

**Applied ICT**

Advanced Subsidiary GCE

Unit **G041**: How Organisations Use ICT

**Mark Scheme for June 2011**

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Any enquiries about publications should be addressed to:

OCR Publications  
PO Box 5050  
Annesley  
NOTTINGHAM  
NG15 0DL

Telephone: 0870 770 6622  
Facsimile: 01223 552610  
E-mail: [publications@ocr.org.uk](mailto:publications@ocr.org.uk)

There are 100 marks available for this test. They are allocated as follows:

- Tasks 2 and 3 30
- Section A of the test paper 50
- Section B of the test paper 20

### Task 2

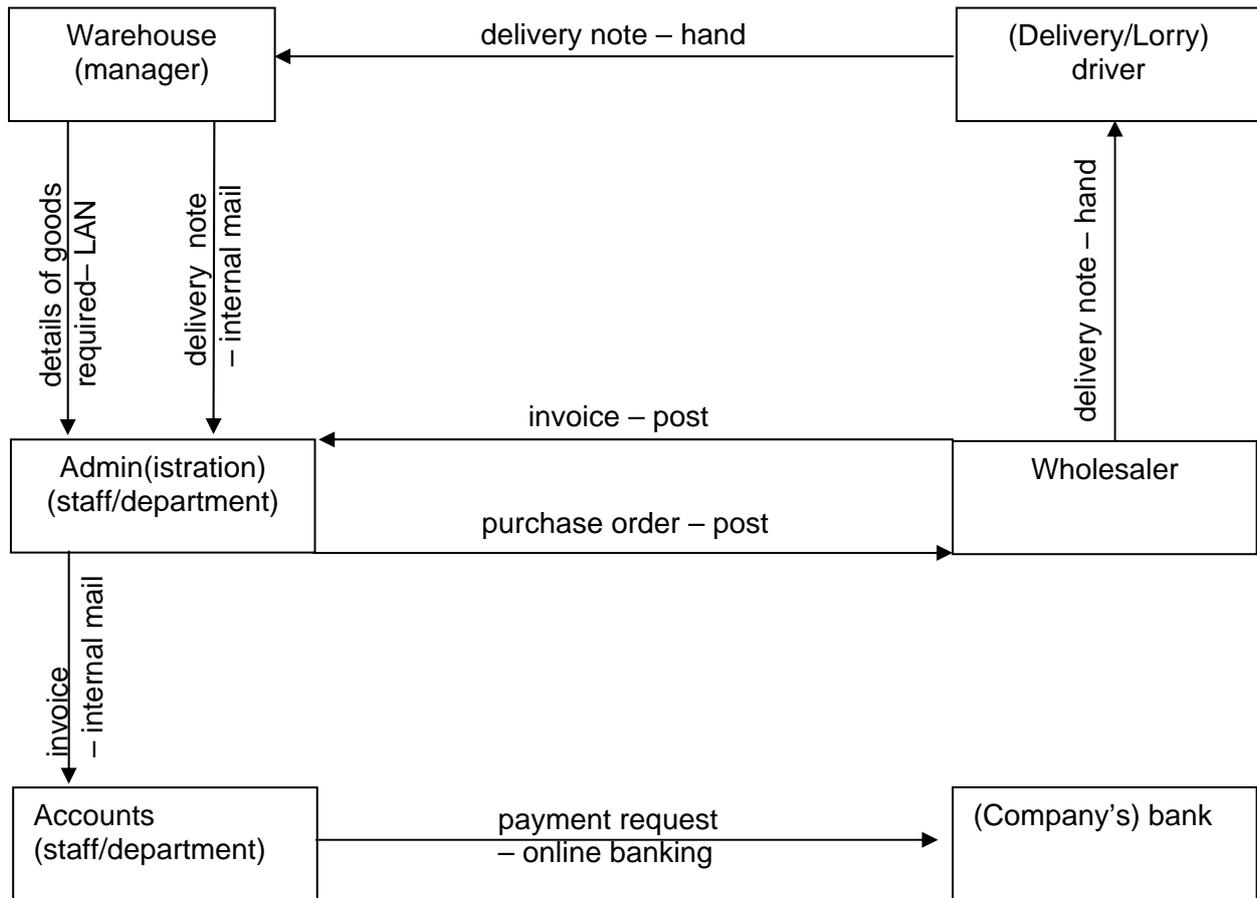
1 mark each for boxes labelled

- Warehouse (manager)
- Admin(istration) (staff/department)
- Accounts (staff/department)
- Wholesaler
- (Delivery/Lorry) driver
- (Company's) bank
- plus labelled arrows to show the following information flows (1 mark each) and methods (1 mark each).

Max 15 marks.

Note:

- Arrows should only be awarded points if they are drawn to and from the correct boxes.
- Marks may be awarded for unconventional diagrams provided they isolate the senders and receivers of information.
- Do not award marks for flow diagrams or series of text boxes linked by arrows.
- Marks cannot be awarded for 'How' if the information is not identified/is incorrect but can be awarded if information is essentially correct but vague or incomplete.
- Labels should not be awarded marks if they are contained within the description of a process.
- If lines cross, mark labels as long as it is clear where each arrow goes
- Marks should only be awarded for labels that can be unambiguously linked to a single arrow.



[15]

## Task 3

AO4 is assessed through this task.

AO4 Marks	Guidance
3	A strength and a weakness in the method(s) used identified or suggestions for improving own performance.
2	A strength <u>or</u> a weakness in the method(s) used identified.
1	Some comment made on the method(s) used.

The quality of written communication is assessed through this task.

Tiered response based on:

Coded	Marks	Guidance
<b>H</b>	9-12	<p>Candidates will show a clear understanding of the task and include <b>detailed</b> explanations of both the positive and negative impacts of replacing the paper-based mail order system with e-commerce on both the company and its staff/customers.</p> <p>Examples are clearly applied to Progress Plants, its staff and/or customers.</p> <p>The information will be presented in a structured and coherent form. There will be few if any errors in spelling, grammar and punctuation. Any technical terms will be used appropriately and correctly.</p>
<b>M</b>	5-8	<p>Candidates will show some understanding of the task and may include <b>some</b> explanations of the positive and negative impacts of replacing the paper-based mail order system with e-commerce on the company and its staff/customers. Their evaluation may be one-sided.</p> <p>Some examples are applied to Progress Plants, its staff and/or customers.</p> <p>The information will be presented in a structured format. There may be occasional errors in spelling, grammar and punctuation. Any technical terms will be mainly correct.</p>
<b>L</b>	0-4	<p>Candidates will demonstrate a limited understanding of the task.</p> <p>Information may be a list of points, with little or no explanations or application to Progress Plants.</p> <p>Information will be poorly expressed and there will be limited, if any, use of technical terms.</p> <p>Errors of grammar, punctuation and spelling may be intrusive.</p>

**To include consideration of:**

- positive impacts on Progress Plants (eg)
  - wider customer base (not world-wide) as anyone with access to WWW is a potential customer, not just those who buy gardening magazines
  - costs reduced as no longer need to produce paper catalogue four times a year
  - can update online catalogue immediately in response to demands/trends, rather than wait for next print run
  - fewer data input staff needed to enter orders
- negative impacts on Progress Plants (eg)
  - need to employ web-designers to create the website, which costs money
  - need staff to maintain the website or train existing staff
  - may need to employ more staff in nursery and warehouse to cope with increased demand
  - need for increased system security
- positive impacts on staff (eg)
  - mail order clerks may learn new skills keeping on-line catalogue updated
  - possibly greater job security for nursery and warehouse staff due to increased demand
- negative impact on staff (eg)
  - some mail order clerks may lose their jobs, as order entry no longer needed
  - staff may need to undergo training to use the new systems
- positive impact on customers (eg)
  - don't have to wait for catalogue to arrive by post to place an order
  - up-to-date stock availability, so no chance of over-payment
  - less chance of errors in orders, as no mis-interpretation of handwriting or data entry errors
- negative impact on customers (eg)
  - some existing customers may not have access to the WWW, so can't place orders
  - possible risk of credit card fraud (or perception of risk).

NB: since the company already runs a mail order operation, answers must relate to the methods of placing and processing orders, not to delivery.

**Annotation:**

- CS – response has been applied to case study
- P – identifies points
- E – identifies expansions/explanations
- + – identifies positive impact
- - – identifies negative impact
- C – refers to company
- S – refers to staff or customers.

**[15]**

## Section A

1 Any **one** of

- administration (1) plus **four** of
  - carrying out all office procedures
  - keeping records of staff hours
  - keeping account of money taken through the tills
  - emailing details (of staff hours and money taken) to (appropriate staff) in head office (at the end of each week)
  - using templates to produce standard letter, orders and financial summaries
  - counting money taken from tills at intervals during day
  - checking total takings against money counted and card payments at end of day
  - recording totals and discrepancies on spreadsheet
  - entering details of goods required into an order template
  - emailing order to administration staff at head office
  
- stock maintenance (1) plus **four** of
  - checking stock levels (of items on display)
  - topping up displays (from stock area)
  - sticking price labels on items (when they arrive)
  - putting newly arrived items on display / in stock area
  - watering plants
  - removing dead flowers / leaves from plants
  - answering customers' queries
  - count items in stock and enter number on stock sheets.

1 mark for job function plus 1 mark per point to max 4 for matching tasks

**[5]**

2 Any **four** of

- responsible for mail order / marketing / garden centres
- negotiates contracts with other garden centres / local councils
- decides what each garden centre will sell at particular times of year
- suggests stock levels and re-order levels for each item
- produces mail order catalogue each season
- reports to Managing Director.

1 mark per point to max of 4

**[4]**

- 3 (i)** Any **two** of
- Centre admin(istration) assistant (NB: **not** admin staff)
  - Sales staff
  - Stock maintenance staff.
- 1 mark per point to max of 2 **[2]**
- (ii) One** of (must match one of the answers to 3 (i))
- Centre admin(istration) assistant report to centre manager (1<sup>st</sup>) centre manager reports to Sales and Marketing Director (1) Sales and Marketing Director reports to Managing Director (1)
  - Sales staff report to sales manager (1<sup>st</sup>) sales manager reports to centre manager (1) centre manager reports to Sales and Marketing Director (1) Sales and Marketing Director reports to Managing Director (1)
  - Stock maintenance staff report to stock maintenance manager (1<sup>st</sup>) stock maintenance manager reports to centre manager (1) centre manager reports to Sales and Marketing Director (1) Sales and Marketing Director reports to Managing Director (1).
- Up to 3 marks each to max of 3 **[3]**
- 4 (a) (i)**
- product number/code
  - quantity.
- 1 mark each **[2]**
- (ii)** Must match information
- product number – barcode (reader)
  - quantity – keyboard/keyed in.
- 1 mark each to max of 2 **[2]**
- (b) (i)** reorder level **[1]**
- (ii)** reorder log **[1]**
- (iii)** Any **three** of
- item record located using product number
  - quantity deducted from number\_in\_stock field
  - value in number\_in\_stock field compared with reorder level
  - if value less than reorder level
  - item added to reorder log.
- 1 mark each to a max of 3 **[3]**
- (iv)** low stock warning (displayed on screen) **[1]**

- 5 (i) Any **one** of
- three electronic tills (1<sup>st</sup>) near garden centre exit (1)
  - chip and PIN card reader beside each till (1<sup>st</sup>) connected to banking system via telephone lines (1).
- Up to 2 mark per point to max of 2 [2]
- (ii)
- in-built software (1<sup>st</sup>) allows programming of keys (1) processing of sales (1) production of receipts (1)
- Max of 2 [2]
- (iii) Any **one** of
- type of item (1<sup>st</sup>) by pressing pre-programmed key (1)
  - price/quantity (1<sup>st</sup>) entered using numeric keypad (1)
  - amount tendered (1<sup>st</sup>) if customer paying cash (1)
  - if card payment (1<sup>st</sup>) by pressing key (1).
- Up to 2 mark per point to max of 2 [2]
- (iv) Any **one** of
- calculates total cost of purchases (1<sup>st</sup>) when total key pressed (1)
  - calculates change due (1<sup>st</sup>) when amount tendered is entered (1) if customer is paying cash (1)
  - calculates total takings (1<sup>st</sup>) at the end of each day (1).
- Up to 2 mark per point to max of 2 [2]
- (v) Any **one** of
- (till) receipt (1<sup>st</sup>) printed and handed to customer (1) any valid description of content – (needs more than company details)(1)
  - card receipt (1<sup>st</sup>) two copies printed (if customer pays by card) (1) one copy given to customer and one put in till (1)
  - end of day summary (1<sup>st</sup>) showing the value of each sale and total takings (1).
- Up to 2 mark per point to max of 2 [2]

6 (a) Any **two** weaknesses identified and explained  
eg

- a lot of time spent counting stock (1) because no record of exactly what has been sold (1)
- staff may make errors /get distracted when counting stock (1) so re-ordering may be inaccurate (1)
- till receipts only show the type of goods bought (1) so no proof of exactly what was bought if there is a query (1)
- prices have to be entered manually (1) which makes the system more prone to data entry errors/pilfering by staff (1).

Up to 2 marks each to max of 4

**[4]**

(b) (i) Any suitable improvements explained - must include equipment needed for full marks

eg

replace electronic tills with EFTPOS terminals with barcode readers (1) link these to a server containing details of stock (1) barcodes on goods scanned by sales staff (1) product code used to find description and price (1) description and price of item printed on receipt (1) so customers have full record of purchases (1)

card readers linked to terminals (1) card payment integral part of system (1) so only one receipt required (1)

link centre manager and admin assistant's computers to server (1) so admin assistant can access total takings from each terminal (1) at any time during the day (1) centre manager can access details of stock sold (1) to inform decisions about what to order (1) so less need to count stock (1).

Max of 4

**[4]**

(ii) Any **one** problem identified and explained (Must be linked to an improvement given in 6 (b) (i).

eg

- barcodes would need to be added to plants (1<sup>st</sup>) may be damaged by water/sunlight etc (1)
- this would be expensive to implement (1) because a server and terminals would need to be purchased (1)
- staff may need training (1<sup>st</sup>) because they only currently use electronic tills (1)
- may still need to have a card at the checkout (1) because it may not be possible to add barcodes to all items.

Up to 2 marks each to max of 2

**[2]**

## 7 Any three of

- analyse workstations to assess and reduce risk (1<sup>st</sup>) including equipment, furniture, environment (1) job being done and any special needs of staff (1)
- ensure workstations meet minimum requirements (1<sup>st</sup>) adjustable chairs / suitable lighting / tilt and swivel monitors / sufficient work space (1)
- plan the employees' work (1<sup>st</sup>) so that there are breaks or changes in activity (1)
- provide health and safety training and information (1<sup>st</sup>) to ensure employees can use their workstation safely (1)
- give information to employees about health and safety using VDUs (1<sup>st</sup>) including the steps they have taken to comply with regulations (1).
- arrange eye tests for employees, if requested (1) and provide spectacles if special ones are needed (1)

Up to 2 marks each to max of 6

[6]

## Section B

- 8 (a) Any **two** benefits explained (point plus expansion) must relate to customers
- can send marketing material to customers more cost effectively (1) because same email can be sent to large numbers of customers at the same time (1)
  - quicker written responses to customer queries (1) because email transmitted more quickly than posted letter (1) – do not accept instantly
  - less use/cost of paper/toner/less environmental impact (1) because emails don't need to be printed (1)
  - can keep a record of communication for future reference (1) because emails can be stored (1).

2 marks each to max 4

**[4]**

- (b) Any **two** problems explained (point plus expansion)
- increased risk of viruses (1) from opening email attachments (1)
  - staff may be distracted from work (1) due to the large number of emails received (1)
  - system may clog up and slow down (1) because of large numbers of unsolicited emails (SPAM) (1)
  - customers may not receive or read marketing emails (1) because they are treated as SPAM (1)
  - should not be used to send confidential information (1) because email is not secure (1)
  - not everyone checks emails regularly (1) so they may miss a vital deadline (1).

2 marks each to max 4

**[4]**

- 9 Any three of
- type of goods
  - quantity/number of packages
  - pick up location
  - delivery location
  - date/time of pick up
  - speed of delivery / date/time of delivery
  - any special requirements/instructions
  - weight of consignment.
- 1 mark per point to max 3 [3]
- 10 (a) A description that includes **three** of
- look up employee record
  - multiply hours worked by hourly rate
  - calculate tax due based on tax code
  - calculate NI due
  - subtract tax and other deductions
  - subtract pension contributions
  - add overtime/expenses.
- 1 mark per point to max of 3 [3]
- (b) payslip/P45/P60 (1)  
Do not accept pay check/cheque
- plus description of content *such as*
- employee details
  - employer details
  - tax/NI details
  - date/pay period details
  - wages (for current pay period) – payslip only
  - deductions (for current pay period) – payslip only
  - cumulative wage/deduction details.
- 1 mark each to max of 3 [4]
- (c) HM Revenue and Customs (1) plus **one** of
- to receive tax codes
  - to notify amount of tax paid
  - to notify amount of NI contributions.
- 1 mark for organisation plus 1 mark per point to max 1 for matching purpose [2]

**OCR (Oxford Cambridge and RSA Examinations)**  
**1 Hills Road**  
**Cambridge**  
**CB1 2EU**

**OCR Customer Contact Centre**

**14 – 19 Qualifications (General)**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

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Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553