



**GENERAL CERTIFICATE OF SECONDARY EDUCATION  
BUSINESS AND COMMUNICATION SYSTEMS**

**A265**

Businesses and their Communication Systems

Candidates answer on the Question Paper

**OCR Supplied Materials:**  
None

**Other Materials Required:**

- Calculators may be used

**Friday 25 June 2010  
Afternoon**

**Duration: 1 hour 30 minutes**



Candidate Forename		Candidate Surname	
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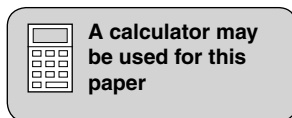
Centre Number						Candidate Number			
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**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).
- Do **all** calculations and rough work in this booklet. Cross out any work you do not wish the Examiner to mark.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **90**.
- The marks allocated and the spaces provided for your answers are a good indication of the length of answers required.
- You may use diagrams wherever they will help to answer a question.
- The Quality of your Written Communication will be taken into account when marking your answer to the question labelled with an asterisk(\*)
- You may **not** use a dictionary.
- This document consists of **16** pages. Any blank pages are indicated.



**Scenario**

Creative Cards Limited manufactures greeting cards. You work in the customer service department at the head office in Coventry where cards are designed before being sent to be printed in Ireland. The cards are sold to a number of high street retailers which then sell the cards to the public. Creative Cards Limited also has a website where the public can purchase cards directly from the business.

- 1 (a) You have been given a letter to check for errors before it is sent to a customer. Part of the letter is shown below.

The text of the letter contains six errors. One of the errors has already been circled. Circle the **five** remaining errors. [5]

Dear Mrs Jones

Thank you for youre recent letter. We are allways pleased to know about the good expeirences which customers have using our products. I would like to telephone you to discus this further. Please could you contact me to arrange a conveenient time.

- (b) (i) State **one** input device you could use to edit the text in this letter.  
..... [1]

- (ii) State **one** output device you could use to view the letter while you are editing it.  
..... [1]

- (iii) State **one** output device you could use to produce a hard copy of this letter.  
..... [1]

- (c) (i) You have decided to save this letter onto a USB memory stick.  
State **one** benefit to **Creative Cards Limited** of using a USB memory stick to store business documents.  
.....  
..... [1]

- (ii) Identify and explain **one** drawback to **Creative Cards Limited** of using a USB memory stick to store **important** business documents.

Drawback .....

.....

Explanation .....

.....

..... [2]

- (d) The head office manager of Creative Cards Limited is considering introducing a policy that all letters to customers must be checked for errors before they are sent. She is aware that there might be benefits and drawbacks of introducing this policy.

Is it a good idea for business organisations such as Creative Cards Limited to have such a policy? Give reasons for your answer.

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..... [4]

[Total: 15]

2 (a) All staff who use the head office computer network are given a username and password.

Your current password is **w3zpu&t**

(i) State **one** benefit of your current password.

.....  
..... [1]

(ii) State **one** drawback of your current password.

.....  
..... [1]

(b) The head office network manager needs to restrict access to the head office network.

(i) State **two** methods which could be used to stop **physical** access to the head office network.

Method 1 .....

Method 2 .....

(ii) Explain how the use of **access rights** could help the head office network manager to restrict access to the head office network.

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.....  
.....  
.....  
.....  
.....  
.....  
..... [3]



3 (a) Creative Cards Limited is required to comply with the following Acts:

- Computer Misuse Act;
- Data Protection Act;
- Copyright, Designs and Patents Act;
- Electronic Communications Act.

State which Act applies in each of the following situations.

Situation	Act
A customer's personal information is used for purposes which were not explained when the information was collected.	
A photograph copied from the Internet is used on a website without the owner's permission.	
A hacker attempts to gain access to the head office computer network.	

[3]

(b) You are required to operate a computer for a large part of your working day. There could be a number of health risks which result from this.

(i) State **three** health problems which may result from working with a computer for a long period of time.

Health problem 1 .....

.....

Health problem 2 .....

.....

Health problem 3 .....

..... [3]

(ii) Computer users at Creative Cards Limited are advised to sit at the correct height when using a computer.

State **two** other actions a **computer user** could take to reduce the health risks of using computers.

Action 1 .....

.....

Action 2 .....

..... [2]



4 Creative Cards was founded as a sole trader business by Jane Cousins in 2003.

(a) State **two** possible reasons why someone might wish to start their own business.

Reason 1 .....

.....

.....

Reason 2 .....

.....

..... [2]

(b) State **two** drawbacks to the owner of starting a business as a sole trader.

Drawback 1 .....

.....

.....

Drawback 2 .....

.....

..... [2]

(c) In 2005 the business became a private limited company (Ltd) in order to benefit from limited liability.

Explain what is meant by the term limited liability.

.....

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..... [2]



(d) Creative Cards Limited contains the following departments:

- Marketing;
- Customer Service;
- Finance;
- Production.

Match the departments with the correct description of the activities each carries out. Write your answers in the table.

<b>Business activities</b>	<b>Department</b>
Accounting for the money entering and leaving the business.	
Manufacturing cards.	
Carrying out research into how much customers will pay for a new product.	

[3]



- 5 (a) Creative Cards Limited has a website where the public can order cards directly from the business.

Jeremy Brown is a regular visitor to the Creative Cards Limited website.

Below is a list of things which Jeremy uses in order to visit websites:

- modem;
- ISP;
- URL;
- web-browser.

Match the item with its correct description. Write your answers in the table.

Description	Item needed to visit websites
Software which displays web pages.	
A business which connects users to the Internet in return for a monthly fee.	
Hardware which uploads and downloads data to and from the Internet.	

[3]

- (b) State **two** benefits to a customer of ordering greeting cards from a website.

Benefit 1 .....

.....

Benefit 2 .....

..... [2]

- (c) Once customers have chosen their cards, they are able to pay for them on-line. All payment and delivery details entered by the customer are transferred to the Creative Cards Limited website using data-encryption software.

(i) State **one** benefit to a customer of sending their payment data in an encrypted format.

.....

..... [1]







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