



**GCE**

**Applied ICT**

Unit **G041**: How Organisations Use ICT

Advanced Subsidiary GCE

**Mark Scheme for June 2018**

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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

These are the annotations, (including abbreviations) which are used when marking

Annotation	Meaning
^	Something vital to the mark point has been omitted.
BOD	Benefit of the doubt given.
NBOD	Benefit of the doubt <b>not</b> given.
CON	Candidate contradicts him/herself.
NAQ	Candidate has not answered the question as set.
MTP	Candidate has missed the point of the question.
W	Candidate is working towards a mark but has not given enough to receive credit at this point.
NE	Not enough for the candidate to receive credit.
TV	Answer is too vague to receive credit.
FTC	Follow-through credit. When an earlier wrong answer has been penalised, this may be used to show that credit can now be given to a part of the script which depends on that earlier wrong answer. This avoids penalising a candidate twice for the same error, but <b>should only be used where specified by the PE.</b>
MAX	Shows that the maximum number of marks for a part-question or question has been awarded (even though the answer may contain further correct points).
R	The point repeats one already awarded credit.
JE	Candidate has <i>just</i> given enough to be awarded a mark.

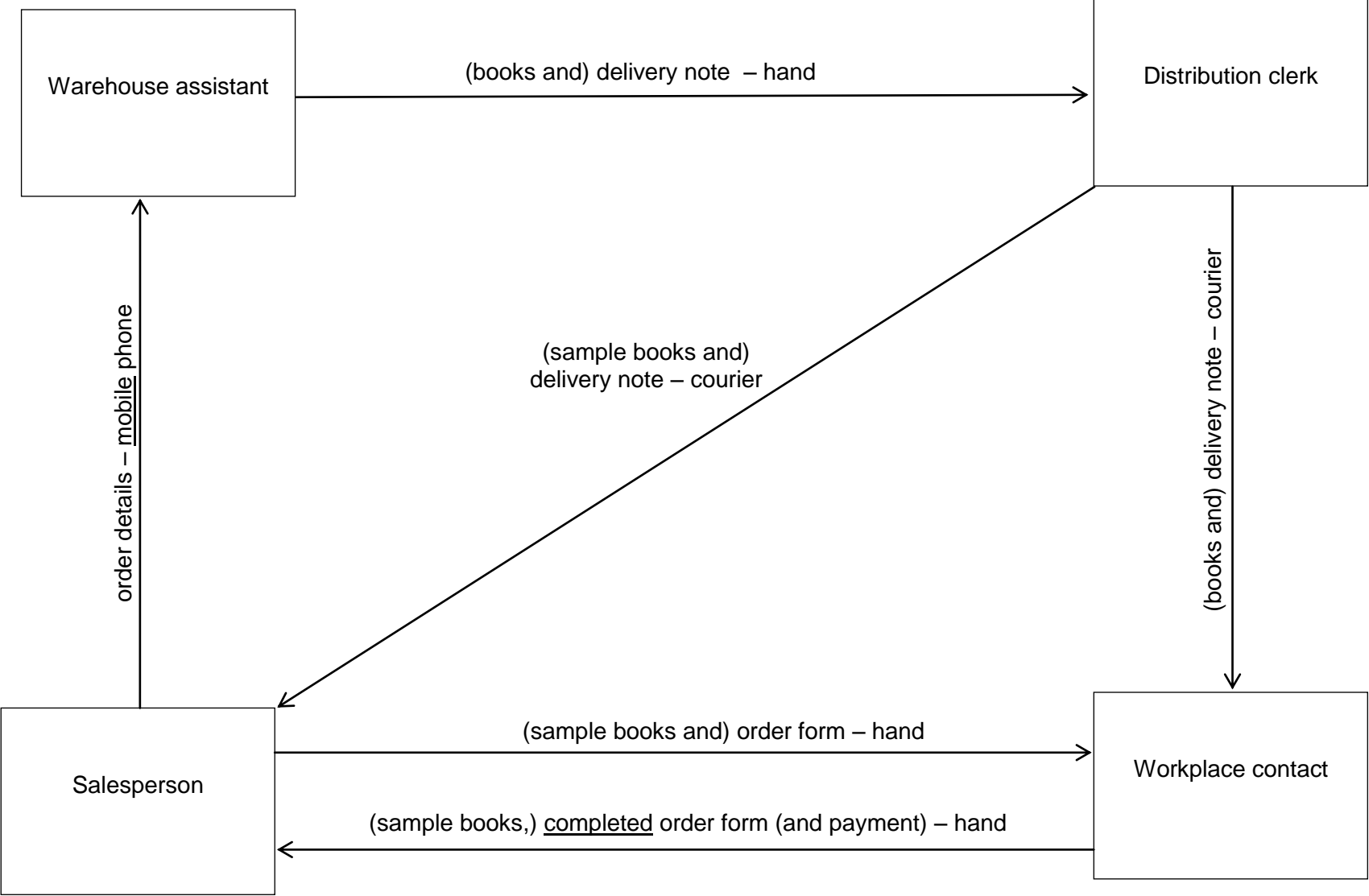
### Subject-specific marking instructions

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

OTTP = Off The Table Publishing

Task 2	Answer / Indicative Content	Mark	Guidance
	<p>1 mark each for boxes labelled</p> <ul style="list-style-type: none"> <li>• Distribution Clerk</li> <li>• Warehouse assistant</li> <li>• Salesperson</li> <li>• Workplace contact</li> </ul> <p>plus labelled arrows to show the information flows (1 mark each) and methods (1 mark each) indicated in the diagram on the next page. Max 15 marks.</p>	<b>15</b>	<p>Note:</p> <ul style="list-style-type: none"> <li>• Arrows should only be awarded points if they are drawn to and from the correct boxes.</li> <li>• Marks may be awarded for unconventional diagrams provided they isolate the senders and receivers of information.</li> <li>• Do not award marks for flow diagrams or series of text boxes linked by arrows.</li> <li>• 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.</li> <li>• Labels should not be awarded marks if they are contained within the description of a process.</li> <li>• If lines cross, mark labels as long as it is clear where each arrow goes.</li> <li>• Marks must only be awarded for labels that can be unambiguously linked to a single arrow.</li> </ul>



Task 3		Answer	Marks	Guidance									
				Content	Levels of response								
		<p>AO4 is assessed through this task.</p> <table border="1"> <thead> <tr> <th>AO4 Marks</th> <th>Guidance</th> </tr> </thead> <tbody> <tr> <td>3</td> <td>A strength and a weakness in the method(s) used identified or suggestions for improving own performance.</td> </tr> <tr> <td>2</td> <td>A strength <u>or</u> a weakness in the method(s) used identified.</td> </tr> <tr> <td>1</td> <td>Some comment made on the method(s) used.</td> </tr> </tbody> </table> <p>The quality of written communication is assessed through this task.</p> <p>Answers may include:</p> <p><b>Compliance</b></p> <ul style="list-style-type: none"> <li>• must obtain permission from copyright holder to use their material</li> <li>• may be required to pay a fee to use copyrighted material</li> <li>• need to acknowledge sources used</li> </ul> <p><b>Impact on OTTP</b></p> <ul style="list-style-type: none"> <li>• may be sued if permission not gained, which could be costly</li> <li>• reputation could be harmed if Act not complied with</li> <li>• some copyright holders may charge high fees which restricts what can be used</li> <li>• the books published by OTTP are protected</li> </ul>	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.	15		<p>Tiered response based on:</p> <p>H 9-12 Candidates will show a clear understanding of the task and include a <b>detailed</b> explanation of how OTTP complies with the Copyright, Designs and Patents Act (1988) plus a detailed evaluation that includes both positive and negative impacts of this Act.</p> <p>Examples are clearly applied to OTTP, its staff and authors.</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> <p>M 5-8 Candidates will show some understanding of the task and include <b>some</b> explanation of how OTTP complies with the Copyright, Designs and Patents Act (1988) and <b>some</b> evaluation that includes positive and negative impacts of this Act. Their evaluation may be one-sided.</p> <p>Some examples are applied to OTTP, its staff and authors.</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>
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.												

Task 3			Answer	Marks	Guidance	
					Content	Levels of response
			<ul style="list-style-type: none"> <li>OTTP own copyright for concept and design of a series of books but not the content, which is owned by author/series editor</li> </ul> <p><b>Impact on staff</b></p> <ul style="list-style-type: none"> <li>production editor must check copyright status of all non-original material</li> <li>must locate copyright holders and contact them for permission to use</li> <li>may include lengthy and time-consuming investigation</li> <li>must keep a list of all copyright holders and permissions gained</li> <li>must ensure that acknowledgements are included in published book</li> <li>may deal with requests from others to use material from the books on behalf of copyright holder (author etc)</li> </ul> <p><b>Impact on authors</b></p> <ul style="list-style-type: none"> <li>authors own the copyright for the material they produce</li> <li>may have find alternative images to use if permission cannot be gained/fee to use is too high</li> </ul>			<p>L 1-4 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 OTTP.</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> <p>0 – no points worthy of credit</p>

## Section A

Question	Answer / Indicative Content	Mark	Guidance
1	<ul style="list-style-type: none"> <li>• design (1) plus four from:               <ul style="list-style-type: none"> <li>• develop draft cover designs and page layouts (for all books in series)</li> <li>• produce final designs based on feedback from <u>Commissioning Director</u></li> <li>• create mood board for <u>coffee table books</u></li> <li>• <u>present mood board to client (to gain feedback)</u></li> <li>• create design based on <u>client</u> feedback</li> </ul> </li> </ul>	5	<p>If job title given, eg designer, mark as TV but award mark for correct tasks</p> <p>If job function missing or incorrect, tasks cannot be marked.</p> <p>1 mark for job function plus 1 mark per point to max 4 for matching tasks</p>
2	<p>Five from</p> <ul style="list-style-type: none"> <li>• makes decision on topic for new book <u>series</u></li> <li>• provides feedback on <u>draft</u> designs</li> <li>• keeps a list of specialists <u>and</u> contacts them (in the first instance)</li> <li>• places advertisements in specialist magazines (if necessary)</li> <li>• decides royalty percentage/advance payment (to authors and series editor)</li> <li>• passes details of chosen series editor and authors <u>to production editor</u></li> <li>• decides the size of first print run/uses results of market research/other factors to determine how many of each book OTTP is likely to sell.</li> <li>• Passes details of chosen series editor and authors <u>along with royalty percentages/advanced payments due/deadlines for completing work to HR</u></li> </ul>	5	1 mark per point to max of 5



Question	Answer / Indicative Content	Mark	Guidance
3	<p>Two from</p> <ul style="list-style-type: none"> <li>• IT support provider (1) plus three from <ul style="list-style-type: none"> <li>• Business Services Director</li> <li>• by telephone</li> <li>• explains the nature of the problem</li> <li>• confirmation of remote or on-site fix</li> </ul> </li> <li>• specialist magazine publisher (1) plus three from <ul style="list-style-type: none"> <li>• Commissioning Director</li> <li>• emails advertisements</li> <li>• includes details of required areas of expertise</li> </ul> </li> <li>• artist (1) plus three from <ul style="list-style-type: none"> <li>• production editor</li> <li>• emails</li> <li>• author's instructions for image required</li> </ul> </li> <li>• typesetting company (1) plus three from <ul style="list-style-type: none"> <li>• production editor</li> <li>• files sent by EDI</li> <li>• text, images and page layout designs</li> <li>• pdf page proofs</li> </ul> </li> <li>• courier service (1) plus three from <ul style="list-style-type: none"> <li>• distribution clerk</li> <li>• any suitable information eg delivery address</li> <li>• any sensible communication method eg telephone/email</li> </ul> </li> </ul>	8	<p>1 mark for supplier plus 1 mark per point to max 3 for matching description</p> <p>For full marks, each description must include the contact within OTTP, the method used to communicate and information communicated.</p> <p>For courier service, DO NOT accept books/delivery note as information.</p>

Question		Answer / Indicative Content	Mark	Guidance
4	(a)	<ul style="list-style-type: none"> <li>weekly breakdown of orders <u>from each salesperson</u> (1<sup>st</sup>) for direct sales (1)</li> <li>order details <u>stored on the server</u> (1<sup>st</sup>) for retail sales (1)</li> </ul>	4	Up to 2 marks per description to max of 4
4	(b)	<ul style="list-style-type: none"> <li>add revenues from direct sales and retail sales</li> <li>multiply total revenue by royalty percentage</li> <li>subtract advance payment from total royalty due</li> <li>add payments for each book title together</li> </ul>	4	1 mark per point to max of 4
4	(c)	<ul style="list-style-type: none"> <li>sheet for each book title</li> <li>shows breakdown of calculations</li> <li>separate summary sheet showing all titles in series</li> <li>shows payment due for each title <u>and</u> total to be paid</li> </ul>	4	1 mark per point to max 4

Question		Answer / Indicative Content	Mark	Guidance
5	(i)	One from: <ul style="list-style-type: none"> <li>tablet computer (1<sup>st</sup>) linked to company LAN/wireless printer via WAP (1)</li> <li>network server (1) in office building (1)</li> </ul>	2	
5	(ii)	One from: <ul style="list-style-type: none"> <li>stock control app (1<sup>st</sup>) to update stock records (1)</li> <li>stock database (1<sup>st</sup>) on network server/pre-set with ISBN, title and print run size (1)</li> </ul>	2	
5	(iii)	One from: <ul style="list-style-type: none"> <li>barcode <u>image</u> (1<sup>st</sup>) captured using camera on tablet computer (1)</li> <li>confirmation that expected number of books received (1<sup>st</sup>) by Warehouse Manager (1)</li> <li>number of books removed from stock (1<sup>st</sup>) entered by warehouse assistant (1)</li> </ul>	2	
5	(iv)	One from: <ul style="list-style-type: none"> <li>interprets barcode <u>image</u> (1<sup>st</sup>) to locate book ISBN and title (1)</li> <li>copies number stored in print-run_size field (for that ISBN) (1<sup>st</sup>) to number_in_stock field (1)</li> <li>deducts number of books removed (1<sup>st</sup>) from the number_in_stock field (for that ISBN) (1)</li> </ul>	2	
5	(v)	<ul style="list-style-type: none"> <li>stock level report (1<sup>st</sup>) run monthly by Warehouse Manager/sent to wireless printer (1)</li> <li>book title <u>and</u> ISBN (1<sup>st</sup>) displayed on screen <u>of tablet computer</u> (1)</li> </ul>	2	

Question		Answer / Indicative Content	Mark	Guidance	
6	(a)	<p>One suitable impact explained eg</p> <ul style="list-style-type: none"> <li>• Fewer 'how to' books and travel guides sold (1) because people prefer to find the information on the WWW (1)</li> <li>• losing sales to online booksellers (1) because customers don't have to wait for a salesperson to visit their workplace (1)</li> <li>• any other valid suggestion</li> </ul>	2	For full marks, answer must be clearly related to OTTP.	
6	(b)	<p>One suitable impact explained eg</p> <ul style="list-style-type: none"> <li>• staff may lose their jobs (1) because of falling sales (1)</li> </ul>	2	For full marks, answer must be clearly related to OTTP.	
				<b>Content</b>	<b>Levels of response</b>
6	(c)	<p>Answers may include</p> <p><b>Steps</b></p> <ul style="list-style-type: none"> <li>• publish as e-books rather than physical books <ul style="list-style-type: none"> <li>• reduced printing costs</li> <li>• need technology and expertise to do so</li> </ul> </li> <li>• increase focus on coffee table books <ul style="list-style-type: none"> <li>• less likely to be replaced by electronic information</li> <li>• market may be limited</li> </ul> </li> <li>• sell books online <ul style="list-style-type: none"> <li>• may reduce costs of paying salespeople</li> <li>• costs of setting up and maintaining an e-commerce website</li> <li>• difficulty of competing with large established online sellers</li> </ul> </li> </ul>	6		<p><b>H 5-6</b> Candidates will show a clear understanding of the question and provide a <b>detailed</b> discussion of at least two steps OTTP could take to reduce the impact of the availability of electronic information. The discussion will be balanced and include a detailed consideration of the effects on staff. The answer will be fully applied to OTTP.</p> <p><b>M 3-4</b> Candidates will show some understanding of the question and provide <b>some</b> discussion of more than one step (or a detailed discussion of one step) OTTP could take to reduce the impact of the availability of electronic information. The discussion may be one-sided and may include limited consideration of the effects on staff. The answer will show some application to OTTP.</p>

Question	Answer / Indicative Content	Mark	Guidance
	<p><b>Effects on staff</b></p> <ul style="list-style-type: none"> <li>• fewer warehouse/distribution/sales staff required if e-books introduced</li> <li>• some may be able to retrain to take on different roles</li> <li>• some may be able to work from home where the role is computer-based</li> </ul>		<p><b>L 1-2</b> Candidates will demonstrate a limited understanding of the question and include a description of step(s) that could be taken to reduce the impact of the availability of electronic information. This may not be applied to OTTP.</p> <p>0 – no points worthy of credit</p>

## Section B

Answers in this section must apply to The Perfect Pie Company scenario.

Question		Answer / Indicative Content	Mark	Guidance
7		Three suitable benefits explained eg <ul style="list-style-type: none"> <li>pies <u>produced</u> more quickly (1) because computer system does not get tired/need breaks (1)</li> <li>quality of pies more consistent (1) because once programmed the system repeats process exactly/less possibility of human error (1)</li> <li><u>fewer</u> staff required (1) so wage bill reduced (1)</li> </ul>	6	
8	(a)	<ul style="list-style-type: none"> <li>type of pie / filling</li> <li>number required</li> <li>size</li> </ul>	2	
8	(b)	Any suitable description eg <ul style="list-style-type: none"> <li>To list the pies supplied and their cost (1) so that the retailer knows how much they owe / that payment is due. (1)</li> </ul>	2	
9		Any suitable explanation eg <ul style="list-style-type: none"> <li>record training course production line worker attended (1) and date certificate gained (1) set alert on worker's record when certificate due to expire (1) so that worker can be registered on new course before certificate expires (1)</li> </ul>	4	

Question		Answer	Marks	Guidance	
				Content	Levels of response
10		<p>Answers may include</p> <p><b>Duties</b></p> <ul style="list-style-type: none"> <li>• take reasonable care of their own health and safety and that of others</li> <li>• co-operate with The Perfect Pie Company on health and safety</li> <li>• use work items provided, including personal protective equipment, correctly and in accordance with any training or instructions</li> <li>• not interfere or misuse anything provided for their health, safety or welfare</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• warn fellow workers if they get too close to a hot surface</li> <li>• tie back long hair/ wear a hat so that hair doesn't get caught in moving machinery</li> <li>• follow any instructions on health and safety that the company gives out</li> <li>• wear protective gloves/tongs when handling hot pies</li> <li>• do not remove guards from sharp tools to make them easier to use</li> </ul>	6		<p><b>H 5-6</b> Candidates will show a clear understanding of the question and provide a <b>detailed</b> explanation of what the production line workers must do to fulfil their duties under the H&amp;SaW Act (1974). They will include a range of examples related to The Perfect Pie Company.</p> <p><b>M 3-4</b> Candidates will show some understanding of the question and provide <b>some</b> explanation of what the production line workers must do to fulfil their duties under the H&amp;SaW Act (1974). There may be limited examples.</p> <p><b>L 1-2</b> Candidates will demonstrate a limited understanding of the question.</p> <p>Information will be a list of points with little or no explanation.</p> <p>0 – no points worthy of credit</p>

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