

Business and Communication Systems

General Certificate of Secondary Education

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

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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Annotations – the following annotations are used for this unit:

Annotation	Meaning	Guidance
L1	Level 1 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
L2	Level 2 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
L3	Level 3 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
BOD	Benefit of Doubt	Where you have just awarded a mark, eg for slightly vague/poorly worded responses.
^	Missing required information necessary to award mark	eg on the agenda where part of required detail is missing, eg “a proposal for a new consultant of the month award”. A ^ at the beginning of the phrase will indicate that “discussion of” is missing and so the mark point has not been met in full.
REP	Repeats earlier point where mark was awarded	
Highlight tool	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.
Tick	Correct point, eg identifying	
Cross	Incorrect point/reason	

Question number		Maximum marks	Marking guidance	Mark allocation
1	(a)	[5]	<p>Errors are:</p> <ul style="list-style-type: none"> • “afordable” • “includding” • repetition of “and” between “China” and “Sweden” • “Their” • “are” (final sentence). <p>NB Do not award a mark for “garantee” as this error is circled in the question.</p> <p>If a candidate has marked more than five errors, mark the first five unambiguous circles, stop marking after their fifth circle.</p>	1 mark for each correctly circled error.
	(b)	[2]	<p>Possible types include:</p> <ul style="list-style-type: none"> • grammatical mistakes • repeated words • correctly spelt words in wrong context (eg there/their, deer/dear) • punctuation errors • formatting errors • Americanisms/similar (if language dictionary not set to UK English) • Inappropriate tone/style • Factual errors • Number in the middle of a word (eg For4ward) <p>Reward other valid mistakes.</p> <p>If examples are given instead of types, award 1 mark for each category given above.</p> <p>Examples:</p> <p>Mistake 1: grammar errors (1 mark). Mistake 2: using ‘their’ instead of ‘there’ (1 mark).</p> <p>Mistake 1: using ‘there’ not ‘their’ (1 mark); mistake 2: using ‘deer’ not ‘dear’ (no mark as this covers the same bullet point as example 1).</p>	1 mark for each of two different types of error.

Question number		Maximum marks	Marking guidance	Mark allocation
	(c)	[2]	<p>Answer: written warning (accept letter).</p> <p>Example: He would receive a written warning (1 mark) which would specify exactly what he has to do and what will happen if he doesn't (1 mark).</p> <p>NB – allow development of written warning which refers to a subsequent stage within the written warning (eg he receives a written warning which states if ignored could result in his dismissal).</p>	1 mark for “written warning” and one mark for development.
	(d)*	[6]	<p>This question assesses quality of written communication</p> <p>Possible benefits of the policy:</p> <ul style="list-style-type: none"> • fewer errors • improved communications • improved customer image of the business (corporate image) • less chance of costly mistakes resulting from miscommunication... • ...eg loss of sales, dissatisfied customers etc. <p>Possible drawbacks of the policy:</p> <ul style="list-style-type: none"> • cost (in terms of time and staffing) • need – how many documents contain errors? • make staff feel untrusted. <p>Examples: If documents are not checked then documents might be sent to customers containing errors (L1 drawback) – this makes it less likely that the customer will buy products from the business (weak L2 point). Checking for errors costs time and money because staff time is needed which could be spent doing other things (L1) this may make the business less efficient (L2).</p>	<p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied with limited written communication.</p> <p>Level 2 (3-4 marks): Relevant analysis of benefits or drawbacks to the business with adequate written communication.</p> <p>Level 3 (5-6 marks): Relevant analysis is evaluated, eg by a balanced assessment of the overall business impact which considers both benefits and drawbacks with good written communication.</p> <p>Annotation: L1 and L2, L3 to indicate where mark bands have been achieved.</p>
				[Total: 15]

Question number			Maximum marks	Marking guidance	Mark allocation
2	(a)	(i)	[3]	<p>The role of a shareholder is to:</p> <ul style="list-style-type: none"> • provide finance • provide management expertise • provide voting rights/influence • make decisions concerning strategy of company/use of profits etc. <p>Do not reward candidates who identify features relating to stakeholders unless it is clear the stakeholder they are identifying is a shareholder.</p> <p>Example: A shareholder owns part of the company (no marks – this is a definition of a shareholder, not of their role) and so can vote for the Company Director (1 mark), this gives them some control over the running of the business (1 mark).</p>	Award marks for the quality of the explanation – this could be achieved by explaining one point in detail or by providing three of the points listed in the guidance.
		(ii)	[1]	Answer: Each owner would only lose the amount they have invested in the business.	1 mark for correct answer. More than one tick then mark as wrong.
	(b)		[1]	Answer: The product must not be faulty at the time of sale.	1 mark for correct answer. More than one tick then mark as wrong.
	(c)	(i)	[2]	<p>Possible actions include:</p> <ul style="list-style-type: none"> • identify the copyright holder • contact the copyright holder/magazine • request permission • obtain permission • pay a fee • acknowledge source. 	1 mark for each of two valid points.
		(ii)	[1]	<p>Possible actions include:</p> <ul style="list-style-type: none"> • taken to court • pay a fine • forced removal of illegal images. 	1 mark for each valid consequence.

Question number	Maximum marks	Marking guidance	Mark allocation
(d)	[3]	<p>Possible effects:</p> <ul style="list-style-type: none"> • back problems • headaches • repetitive strain injury • pins and needles/dead leg • dehydration • dizziness • eye strain • obesity (linked to sedentary job) • deep vein thrombosis. <p>Reward other valid problems.</p>	<p>1 mark for each of three valid problems.</p> <p>Do not accept arthritis.</p>
(e)	[4]	<p>Reasons for complying with data protection legislation include:</p> <ul style="list-style-type: none"> • it is a legal requirement! • businesses store and process personal data and so are covered by the Act's requirements • to protect customer data • to improve security standards in organisations. <p>Reward other valid reasons.</p> <p>Example responses: Classic Gardens is a big business so has lots of customer details (1 mark) which if were lost would cause uproar (not valid development) Their reputation is at stake if they break the law (not a valid reason for complying with the law) So that customer data is kept secure (1 mark).</p>	<p>1 mark for each of two reasons plus up to 2 marks for development.</p>
			[Total: 15]

Question number		Maximum marks	Marking guidance	Mark allocation
3	(a)	[2]	<p>Possible reasons include:</p> <ul style="list-style-type: none"> • customers purchase products • provide main source of income • essential for long term survival of the business • word of mouth/customer recommendations • provide repeat business • market research/feedback. <p>Example response: Because customers provide income (1 mark) and without money the business would become bankrupt (1 mark).</p>	1 mark for a valid reason and 1 mark for development.
	(b)*	[6]	<p>This question assesses the quality of written communication.</p> <p>Candidates could in theory argue for either option; however, in practice the data in the question suggests the first option will be more successful.</p> <p>Implications of a price cut</p> <p>Benefits:</p> <ul style="list-style-type: none"> • customers think their products are too expensive • this will help make them more price competitive. <p>Drawbacks:</p> <ul style="list-style-type: none"> • competitors may drop their prices – all businesses worse-off • may result in less profit per product and less profits overall if not successful in increasing sales. <p>Implications of an advertising campaign</p> <p>Benefits:</p> <ul style="list-style-type: none"> • more product-awareness • help to make products more competitive. <p>Drawbacks:</p> <ul style="list-style-type: none"> • very expensive • customers not impressed with existing adverts – would this change? 	<p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Uses knowledge that is relevant to one or both issues with limited written communication.</p> <p>Level 2 (3-4 marks): Uses relevant analysis of one topic to reach a one-sided judgement (ie that only considers one of the two issues), with adequate written communication.</p> <p>Level 3 (5-6 marks): Uses relevant analysis of both topics to reach a balanced judgement (ie that considers both of the two issues), with good written communication.</p> <p>Annotation: L1 and L2, L3 to indicate where mark bands have been achieved.</p>

Question number	Maximum marks	Marking guidance	Mark allocation
		<p>Reward other valid analysis.</p> <p>Examples: In my opinion they should drop all prices by 20% as the majority of people thought prices were too high (L1). Doing this should increase profits because people will think they are getting a good price and revenue will increase (L2). I don't think advertising is a good idea since most people thought their adverts weren't effective (L1) and in any case they have a niche business (L2) so the advertising would be a waste of money. Even if they did launch a campaign it might not work since most people think their products are too expensive, so on balance they should reduce their prices. (Overall Level 3 since there is good analysis of both why prices should be reduced and why advertising would not be worthwhile).</p>	

Question number	Maximum marks	Marking guidance	Mark allocation
(c)	[3]	<p>Possible reasons:</p> <ul style="list-style-type: none"> • to obtain feedback on customer service in own business or competitors • to obtain realistic information, not 'window dressed' • to help identify and reward good staff • to help improve levels of customer service. <p>Reward other valid reasons.</p> <p>Examples: They would use them to find out what they need to do to improve customer service (1 mark). To find out what the service is really like (1 mark), so that accurate feedback is used to make decisions (1 mark).</p>	<p>Award marks for the quality of the explanation – this could be done by explaining one point in detail or by providing three of the points listed in the guidance.</p> <p>Some of the response may relate to general improvements in customer service resulting from shopper feedback. To achieve full marks there must be some discussion of how 'secret' shoppers can help in this process.</p>
(d) (i)	[2]	<p>Possible benefits include:</p> <ul style="list-style-type: none"> • less customer support staff needed • can update information more quickly • service operator can only speak with one customer at a time • can be read by many people simultaneously. <p>Reward other valid benefits to the business.</p> <p>Do not accept general answers about "reaching customers worldwide"</p> <p>Examples: Can support customers worldwide (no marks) Can deal with multiple queries quicker (1 mark) Someone always has to be there to answer the phone (1 mark) so a website would be more efficient (1 mark). Fewer support staff will be needed (1 mark) reducing wages costs (1 mark).</p>	<p>1 mark for a valid benefit and 1 mark for development.</p> <p>Answers must relate to benefits to the business.</p>

Question number		Maximum marks	Marking guidance	Mark allocation
	(ii)	[2]	<p>Possible drawbacks include:</p> <ul style="list-style-type: none"> • must have internet connection • harder to have a conversation/discussion • impersonal • less opportunity for instant feedback • harder to get problems resolved. <p>Reward other valid drawbacks to customers.</p> <p>Examples: Not everyone has a computer (1 mark). You might want to leave a query which takes a long time to get answered (1 mark). Harder to get your problem solved (1 mark) if you can't have a discussion (1 mark) You don't understand what the website says (also worth 1 mark).</p>	<p>1 mark for each of 2 valid drawbacks.</p> <p>Answers must relate to drawbacks to customers.</p>
				[Total: 15]

Question number		Maximum marks	Marking guidance	Mark allocation
4	(a)	[2]	<p>Possible drawbacks:</p> <ul style="list-style-type: none"> • storage space needed • harder to retrieve specific documents • documents may become lost/misplaced/damaged • only one copy may be viewed at a time • harder to create back-up copies • time needed to use/manage the system. <p>Reward other valid drawbacks to the business.</p> <p>Examples: If a copy of a letter is needed in a different branch of the business it would take longer to send it than an electronic copy (1 mark) this could make the business less efficient (1 mark). If there is a fire then letters will be destroyed/damaged (1 mark given against bullet point 3 above).</p>	<p>1 mark for each of two valid drawbacks and up to 2 marks for development.</p> <p>Answers must relate to drawbacks to the business.</p>
	(b)	[1]	<p>Answer: Scanner</p>	<p>1 mark for correct answer. More than one tick then mark as wrong.</p>
	(c)		<p>The question is about the process of converting the documents from paper to electronic format, not the drawbacks of storing documents electronically.</p> <p>Possible drawbacks:</p> <ul style="list-style-type: none"> • time needed to carry out the conversion • amount of equipment (scanners) needed • staff needed to scan the documents • possibility of error eg documents not scanning correctly. <p>Reward other valid drawbacks to the business.</p> <p>Examples: Hard to read documents on screen (0 marks because this concerns the outcome, not the process).</p>	<p>1 mark for each of two valid drawbacks and up to 2 marks for development.</p> <p>Answers must relate to drawbacks to the business.</p>

Question number		Maximum marks	Marking guidance	Mark allocation
			Specialist scanning equipment is needed (1 mark) which is expensive (2 marks). Do not award “expensive/costs money” if this is not developed (ie it can be awarded as a second (development) mark but not if not supported by a reason for the expense).	
	(d)	[1]	Answer: Printer.	1 mark for correct answer. More than one tick then mark as wrong.
	(e)	[2]	Possible drawbacks: <ul style="list-style-type: none"> • need for batteries • batteries need replacing • keyboards not attached to computer by wire.... • ...so may become lost/stolen • only work within a short range of computer • Can cause/suffer from interference with other wireless devices (eg router or Bluetooth). 	1 mark for each of two valid drawbacks.

Question number		Maximum marks	Marking guidance	Mark allocation
	(f)	[3]	<p>The question invites a discussion of text-to-voice conversion; however, accept a discussion in the opposite direction (ie text to voice transmitted via a speaker).</p> <p>Possible answers:</p> <ul style="list-style-type: none"> • speak into microphone... • voice commands are converted to text by the software... • which then actions the command... • ...or displays text on screen (eg when using a word processor) • same process works in reverse with text being spoken through a loudspeaker. 	1 mark for each of three valid points.
				[Total: 15]

Question number			Maximum marks	Marking guidance	Mark allocation
5	(a)	(i)	[2]	<p>Possible drawbacks:</p> <ul style="list-style-type: none"> • time taken to burn to disk • (relatively) limited storage capacity of a DVD when compared to hard disk drives or magnetic tape • DVDs portable so could be lost/stolen • DVDs could be damaged rendering them useless <p>Do not accept “need a lot of space to store the DVDs”.</p>	1 mark for each of two valid drawbacks.
		(ii)	[2]	<p>Possible benefits include:</p> <ul style="list-style-type: none"> • less need to store a local back-up • will not be damaged if the Bristol location is damaged (eg in a flood or fire) • service provider will back-up copies of the back-up • less chance of local back-ups being lost/stolen <p>Do not reward responses which address back-up in general (eg you will have a copy if you lose the original).</p>	1 mark for each of two valid benefits of using a <i>remote</i> back-up service.
	(b)	(i)	[3]	<p>Advice includes:</p> <ul style="list-style-type: none"> • keep password secret • do not allow others to see your password being entered • do not write it down • use a lengthy password (eg more than five characters long) • use a complex password (one or more examples count as 1 mark in total) • change password frequently • monitor computer for key-stroke capturing software • use a different password for each user account eg “Use numbers as well as letters (1 mark) and also use capital letters (repeat example of how to create a complex password). 	1 mark for each of three valid pieces of advice.

Question number			Maximum marks	Marking guidance	Mark allocation
		(ii)	[2]	<p>Answers must describe how a firewall will work, not its benefits.</p> <ul style="list-style-type: none">• Acts as a filter between the network and any external device or network (eg the internet)• Will monitor in-bound and out-bound traffic across the firewall• Any data transfer (including programs) that is unauthorised...• ...will be blocked and a message sent to the network administrator.	1 mark for each of two valid points describing <i>how</i> a firewall works.

Question number	Maximum marks	Marking guidance	Mark allocation
(c)	[6]	<p>Viruses have the potential to affect whole computer systems and the data stored on them. Phishing is an attempt to persuade a computer user to manually enter data into a fake website – the impact is usually limited to the loss of this specific data.</p> <p>Candidates could in theory argue for either option; however, in practice the first option will be likely to have the greater impact – most candidates will argue this.</p> <p>Some candidates will not have relevant knowledge of both types of security software (probably due to a lack of knowledge of phishing). It will still be possible for these candidates to achieve Level 2 for an assessment based on valid analysis of one type of software only.</p> <p>Possible impact of anti-virus:</p> <ul style="list-style-type: none"> • fewer viruses • less disruption to the computer network • less chance of data loss • greater productivity in the business (do not expect this term). <p>Possible impact of anti-phishing software:</p> <ul style="list-style-type: none"> • phishing attempts less successful • less chance of data being provided to the phishing-host. 	<p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Uses knowledge that is relevant to one or both issues.</p> <p>Level 2 (3-4 marks): Uses relevant analysis of one topic to reach a one-sided judgement (ie that only considers one of the two issues).</p> <p>Level 3 (5-6 marks): Uses relevant analysis of both topics to reach a balanced judgement (ie that considers both of the two issues).</p> <p>Annotation: L1 and L2, L3 to indicate where mark bands have been achieved.</p>
			[Total: 15]

Question number			Maximum marks	Marking guidance	Mark allocation
6	(a)	(i)	[1]	Answer: Modem.	1 mark for correct answer. More than one tick then mark as wrong.
		(ii)	[1]	Answer: Web Browser.	1 mark for correct answer. More than one tick then mark as wrong.
	(b)		[3]	<p>Features of an Internet Service Provider (ISP) include:</p> <ul style="list-style-type: none"> • provides connection to the internet for its customers • may provide hardware (eg router) • holds an account for each customer • may provide email and web-site hosting facilities for each customer • it operates computers (servers) which transmit data between the user and the internet • it charges a monthly fee to the customer • it monitors internet usage of each customer (mainly limited to volume of data traffic but includes collection of data for security services and police). <p>Candidates may choose to give examples of ISPs eg BT Broadband, Virgin. These should not be credited as they are not features of an ISP.</p>	1 mark for each of three valid features.
	(c)	(i)	[2]	<p>Possible benefits to the customer:</p> <ul style="list-style-type: none"> • can use 24/7 • can use anywhere/from home • products will be delivered • no travel involved... • ...saving time... • ...and travel costs • covered by distance selling legislation (eg 7 day cooling off). <p>Reward other valid benefits to the customer. Do not accept "Quick and easy" etc.</p>	1 mark for each of two valid benefits to the customer.

Question number		Maximum marks	Marking guidance	Mark allocation
	(ii)	[2]	<p>Possible drawbacks to the customer:</p> <ul style="list-style-type: none"> • security risks of transmitting personal and payment data across the internet • business may be fake • delivery problems eg (pay for postage and package/goods may arrive damaged/wait for delivery/lost in the post) • may accidentally order the wrong thing/quantity • need to arrange for return of (damaged/incorrect/unwanted) goods • harder to assess quality/suitability of products from an on-line description (especially for large items such as garden furniture) • fewer opportunities to discuss products with a salesperson. <p>Reward other valid drawbacks to the customer.</p>	1 mark for each of two valid drawbacks to the customer.
	(d)	[6]	<p>Possible benefits to the business:</p> <ul style="list-style-type: none"> • greater market reach (eg whole of the UK and abroad) • increased sales/income • greater flexibility (eg to quickly adjust prices in response to changing market conditions) • may need fewer sales staff if ordering is automated via a website • reduced costs/increased efficiency • possible increased profits. <p>Possible drawbacks to the business:</p> <ul style="list-style-type: none"> • costs of setting up and maintaining website • need for security measures • impact on other areas of the business (eg on own shops or relations with agents and distributors). <p>Reward other valid benefits and drawbacks to the business.</p>	<p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied.</p> <p>Level 2 (3-4 marks): Relevant analysis of benefits or drawbacks to the business.</p> <p>Level 3 (5-6 marks): Relevant analysis is evaluated, eg by a balanced assessment of the overall business impact which considers both benefits and drawbacks.</p> <p>Answers must relate to the impact on the business and not, for example, its customers. Annotation: L1 and L2, L3 to indicate where mark bands have been achieved.</p>
				[Total: 15]
				[Paper total: 90]

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