



**Tuesday 24 June 2014 – Morning**

**GCSE BUSINESS AND COMMUNICATION SYSTEMS**

**A265/01** Businesses and their Communication Systems



Candidates answer on the Question Paper.

**OCR supplied materials:**  
None

**Other materials required:**

- A calculator may be used.

**Duration:** 1 hour 30 minutes



Candidate forename		Candidate surname	
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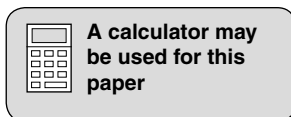
Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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.
- Do **not** write in the bar codes.

**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.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (\*).
- You may **not** use a dictionary.
- This document consists of **16** pages. Any blank pages are indicated.



Answer **all** the questions.

**Scenario**

Healthy Living Foods Limited (HLFL) is based in Coventry. It operates a website selling healthy foods to customers throughout Britain. You work in the Coventry head office.

- 1 (a) You have been given some text to check for errors before it is put onto the website. Part of the text is shown below.

We are pleased to introduce a new range of organik products. There are seven new fantastic flavurs of fruit juice for you to enjoy including apple, pair, cranberry and graipfruit. All are highly nutritious. We are really exited about these new flavours.

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

- (b) Explain **one** drawback to HLFL of checking all documents for errors.

Drawback .....

Explanation .....

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[3]

- (c) You have been asked to add a photograph of a fruit juice carton onto the website.

Which **one** of the following devices could be used to capture a new image of the fruit juice carton? Place a tick in the correct box.

Device	Tick (✓)
Data Projector	
Digital Camera	
Joystick	

Which **one** of the following devices could be used to enter text describing the image? Place a tick in the correct box.

Device	Tick (✓)
Barcode Reader	
Digital Camera	
Keyboard	

Which **one** of the following devices could be used to view the image on the website? Place a tick in the correct box.

Device	Tick (✓)
Monitor	
Mouse	
Speaker	

[3]

(d) You need to edit the photograph before putting it on the website. You decide to use a desktop computer to help you do this.

Explain **two** features of a desktop computer which make it suitable for editing a photograph.

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2 .....

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[4]

2 (a) HLFL competes with a number of other similar businesses. It is considering a number of different actions it could take in order to be more competitive.

(i) Explain how a reduction in prices of 20% could result in more customers buying from HLFL.

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..... [3]

(ii) Explain **one** possible drawback to HLFL of reducing its prices by 20%.

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..... [2]

(iii) HLFL wishes to be more competitive when selling its products through its website.

Other than reducing prices, state **two** promotional activities which HLFL could use to achieve this.

1 .....

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2 .....

..... [2]











4 (a) HLFL is required to comply with a number of different laws and regulations.

State **three** actions which HLFL must take in order to comply with consumer protection legislation when selling products on its website.

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[3]

(b) Explain **three** restrictions that data protection legislation places on how HLFL can use the information it collects from its customers.

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[6]



5 HLFL uses a number of different measures to protect the data stored on its computer systems.

(a) (i) HLFL backs up all data stored on its head office computer system at the end of each working day.

Name **one** back-up storage medium which would be suitable to store in excess of 100 gigabytes of data.

..... [1]

(ii) The back-up data is stored in the Coventry head office.

Explain **two** implications for HLFL of storing all back-up data in its Coventry head office.

Implication 1 .....

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Explanation .....

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Implication 2 .....

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Explanation .....

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[6]

(b) HLFL uses a number of different measures to protect the data stored on its computer systems.

Describe **one** method which could be used to restrict physical access to a computer system.

Method .....

Description .....

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[2]

(c)\* HLFL recently suffered a security breach when unauthorised users gained access to the data stored on its computer system.

Evaluate the usefulness of a firewall in protecting the data stored on HLFL's computer system.

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[6]

- 6 (a) HLFL's website has been designed to meet the needs of visitors who use a computer to access the website.

Visitors to the website are asked if they are willing to allow the website to place a web cookie on their computer.

- (i) Which **one** of the following is a correct definition of a web cookie? Place a tick in the correct box.

Correct definition of 'web cookie'	Tick (✓)
A piece of text which the user must enter correctly in order to be allowed to visit the website.	
A program designed to steal data from a user's computer.	
A text file containing data designed to help the website recognise the computer visiting the website.	

[1]

- (ii) Explain **one** benefit to a visitor to HLFL's website of allowing the website to place a web cookie onto their computer.

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..... [2]



