

Cambridge Technicals Business

Unit 2: Working in Business

Level 3 Cambridge Technical in Business
05834 - 05837

Mark Scheme for January 2020

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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.

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Annotations

Annotation	Meaning
Tick	Valid point, mark awarded
Cross	Incorrect
Question mark	Response unclear
BOD	Benefit of doubt (mark awarded)
TV	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
NAQ	Not answered question (incorrect focus)
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)
CONT	Context (required for high L4 award only)
OFR	Own figure rule

Subject-specific marking instructions

For Level of Response marked questions marked over 4 levels, the candidate can access at L1 or L2. In either case, they can analyse the point made and proceed directly to L3.

L3 analysis is required before L4 can be accessed.

Question		Answer	Marks	Guidance
1	(a)	<p>Responses include:</p> <p>Manual methods:</p> <ul style="list-style-type: none"> • locked, a safe • use labelling – ‘private and confidential’ • limit access by ‘need to know’ basis • sign confidentiality contract • do not allow employees to take files out of office. <p>Electronic methods:</p> <ul style="list-style-type: none"> • use of passwords/pin/fingerprint recognition/iris scanning • ban on employees sharing their passwords • anti-hacking software/firewall • screen saver/timeout • encryption. 	2	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>NB Question is about data confidentiality.</p> <p>Do not award ‘secured’, allowing certain people to access – annotate TV.</p> <p>Do not accept answers pertaining to retrieval of corrupt data e.g. back up data, malware anti-virus.</p> <p>Do not accept answers referring to destruction of data e.g. shredding, deleting.</p>
1	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • bad reputation • bad publicity • loss of trust/unreliable • lower public support • lose volunteers/charity participants/customers • financial loss e.g. loss of sales/custom/profits/ donations • fines/legal penalties • lawsuits/legal action. <p>Exemplar response:</p> <p>E.g. <i>Knit-happy</i> may suffer from reduced donations (CONT) (2).</p> <p>E.g. <i>Knit-happy</i> may suffer from a bad reputation (1) (no context).</p>	4	<p>In each case, award:</p> <p>Two marks for a contextual task. ✓✓ CONT</p> <p>One mark for a non-contextual task. ✓</p> <p>This question includes one embedded mark for applying knowledge from Unit 1 LO6.1 Legal.</p> <p>Must be implications for the business.</p> <p>Context list – charity, donations, knitting, knitwear, volunteers, church, Shrewsbury, etc.</p>

Question	Answer	Marks	Guidance
1 (c)	<p>Use level of response criteria.</p> <p>Responses include:</p> <p>Features of online payments e.g.:</p> <ul style="list-style-type: none"> • online payments electronic • online payments made via website • can receive payments globally • online payments no geographical restriction • direct transfer from bank to bank • online payments instantaneous • set up regular payments online • risk of hacking • risk of fraud • don't have to handle cash • automatic electronic record • online payments <u>less likely</u> to be stolen • online payments <u>less likely</u> to be lost • wrong information could lead to lost payments • some people unwilling to make payments electronically • reliance on technology. <p>Exemplar response:</p> <p>E.g. Online payments are electronic (L1) which offer convenience to donors because donations can be made anywhere with an electronic device (L2). This can potentially increase the amount of donations <i>Knit-happy</i> receives (L3).</p> <p>Online payments go from bank to bank (L1) they are less likely to be lost (L2) which means the charity can receive the full amount donated (L3).</p> <p>However, <i>Knit-happy</i> must invest in a secure data management system (L2) as online payments are susceptible to cyber fraud (L1). This could increase costs (L3).</p>	12	<p>Levels of response</p> <p>Level 4 (10 - 12 marks) Candidate evaluates likely advantage(s)/disadvantage(s) to <i>Knit-happy</i> of receiving donations online.</p> <p>Level 3 (7 - 9 marks) Candidate analyses the features of online payments.</p> <p>Level 2 (4 – 6 marks) Candidate explains the features of online payments.</p> <p>Level 1 (1 – 3 marks) Candidate identifies the features of online payments.</p> <p>L1 – a feature of online payment.</p> <p>L2 – any development of receiving online payments.</p> <p>L3 – advantages and disadvantages to the business of receiving payments online.</p> <p>Analysis must be business facing i.e. an impact on the business (max one L3 per L1/L2 point).</p> <p>L4 – an overall judgement on the advantages or disadvantages of receiving donations online, with previous analysis.</p> <p>Award 10 marks for a non-contextual evaluation of the advantages/disadvantages of online payments (with no context).</p> <p>Award 11 marks for a contextual evaluation of the advantages/disadvantages of online payments (with context).</p>

Question	Answer	Marks	Guidance
	<p>Overall, I believe that there are more advantages than disadvantages to <i>Knit-happy</i> of having online donations. More money could be raised due to the convenience it offers to donors as donations could be made anywhere in the world (L4). This is important as <i>Knit-happy</i> is based in Shrewsbury (CONT) which would make it more difficult for anyone outside of the city or country to make a donation if the charity does not take payments online.</p>		<p>Award 12 marks for a contextual evaluation of the advantages/disadvantages of online payments, with comparative arguments (with context).</p> <p>Context list – Shrewsbury, knitting, knitwear, etc. Not donations.</p> <p>NB The question is about receiving payments online, not online banking.</p>
<p>2 (a)</p>	<p>Responses include:</p> <p>Personnel factors:</p> <ul style="list-style-type: none"> • quantity of people (25) • disabled • special (care) needs • elderly • sleeping preferences • vulnerable • medical conditions • dietary requirements. <p>Exemplar response:</p> <p>E.g. Participants with special care needs (1) therefore there must be ramps or lifts (+1).</p> <p>E.g. Elderly people (1) need ease of access (1).</p> <p>E.g. Dietary needs (1) e.g. some people may have allergies (1).</p> <p>E.g. Some of the participants are vulnerable people (1) so the accommodation must have rooms with easy access to each other (1).</p>	<p>4</p>	<p>One mark for each identification of a personnel factor up to a maximum of two identifications plus a further one mark for each of two accommodation requirements.</p> <p>Personnel factor required for marks to be awarded.</p> <p>This question includes one embedded mark for applying knowledge from Unit 1 LO5 Stakeholders.</p> <p>Do not award transport, etc. This question is about personnel factors.</p>

Question			Answer	Marks	Guidance																		
2	(b)	(i)	<p>Indicative content:</p> <table border="1"> <thead> <tr> <th>Room type</th> <th>Number of rooms</th> </tr> </thead> <tbody> <tr> <td>Triple room</td> <td>3</td> </tr> <tr> <td>Double room</td> <td>2</td> </tr> <tr> <td>Twin room</td> <td>5</td> </tr> <tr> <td>Single room</td> <td>2</td> </tr> </tbody> </table>	Room type	Number of rooms	Triple room	3	Double room	2	Twin room	5	Single room	2	4	<p>One mark for each correct answer up to a maximum of four.</p> <p>Accept answers in tally chart form e.g. 'lll' for 3, 'll' for 2, etc.</p>								
Room type	Number of rooms																						
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2	(b)	(ii)	<p>Indicative content:</p> <table border="1"> <thead> <tr> <th></th> <th>Cost</th> </tr> </thead> <tbody> <tr> <td>Triple room</td> <td>360 OFR</td> </tr> <tr> <td>Double room</td> <td>190 OFR</td> </tr> <tr> <td>Twin room</td> <td>475 OFR</td> </tr> <tr> <td>Single room</td> <td>150 OFR</td> </tr> <tr> <td>Continental breakfast</td> <td>55</td> </tr> <tr> <td>Full English breakfast</td> <td>102</td> </tr> <tr> <td>Total costs</td> <td>1332 OFR</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>		Cost	Triple room	360 OFR	Double room	190 OFR	Twin room	475 OFR	Single room	150 OFR	Continental breakfast	55	Full English breakfast	102	Total costs	1332 OFR			7	<p>One mark for each correct answer up to a maximum of seven.</p> <p>This question includes one embedded mark for applying knowledge from Unit 1 LO4 costs.</p> <p>OFR applies to the quantities given in (i).</p> <p>OFR annotation required.</p>
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2	(c)		<p>Indicative content:</p> <ul style="list-style-type: none"> • Date: 10 January 2020 or equivalent (1) • Payee – Mermaid’s Head Hotel (1) accurate transcription including apostrophe required • Matching amount in words and figures (1) • £666 in words or figures or OFR 50% of total in 2(b)(ii) wherever seen (1). 	4	<p>Up to four marks.</p> <p>Amount payable must be the correct answer i.e. £666 or 50% of the total figure in 2(b)(ii) OFR.</p> <p>OFR annotation required.</p>																		

Question		Answer	Marks	Guidance
2	(d)	<p>Responses include:</p> <ul style="list-style-type: none"> • dates/times of departure/return • destination i.e. Weston-super-Mare. <p>Exemplar response:</p> <p>E.g. Departure time to get to the beach (CONT)(2).</p> <p>E.g. Departure date (1) (no context).</p> <p>E.g. She should consider the travel time (0)(TV).</p> <p>E.g. She should consider the location (0) (TV).</p> <p>E.g. She should consider the location of the hotel (CONT)(2).</p>	2	<p>In each case, award: Two marks for a contextual task. ✓✓ CONT One mark for a non-contextual task. ✓</p> <p>Do not award responses pertaining to personnel requirements or cost.</p> <p>Do not award location unless qualified; annotate TV.</p> <p>Context list – elderly people, beach, hotel, Weston-super-Mare, mini break, etc.</p>
3	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • excessive workload • conflicting demands on time e.g. insufficient time, too busy • to ensure deadlines/appointments are not missed. 	1	<p>One mark for a correct identification.</p>
3	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • urgency – how soon does it need to be done to avoid a problem/crisis? • Importance/significance/matters most/greatest impact/best interest • interactivity of tasks – does the starting of one task depend on the completion of another? • length of time required to complete task - shorter tasks may be completed first to focus on a longer one • complexity – it may be more beneficial to complete the less complicated tasks first 	6	<p>One mark for identification of a factor to a maximum of three factors, plus a further one mark for each of three explanatory examples from Text 3.</p> <p>If an example i.e. from the three bullets is given – they must make clear which bullet they refer to and give an explanation which precisely matches the criteria.</p> <p>Factors must be identified for marks to be awarded. Examples alone are not awardable.</p> <p>For the second mark the example must match the chosen criteria.</p>

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> • time commitments – do you have sufficient time to complete a task straight away? • resource constraints e.g. do you have the personnel, equipment, materials, technology, etc, to complete the task? • avoid diary clashes • suitability for delegation • proximity of appointments. <p>Exemplar response:</p> <p>E.g. One factor Linda should consider is whether the task can be delegated (1), for example shopping for refreshments could be done by another of the charity volunteers (1).</p> <p>E.g. Urgency (1). Shopping for refreshments is urgent because stocks are running low (1).</p> <p>E.g. She should consider urgency (1). The most urgent task is meeting with a major local retailer (0).</p> <p>E.g. Linda should consider the importance of the task (1). Meeting with the local retailer may be extremely important as a potentially large order is at stake (1).</p> <p>E.g. She should consider which is more important (1) because she won't want to go shopping for refreshments if it is on the same day as meeting with the church officers (0).</p> <p>E.g. When shopping for refreshments Linda would have to consider whether the person is capable of doing the job (0).</p>		

Question		Answer	Marks	Guidance
4	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • no printing • no manual distribution • no paper/ink needed • not geographically restrictive • can go viral • can be viewed globally • can target specific customer profile. <p>Exemplar response:</p> <p>E.g. Promotional material on social media can be seen globally (1), this gives a much larger audience (+1).</p> <p>E.g. It is cheaper (+1) as no printing required (1).</p> <p>E.g. Has to pay (+1) for printing leaflets (1).</p> <p>E.g. Social media reaches a wider audience (0).</p>	2	<p>One mark for an identification plus a further mark for explanation.</p> <p>Feature of either social media or leaflets required for marks to be awarded i.e. feature (1), advantage (+1).</p> <p>Award advantages of social media or disadvantages of leafletting.</p> <p>Do not 'materials'; annotate TV.</p> <p>This question includes one embedded mark for applying knowledge from Unit 1 LO6 technological factor.</p>

Question		Answer	Marks	Guidance
4	(b)	<p>Indicative content: Content:</p> <ul style="list-style-type: none"> • suitable title (1) • suitable paragraph (1) • appeal for donations (1) • appeal for materials/tools e.g. wools, yarn, knitting needles, patterns, etc (1) • appeal for knitters (1) • accurate name of charity (1) • accurate address of charity (1) • accurate telephone number (1) • accurate full name of contact person (1) • one other relevant piece of contact/payment information e.g. website address/email address/social media handle, etc (fictitious) (1) • accurate sort code and account number (1). • appropriate tone of closure e.g. enthusiastic/positive/persuasive/grateful/thankful (1). 	12	<p>Up to 12 marks.</p> <p>This question includes two embedded marks for applying knowledge from Unit 1 LO5 Stakeholders and LO2 promotional materials.</p> <p>This question assesses content and tone. Candidates should not be penalised for errors of spelling, punctuation, grammar or sentence construction.</p> <p>Suitable title e.g. Appeal, <i>Knit-happy</i>.</p> <p>Suitable paragraph (at least two sentences) should contain a brief description of the activity/purpose of <i>Knit-happy</i>.</p> <p>Appeal for materials and tools mark – at least two items e.g. knitting needles, wool.</p> <p>Name of charity – <i>Knit-happy</i> (hyphen required)</p> <p>Address - St Agatha's Church, Chapel Lane, Shrewsbury SY4 6OI; apostrophe required.</p> <p>Telephone number - 01743 765980</p> <p>Name of contact person - Linda Sandhurst</p> <p>Sort code – 06 32 45, account number - 87017322</p>

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