3	<p><u>Script Annotation</u> ✓ and ✓⁺ or X</p> <p>AO1</p> <p>3x1 allow for development</p> <p>Not quick and easy</p> <p>REMEMBER it is a benefit to the business. AO2</p>

Question No	Answer	Marks	Additional Guidance
(c)	<p data-bbox="365 240 618 272">Up to three marks</p> <div data-bbox="383 288 1200 699" style="border: 1px solid black; padding: 10px;"> <p data-bbox="398 300 703 331">Employee: C Campos</p> <p data-bbox="398 333 779 365">Week ending: 15 May 2011</p> <p data-bbox="398 437 1048 469">Hours worked 35 @ £7.00 £ 245.00 (1)</p> <p data-bbox="398 501 1048 533">Overtime hours 7 @ £10.50 £ 73.50 (1)</p> <p data-bbox="398 564 1048 596">Gross Pay £ 318.50 (1)</p> </div>	3	<p data-bbox="1532 240 1783 272"><u>Script Annotation</u></p> <p data-bbox="1532 274 1626 306">✓ or X</p> <p data-bbox="1532 512 1554 544">2</p> <p data-bbox="1532 545 1554 577">1</p> <p data-bbox="1532 612 1886 708">No units mark wrong once. Next instance tick BOD OFR GrossPay</p>

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(d)	<p>Up to eight marks</p> <table border="1"> <thead> <tr> <th colspan="7"><i>PS Plc Cash Flow Forecast July- December 2011</i></th> </tr> <tr> <th></th> <th>Jul-11</th> <th>Aug-11</th> <th>Sep-11</th> <th>Oct-11</th> <th>Nov-11</th> <th>Dec-11</th> </tr> <tr> <th>Income</th> <th>£</th> <th>£</th> <th>£</th> <th>£</th> <th>£</th> <th>£</th> </tr> </thead> <tbody> <tr> <td>Events Income</td> <td>100000</td> <td>125000</td> <td>100000</td> <td>150000</td> <td>100000</td> <td>75000</td> </tr> <tr> <td>Sponsorship Income</td> <td>15000</td> <td>15000(1)</td> <td>15000</td> <td>15000</td> <td>15000</td> <td>15000</td> </tr> <tr> <td>Client Fees</td> <td>5000</td> <td>6000</td> <td>7000</td> <td>8000</td> <td>9000</td> <td>10000</td> </tr> <tr> <td>Total Income</td> <td>120000 (1)</td> <td>146000</td> <td>122000</td> <td>173000</td> <td>124000</td> <td>100000</td> </tr> <tr> <th>Expenditure</th> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Office Rental</td> <td>12000</td> <td>12000</td> <td>12000</td> <td>12000(1)</td> <td>12000</td> <td>12000</td> </tr> <tr> <td>Wages</td> <td>35000</td> <td>35000</td> <td>35000</td> <td>35000</td> <td>35000</td> <td>35000</td> </tr> <tr> <td>Heating and Power</td> <td>5000</td> <td>5000</td> <td>5000</td> <td>6000</td> <td>7000</td> <td>7000</td> </tr> <tr> <td>Promotion</td> <td>10000</td> <td>10000</td> <td>10000</td> <td>10000</td> <td>10000</td> <td>10000</td> </tr> <tr> <td>Insurance</td> <td>10000</td> <td>10000</td> <td>10000</td> <td>10000</td> <td>10000</td> <td>10000</td> </tr> <tr> <td>Total Expenditure</td> <td>72000</td> <td>72000</td> <td>72000(1)</td> <td>73000</td> <td>74000</td> <td>74000</td> </tr> <tr> <td>Net Cash Flow</td> <td>48000(1)</td> <td>74000</td> <td>50000</td> <td>100000</td> <td>50000</td> <td>26000</td> </tr> <tr> <td>Opening Balance</td> <td>30000</td> <td>78000(1) OFR</td> <td>152000</td> <td>202000</td> <td>302000(1)</td> <td>352000</td> </tr> <tr> <td>Closing Balance</td> <td>78000(1)</td> <td>152000</td> <td>202000</td> <td>302000</td> <td>352000</td> <td>378000</td> </tr> </tbody> </table>	<i>PS Plc Cash Flow Forecast July- December 2011</i>								Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Income	£	£	£	£	£	£	Events Income	100000	125000	100000	150000	100000	75000	Sponsorship Income	15000	15000(1)	15000	15000	15000	15000	Client Fees	5000	6000	7000	8000	9000	10000	Total Income	120000 (1)	146000	122000	173000	124000	100000	Expenditure							Office Rental	12000	12000	12000	12000(1)	12000	12000	Wages	35000	35000	35000	35000	35000	35000	Heating and Power	5000	5000	5000	6000	7000	7000	Promotion	10000	10000	10000	10000	10000	10000	Insurance	10000	10000	10000	10000	10000	10000	Total Expenditure	72000	72000	72000(1)	73000	74000	74000	Net Cash Flow	48000(1)	74000	50000	100000	50000	26000	Opening Balance	30000	78000(1) OFR	152000	202000	302000(1)	352000	Closing Balance	78000(1)	152000	202000	302000	352000	378000	8	<p>Script Annotation ✓ or X</p> <p>AO1 AO2</p> <p>6 2</p>
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Question No	Answer	Marks	Additional Guidance
(e)	<p>Indicative Content</p> <ul style="list-style-type: none"> • cash in and out of a business • Shows income, expenditure, • calculates liquidity • not useful because forecast; • depends on reliability of data; • external influences may impact; • looks only at cash – does not take into account profit or loss. • Allows businesses to plan for the future • Allows the business to take remedial action if cash flow is going to become negative. <p>Level 3: (5 – 6 marks] Candidate analyses the usefulness of the cashflow forecast to <i>PS plc</i>.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [3 – 4 marks] Candidate applies knowledge about the usefulness of the cash flow forecast to <i>PS plc</i> in making a decision not to expand.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p>	6	<p><u>Script Annotation</u></p> <p>L1 L2 L3 CONT</p> <p>AO1 AO2 AO3</p> <p>2 2 2</p> <p>L1 (1 mark)– a generic feature of a cash flow forecast or a correct fact off the CFF in 3(d)</p> <p>REMEMBER it is possible for candidates to access L2 without L1 identification.</p> <p>L2 and L3 must be in the context business expansion.</p> <p>Level 2 L2 (2 marks) one benefit OR drawback to PS PLC of a CFF in the context of business expansion. L2 (3 marks) two benefits OR drawbacks to PS PLC of a CFF in the context of business expansion. L2 (4 marks) one or more benefit(s) AND drawback(s) to PS PLC of a CFF in the context of business expansion.</p>

Question No	Answer	Marks	Additional Guidance
	<p>Level 1 [1 – 2 marks] Candidate identifies features of a cash flow forecast.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplar answer:</p> <p>A cash-flow forecast shows the inflows and outflows, opening and closing balances (L1). However, cash-flow forecasts are only estimates, other factors need to be taken into account (L2). A cash-flow forecast will not be a good decision tool in the face of an unpredictable event. (L2) It is only useful if the estimates are accurate. (L2). If the opening/closing balances are positive, then this will indicate that should they want a loan the bank manager would be more likely to grant it. (L2)</p>		<p>Level 3 L3 (5 marks) analyses one point relating to the usefulness of the CFF to <i>PS plc</i>. L3 (6 marks) analyses two or more points relating to the usefulness of the CFF to <i>PS plc</i>.</p> <p>Highlight Profit and Loss comments and do not credit sentence in which they are contained.</p>

Question No	Answer	Marks	Additional Guidance
4 (a)	<p>One mark for correct identification PLUS a further mark for explanation</p> <p>Market research is a collection of data from customers (1) and this helps <i>PS plc</i> to look at the popularity of present sporting promotions (REP) and then translate this into the production of the future sporting promotion(1)</p>	2	<p><u>Script Annotation</u> ✓ and ✓⁺ or X Development marks awarded for – application of knowledge. This should be why and then how(See page 4). DO NOT allow repeat of question. AO2</p>
(b)	<p>Up to two marks This could be</p> <ul style="list-style-type: none"> • Mail shot (1) • Questionnaires/survey/feedback forms/Suggestion Box (1) • Customer satisfaction forums (1) • Mystery shopper (1) • Online/website poll • Focus group/forum/verbal feedback 	2	<p><u>Script Annotation</u> ✓ or X AO1 EFG No repeats</p>
(c)	<p>One mark for each correct identification of advantage/disadvantage PLUS a further mark for each of two explanations</p> <p>Exemplification</p> <p>Method of Market research - Questionnaire</p> <ul style="list-style-type: none"> • It allows you to tailor your questions to your needs (1) which means that the information you receive will be fit for purpose. (1) • Can sometimes contain longer and more complicated questions, (1) since the respondent can see the question and read it at their own pace. (1) • Allows a picture, graph, chart to be shown as part of a question (1) which allows the message to be in more than one medium. (1) 	4	<p><u>Script Annotation</u> ✓ and ✓⁺ or X AO1 Development marks awarded for – application of knowledge. (See page 4). If method of Market Research not from 4 (b) or wrong then Max 1 for advantage and disadvantage.</p>

Question No	Answer	Marks	Additional Guidance
	<ul style="list-style-type: none"> • Use of closed questions allows easy data collection (1) which allows the data to be crunched and graphs to be produced (1) <p>Disadvantages</p> <ul style="list-style-type: none"> • Questionnaires are very prescriptive (1) and once the questions are created they cannot be changed and may get the wrong data (1) • Questionnaires with closed questions do not allow the customer to expand (1) which means that meaningful data and information will be lost. (1) 		
5 (a)	<p>Up to 4 marks</p> <ul style="list-style-type: none"> • organising meetings <ul style="list-style-type: none"> ◇ The administrative assistant will word process the agenda and ensure that it goes to those who are attending the meeting. (1) ◇ They are also responsible for organisation of a venue and making sure that it is correctly set up with the correct number of chairs and sufficient stationery and refreshments. (1) • Dealing with telephone queries <ul style="list-style-type: none"> ◇ The administrative assistant will answer on the phone questions about sports promotions (1) ◇ if they are unable to do so then they will connect the inquirer with the relevant functional area. (1) 	4	<p><u>Script Annotation</u> ✓ or X</p> <p>AO1</p> <p>2 2</p>

Question No	Answer	Marks	Additional Guidance																																																
(b)	<p>Up to six marks</p> <table border="1" data-bbox="566 252 1384 600"> <thead> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> </tr> </thead> <tbody> <tr> <td>1</td> <td colspan="5">Payroll May 2011</td> </tr> <tr> <td>2</td> <td>Payroll No</td> <td>Name</td> <td>Basic Pay</td> <td>Overtime</td> <td>Total Pay</td> </tr> <tr> <td>3</td> <td>657</td> <td>Burns</td> <td>£250.00</td> <td>£0.00</td> <td>£250.00</td> </tr> <tr> <td>4</td> <td>345</td> <td>Green</td> <td>£150.00</td> <td>£50.00</td> <td>£200.00</td> </tr> <tr> <td>5</td> <td>241</td> <td>Miller</td> <td>£300.00</td> <td>£100.00</td> <td>£400.00</td> </tr> <tr> <td>6</td> <td>980</td> <td>Winfrey</td> <td>£250.00</td> <td>£25.00</td> <td>£275.00</td> </tr> <tr> <td>7</td> <td></td> <td></td> <td>Total</td> <td></td> <td>£1,125.00</td> </tr> </tbody> </table> <p>1 mark 1 mark 1 mark 1 mark</p> <p>1 mark for 345 and Green 1 mark for correct entry of £150.00 and £50.00 1 mark for Total Pay of £200.00 1 mark for correct total of £1,125.00</p> <p>ii) $E4 = C4 + D4$ $E7 = \text{SUM}(E3:E6)$ OR $E7 = E3+E4+E5+E6$</p>		A	B	C	D	E	1	Payroll May 2011					2	Payroll No	Name	Basic Pay	Overtime	Total Pay	3	657	Burns	£250.00	£0.00	£250.00	4	345	Green	£150.00	£50.00	£200.00	5	241	Miller	£300.00	£100.00	£400.00	6	980	Winfrey	£250.00	£25.00	£275.00	7			Total		£1,125.00	<p>4</p> <p>2</p>	<p>Script Annotation ✓ or X</p> <p>AO1</p> <p>4 2</p> <p>No units mark wrong once. Next instance tick BOD</p> <p>Allow =SUM (C4+D4) = SUM (E3+E4+E5+E6)</p>
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(c)	<p>Up to one mark</p> <p>Possible answer may include::</p> <ul style="list-style-type: none"> • Allows the use of formulas for calculating • If figures are changed then it will automatically recalculate • Several people can input data at the same time 	<p>1</p>	<p>Script Annotation ✓ and ✓+ or X</p> <p>AO2 1</p>																																																

Question No	Answer	Marks	Additional Guidance
(d)*	<p>Indicative content</p> <p>Block A</p> <ul style="list-style-type: none"> • Today's date as 14 June 2011 • Customer's name AND address in correct order with name at top. Mr J Kempson or Mr John Kempson BB Promotions Islinham IS32 7VB • Correct salutation Dear Mr Kempson OR Dear Sir not Mr John Kempson • Correct complimentary closing Yours sincerely OR Yours faithfully must be correctly matched. • an appropriate space (approx 6 lines) for the signature with the name Ms B Gordon or similar. <p>Block B</p> <ul style="list-style-type: none"> • Reference to telephone call • Reference to visit to the office on 21st July 2011 • Reference to bringing a lawyer to the office <p>Level 3: (6 – 8 marks]</p> <p>Candidates will produce a formal letter with all the relevant indicative content which is constructed using business type language.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p>		<p><u>Script Annotation</u> ✓ or X</p> <p>AO1 AO2 AO3</p> <p>Tick the indicative content and then the appropriate level in the bottom right hand corner.</p> <p>Level 1 1 mark one piece of correct indicative content from Block A or Block B 2 marks two or more pieces of correct indicative content from Block A or Block B</p> <p>Level 2 5 marks at least 3 from Block A and all of Block B. 4 marks at least 2 from Block A and at least 2 from Block B. 3 marks at least 2 from Block A and at least 1 from Block B OR other way round.</p>

Question No	Answer	Marks	Additional Guidance
	<p>Level 2 [3 – 5 marks]</p> <p>Candidates will produce a letter which will have the indicative content correct but will not be expressed in a business type manner.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 [1 – 2 marks]</p> <p>Candidates will include item(s) from the indicative content.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p>		<p>Level 3</p> <p>6 marks all 8 items of the indicative content included more than one amendment needed.</p> <p>7 marks – all 8 items of the indicative content included only one amendment needed.</p> <p>8 marks – all 8 items of the indicative content and to fit QWC.</p>

Question No	Answer	Marks	Additional Guidance
6 (a)	<p>Up to two marks</p> <p>The tasks could be:</p> <ul style="list-style-type: none"> • Provide information about sporting promotions (1) • Give advice about whether sporting promotions would be appropriate for certain sectors of the population (1) • Print and send out tickets to customers (1) • Accept payment for sporting events using a variety of different methods (1) • Get customer feedback on sporting promotions(1) • Refunds and exchanges on products (1) 	2	<p><u>Script Annotation</u> ✓ or X AO1 2</p>
(b)	<p>One mark for each correct identification up to a maximum of two identifications PLUS a further mark for each of two explanations</p> <ul style="list-style-type: none"> • Fire Drills (1) The customer service functional area will have a fire alarm test each week at the same time each week (1) and have fire drill practices on a regular basis. (1) • Security (1) the customer service department will organise this function by setting up procedures (e.g. badges signing in and out), organising logs and the rota for security personnel.(1) They will also vet new employees and also those who are regular visitors. (1) • First Aid (1) Customer Service has the majority of the First Aiders who are continually trained and monitored (1) They also keep the Accident Report book which must be filled in should any employee or visitor has an accident on the premises of <i>PS plc.</i> (1) 	4	<p><u>Script Annotation</u> ✓ and ✓⁺ or X</p> <p>Development marks awarded for – application of knowledge. (See page 4).</p> <p>No repeats No contingency procedures.</p> <p>Any description of procedure then gets credit.</p> <p>AO1 AO2</p> <p>2 2</p>

Question No	Answer	Marks	Additional Guidance
(c*)	<p>Indicative Content</p> <ul style="list-style-type: none"> • Bad reputation • Customer complaints • Not shop there any more • May not return • Word of mouth/Bad press • Shop at competitors • Lose revenue and lose profit <p>Level 3: (5 – 6 marks]</p> <p>Candidate analyses the consequences of not keeping the customers of <i>PS plc</i> happy.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [3 – 4 marks]</p> <p>Candidate explains the consequences to <i>PS plc</i> of them not keeping their customers happy</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p>	6	<p>Script Annotation</p> <p>L1</p> <p>L2</p> <p>L3</p> <p>AO1</p> <p>AO2</p> <p>AO3</p> <p>2</p> <p>2</p> <p>2</p> <p>Level 1</p> <p>1 mark – candidate identifies one consequence of not keeping customers happy.</p> <p>Level 2</p> <p>2 marks-explain one consequence of not keeping customers happy.</p> <p>3 marks-explain two consequences of not keeping customers happy.</p> <p>4 marks-explain three or more consequences of not keeping customers happy.</p>

Question No	Answer	Marks	Additional Guidance
	<p>Level 1 [1 – 2 marks] Candidate identifies consequences of customers being unhappy.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplar answer:</p> <p>Poor customer service leads to customers complaining and being unhappy.(L1) This could be about a range of issues connected with the business. For example, promotions not being up to a correct standard. If a customer is dissatisfied he/she may not return to <i>PS plc</i> (L2) tell friends which will result in a poor reputation for the business (L2). This is likely to lead to lack of repeat/new customers (L2), which will lower sales and profits. (L3)</p>		<p>Level 3 5 marks-analyse one of the consequences of not keeping the customer happy. 6 marks -analyse two or more consequences of not keeping the customer happy.</p>

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