

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GCSE**

**A265/01**

**BUSINESS AND COMMUNICATION  
SYSTEMS**

**Businesses and their Communication  
Systems**

**MONDAY 22 JUNE 2015: Afternoon**

**DURATION: 1 hour 30 minutes  
plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**A calculator may be used.**

<b>A calculator may be used for this paper</b>
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**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. 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.**

## **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.**

**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 puting 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.**

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

**[3]**

- (ii) For EACH of activities 1, 2 and 3 in the table below, show which output device should be used by placing a tick (✓) in the correct box. Your completed answer should contain THREE ticks.

<b>Device</b>	<b>Activity 1 Listen to a sound clip</b>	<b>Activity 2 View a video clip</b>	<b>Activity 3 Create a paper copy of the website</b>
<b>Alarm system</b>			
<b>Monitor</b>			
<b>Printer</b>			
<b>Speaker</b>			

[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** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [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.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[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** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**[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** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**2** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**[4]**

**(d)\* Fitness4Good Ltd tries to operate in a socially responsible way.**

**Analyse the benefits and drawbacks to Fitness4Good Ltd of it operating in a socially responsible way.**

**[6]**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**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** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

**Explanation** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[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.**

\_\_\_\_\_  
\_\_\_\_\_ [1]

**(ii) State ONE reason why 'password' is NOT a good choice of password.**

\_\_\_\_\_  
\_\_\_\_\_ [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.**

\_\_\_\_\_  
\_\_\_\_\_ [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** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

**[3]**





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**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** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

**[3]**

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[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.**

**1** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**[4]**



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**END OF QUESTION PAPER**

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