

# **Business and Communication Systems**

General Certificate of Secondary Education

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

## **Mark Scheme for January 2013**

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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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## Annotations

Annotation	Meaning
⋮	Irrelevant
✓	Correct
✗	Incorrect
L1	Level 1 point
L2	Level 2 point
L3	Level 3 point

Question			Answer	Marks	Guidance
1	(a)	(i)	The correct deletion of Ms C Hulett's record	1	Mark only to be awarded if record is correctly deleted not the individual words.
		(ii)	The correct entry of each piece of correctly transcribed information in the correct fields.  'Mr', 'R', 'Williams', '1 Fig Road', 'Neath', SA18 8VB', 'Cleaner', '£6.90'.	8	Up to maximum of eight marks.  Candidates <b>must</b> include the correct capital letters.  The £ <b>must</b> be present in the Pay field and a correctly placed decimal point.  All details must be transcribed correctly.
		(iii)	The correct editing of Miss W Golden's job title to 'Chief Cashier' and her pay to '£8.69'.	2	Do <b>not</b> allow incorrect capitalisation.  <b>Must</b> include a £ and a correctly placed decimal point.
		(iv)	The correct editing of Miss U Yuan's details to 'Mrs' U 'Evans'.	1	One mark for both pieces of information edited.  Do <b>not</b> allow incorrect capitalisation.
		(v)	The correct editing of Pay field, to be named Wage.	1	Do not allow incorrect capitalisation.  Do <b>not</b> allow Wages.
		(vi)	Sorting the field Surname in ascending order.	1	No mark for sorting into descending order <b>or</b> sorting incorrect field.
	(b)		Using the three correct fields The correct search criteria 'Usher' The query displayed in descending order by Surname The correct naming of the query USHER.	4	Up to maximum of four marks.  Allow full marks if data is hidden, ie if candidate opts to hide/unshow 'job title' but correct staff are still displayed.  Ensure correct names are displayed.  Do <b>not</b> award first mark if extra fields are included.

Question	Answer	Marks	Guidance
(c)	<p>Inclusion/use of the following:</p> <ul style="list-style-type: none"> <li>• Use of the letterhead template</li> <li>• Fully blocked style</li> <li>• Open punctuation</li> <li>• Correct date</li> <li>• Correct unmerged salutation</li> <li>• Correct complimentary close and sender's name and position</li> <li>• Evidence that the letter has been merged.</li> </ul> <p>Details to be included in body of letter:</p> <ul style="list-style-type: none"> <li>• The team manager's job is full time</li> <li>• The wage per hour is £8.69 <b>and</b> the position will start in March</li> <li>• If they are interested they must fill in an application form which they can get from the Duty Manager.</li> </ul> <p>One mark awarded for tone and style.</p>	12	<p>Up to <b>ten marks</b> for required content (one mark for each point)</p> <ul style="list-style-type: none"> <li>• The provided letterhead must be used. Do <b>not</b> award for reproduction</li> <li>• Fully blocked style mark only to be awarded if name and address included (majority), do not accept &lt;&lt;address block&gt;&gt;</li> <li>• Date <b>must</b> be either above address or below address (accept either). It <b>must</b> be in either of the following formats 16 January 2013 or 16/01/2013 (accept 13)</li> <li>• Evidence that a mail merge was set up is needed in the form of the unmerged document with suitable salutation eg Dear &lt;&lt;Title&gt;&gt; &lt;&lt;Initial&gt;&gt; &lt;&lt;Surname&gt;&gt; or Dear &lt;&lt;Title&gt;&gt; &lt;&lt;Surname&gt;&gt;</li> <li>• Letter must be addressed to Ali Bengal, Managing Director (do not accept The Managing Director or MD), all correctly transcribed. Accept Yours Sincerely or Yours sincerely.</li> <li>• Evidence of merge can include any possible merged letter to any member of staff, however, this must include an unmerged and merged letter.</li> <li>• Allow 'details' to be worded differently as long as in correct context and important details included. March <b>must</b> have a capital M. Duty Manager <b>must</b> have capitals. £8.69 <b>must</b> have a £ sign.</li> </ul> <p><b>2 marks</b> to be awarded for fully appropriate tone and style, including opening and closing sentence. Letter uses a professional manner.</p> <p><b>1 mark</b> to be awarded for general good style. May have a few errors which do <b>not</b> affect the professionalism of the letter.</p> <p><b>0 marks</b> for a list of points reproduced.</p>

Question		Answer	Marks	Guidance
2	(a)	<ul style="list-style-type: none"> <li>• Notice content (date, time, day, location of the meeting, required participants)</li> <li>• Standard opening (Apologies, Minutes, Matters arising, correspondence)</li> <li>• Required, non-fixed items               <ul style="list-style-type: none"> <li>– New film release viewing times</li> <li>– 2 for 1 offers</li> <li>– Staff uniform</li> </ul> </li> <li>• Standard close (AOB, Details of next meeting)</li> <li>• Use appropriate formatting to improve the appearance of the work               <ul style="list-style-type: none"> <li>• Bullets</li> <li>• Numbering</li> <li>• Underline</li> <li>• Bold</li> <li>• Change font size or style</li> <li>• Border</li> <li>• Justification of text.</li> </ul> </li> </ul>	12	<p><b>Two marks</b> if all notice content present, <b>one mark</b> for at least three items, no mark awarded for two or less items present.</p> <p><b>Three marks</b> if all standard opening items present, <b>two marks</b> for at least three items, <b>one mark</b> for two items present, no mark awarded for one or less items present.</p> <p><b>Two marks</b> for all non fixed items accurately included. <b>One mark</b> if there is a maximum of two spelling/transcribing mistakes but all words are there. <b>One mark</b> awarded if two items present with no mistakes.</p> <p><b>Two marks</b> if all standard close items are present. <b>One mark</b> for one item.</p> <p><b>One mark</b> for all items put in the correct order.</p> <p><b>Up to two marks</b> for appropriate use of each software feature (one mark each).</p> <ul style="list-style-type: none"> <li>• Allow 23<sup>rd</sup>, date must include year, allow sensible variations of time</li> <li>• Standard opening items and standard close - allow sensible variations such as 'minutes from last meeting', apologies for absences. Award marks even if in wrong place.</li> <li>• Allow non fixed items to have a capital letter for the start of each line, do not allow if words are missing, mistakes could be spelling errors</li> <li>• Allow order mark to be given if the vast majority of items are included. Do <b>not</b> penalise this mark for poor transcribing or spelling errors.</li> </ul>

Question		Answer	Marks	Guidance
	(b) (i)	<ul style="list-style-type: none"> <li>• Templates...these are ready made layouts for posters/leaflets, etc. or they have the formatting and graphics already included</li> <li>• Toolbar</li> <li>• Colour schemes</li> <li>• Tabs</li> <li>• Layering</li> <li>• Fonts</li> <li>• Wizards</li> <li>• Frames</li> <li>• Wrap text</li> <li>• Borders</li> <li>• Spell/grammar check</li> <li>• Editing</li> <li>• Word Art</li> <li>• Clip Art</li> <li>• Background</li> </ul> <p>Templates (1 mark) this feature allows the user to select pre-created professional layouts that can be edited to own specification (1 development mark).</p> <p>Frames (1 mark) this feature enables the user to insert a box where text and graphics can be added (1 development mark).</p> <p>Colour schemes (1 mark) this feature enables the user to apply a specific group of colours that work well together (1 development mark).</p>	6	<p>Candidate can receive up to three marks for stating up to three features of DTP software:</p> <p>One mark for each correct feature identified up to a maximum of three features, plus a further one mark for each of three explanations.</p> <p>For each feature: Do <b>not</b> award marks for advantages of the feature. This must be a clear further explanation of the feature.</p> <p>Candidate can receive the feature mark for explaining a feature when it is obvious they are not sure of the specific term but have explained what the feature is.</p>

Question	Answer	Marks	Guidance
	<p>(ii) High quality documents can be easily produced (Level 1). This will give the public a better impression of the cinema (Level 2). It is likely that a better impression will result in more customers visiting the cinema. This will result in more income for the cinema.</p> <p>However, software and hardware can be expensive to purchase (Level 1) if you compare it to using the previous method which cost very little (Level 2). The business might not get anymore business with the new posters which will result in a loss to the business because it purchased the equipment (Level 3).</p> <p>No/little training required/no expertise required (Level 1). This will mean time/money is not wasted on expensive training (Level 2); therefore, more professional documents can be created relatively cheaply and it is likely that this will result in more customers/business (Level 3).</p> <p><i>(or candidate could argue training is required to use software to professional standard)</i></p> <p>However, the documents can sometimes look unprofessional (Level 1). The user may choose an unsuitable template/they may not consider their audience (Level 2) which may have the opposite effect on the business and turn people away as they may think the business looks unprofessional. It may lose customers and still have to pay for everything (Level 3).</p> <p>No need to employ a designer/employ a design company (Level 1) this will mean money is not spent on expensive advertising (Level 2) which although looking good will be expensive for such a small business and it may not be financially viable for this small business.</p>	12	<p>This question is marked in Levels.</p> <p><b>Level 3: 9–12 marks</b> Makes a valid judgement/recommendation that clearly analyses both benefits and drawbacks and fully analyses the impact on the business.</p> <p><b>Level 2: 5–8 marks</b> Clearly analyses both benefits and drawbacks of using DTP software.</p> <p><b>Level 1: 1–4 marks</b> States relevant benefits and/or drawbacks of using DTP software.</p> <p><b>Examples</b></p> <p><i>Notes – this question is looking at how the use of DTP can benefit the business, it is <b>not</b> looking at the features but what the company will be able to achieve with the software from a business perspective.</i></p> <p><i>This list is not exhaustive. Allow other relevant answers. Ensure when awarding Level 3 marks that all aspects in that criterion are considered.</i></p>

Question	Answer	Marks	Guidance
	<p>Some staff members may not be computer literate (Level 1) and training may be required before they are able to use it which will cost time and money (Level 2).</p> <p>A high specification computer is needed to run the software/cost of upgrading/maintenance (ongoing costs) (Level 1) which may end up costing more than using a design company who can print in bulk (Level 2). The costs may not outweigh the potential business and leave the business at a loss (Level 3).</p> <p>Cheap to purchase the software (Level 1) compared to employing a design company (Level 2) which although looks great will be expensive for this small business and may not be financially viable. May generate more business and profit for little investment (Level 3).</p> <p>However, a high quality printer will need to be purchased (Level 1). This will be an expensive item to purchase/ the ink needed to print will be a large expense (Level 2), printing the documents may end up costing as much as using a design company who can print cheaply as they print in bulk and they may not get more business to cover this cost (Level 3).</p>		

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