

Monday 22 June 2015 – Afternoon

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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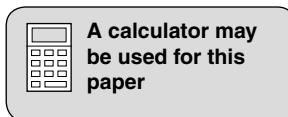
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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 **20** pages. Any blank pages are indicated.



Answer **all** the questions.

Scenario

Fitness4Good Limited (Ltd) is based in Cambridge. It operates a number of gyms and fitness centres in the East of England. You work in the Cambridge head office.

- 1 (a) You have been given some text to check for errors before it is put onto Fitness4Good Ltd's website. Part of the text is shown below.

We will begin putting the knew equipment into our fitness centres during Septembre. We will hopfully keep the disruption to a minnimum during this period. We hope that u will enjoy using the equipment.

The text contains six spelling errors. One of the spelling errors has already been circled.

Circle the **five** remaining spelling errors.

[5]

- (b) You have been asked to create new content for the website page about the new fitness centre equipment.

- (i) For **each** of activities 1, 2 and 3 in the table below, show which input device should be used by placing a tick (✓) in the correct box. Your completed answer should contain **three** ticks.

Device	Activity 1 Create a new photograph	Activity 2 Create a new sound-clip	Activity 3 Create a digital copy of an existing drawing
Camera			
Concept keyboard			
Microphone			
Scanner			

[3]

- 2 (a) Fitness4Good Ltd was started in 2006 by Shareen Tyler. Shareen started the business after she lost her job when the business where she was employed closed down.

Explain **one** reason why Shareen might have chosen to start her own business.

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..... [3]

- (b) Fitness4Good Ltd is a private limited company (Ltd).

Explain **one** reason why Shareen might have chosen to set up Fitness4Good as a private limited company (Ltd).

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..... [3]

(c) Fitness4Good Ltd has a number of functional areas including a:

- Marketing department
- Human Resources department
- Finance department.

(i) Describe **one** activity which could be carried out by the **Marketing** department at Fitness4Good Ltd.

Activity

Description

.....

.....

[2]

(ii) Describe **one** activity which could be carried out by the **Human Resources** department at Fitness4Good Ltd.

Activity

Description

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.....

[2]

(iii) Describe **one** activity which could be carried out by the **Finance** department at Fitness4Good Ltd.

Activity

Description

.....

.....

[2]

- (d) Fitness4Good Ltd aims to have over 90% of its customers ‘very satisfied’ with the quality of the service provided by the business.

Explain **one** reason why customer satisfaction is important to Fitness4Good Ltd.

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[3]

3 (a) Fitness4Good Ltd’s website contains the following statement:

“Unless stated otherwise, the copyright on all information on this website belongs to Fitness4Good Ltd”.

Explain the term ‘copyright’.

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..... [2]

(b) All members of Fitness4Good Ltd’s fitness centres are asked to provide personal data such as their date of birth and contact details.

State **three** rights which data protection legislation gives members over their personal data held by Fitness4Good Ltd.

1

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2

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3

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..... [3]

(c) Fitness4Good Ltd is required to provide a safe working environment for all its employees.

Describe **two** actions which Fitness4Good Ltd must take in order to help ensure that it provides a safe working environment for its employees.

1

Description

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2

Description

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[4]

4 (a) Employees at Fitness4Good Ltd store data using a range of different types of storage device.

(i) Fitness4Good Ltd has chosen to give each of its employees a USB memory stick on which to store data.

Explain why Fitness4Good Ltd has chosen a USB memory stick as a suitable device for this purpose.

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..... [2]

(ii) State **one** external storage device which can be read by an optical disk drive.

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..... [1]

(iii) Describe **one** drawback of using magnetic tape to store data.

Drawback

Description

.....
..... [2]

(b) Explain **two** drawbacks to Fitness4Good Ltd of using an Internet-based remote storage service to store data.

1

Explanation

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.....

2

Explanation

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..... [4]

5 An employee wishing to use a computer in a Fitness4Good Ltd fitness centre is asked to enter a password.

(a) (i) State **one** reason why a password is required.

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..... [1]

(ii) State **one** reason why 'password' is **not** a good choice of password.

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..... [1]

(iii) Users are prompted to change their password regularly. When doing so they are asked to enter their new password twice.

State **one** reason why users are asked to enter their new password twice when changing their password.

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..... [1]

(b) The computer network manager at Fitness4Good Ltd uses access rights to help increase the security of the data stored by the business.

State **three** ways in which the use of access rights can help Fitness4Good Ltd to increase its data security.

1

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2

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3

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[3]

- (c) The computer network manager at Fitness4Good Ltd stores confidential data on a laptop. The data is protected using data encryption software. The software makes use of an encryption key.

Explain how the use of an encryption key helps data to be stored securely.

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..... [3]

6 (a) Fitness4Good Ltd is planning to develop an app for smartphone and tablet computer users.

(i) State **three** items of information about Fitness4Good Ltd which customers could obtain when using this app.

1

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2

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3

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[3]

(ii) Explain **one** benefit to Fitness4Good Ltd of introducing this app.

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[2]

(b) Fitness4Good Ltd currently uses a webhosting service to host its website. Fitness4Good Ltd is considering whether it should host the website itself.

Explain **two** issues which Fitness4Good Ltd should consider if it is to successfully host its own website.

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[4]

18
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