OCR
RECOGNISING ACHIEVEMENT

GCSE

Business and Communication Systems

General Certificate of Secondary Education

Unit **A265:** Businesses and their Communication Systems

Mark Scheme for June 2013

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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	Guidance
L1	Level 1 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
L2	Level 2 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
L3	Level 3 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
BOD	Benefit of Doubt	Where you have just awarded a mark, eg for slightly vague/poorly worded responses.
∧	Missing required information necessary to award mark	
REP	Repeats earlier point where mark was awarded	
Highlight tool	Highlights any area of the mark screen	eg to highlight a phrase in the question the candidate failed to address, eg explain two benefits to **customers** when the answer discusses employees.
✔	Correct point, eg identifying	
✘	Incorrect point/reason	
E	Expansion (of point previously ticked)	Use to indicate development marks instead of further ticks.

Subject-specific Marking Instructions

Some questions have a 'Level of Response' mark scheme. Specific details about these are given in the Mark Allocation. What follows is general guidance about marking level of response type questions.

There are two types of levels of response questions on this paper. Refer to Appendix 1.

Blank answer pages

To be sure you have not missed any candidate responses you <u>must </u>check every page of the question paper and annotate any blank spaces with the following annotation:

SEEN

Additional Objects

You <u>must</u> also check any additional pages (shown as Additional Objects) which the candidate has chosen to use.

Before you begin marking, use the Linking Tool, to 'link' any additional page(s) to the relevant question(s) and mark the response as normal.

<u>All</u> additional pages must be annotated with the 'SEEN' stamp, so it is clear to centres that the additional pages have been viewed by the marker.

Question			Answer	Marks	Guidance
1	**(a)**		Errors are: • "successfull" • "yeer's" • "Sponser" • "your" • "companys".	5	1 mark for each correctly identified error. If a candidate has identified more than five errors, mark the first five unambiguous circles, stop marking after their fifth identification. **NB** Do not award a mark for "covrage" as this error is circled in the question. Maximum 5 marks.
	(b)		Benefits include: • fewer errors • existing errors can be removed • improved communications • improved corporate image of the business • less chance of costly mistakes resulting from miscommunication • less requirement to correct mistakes. Reward other valid benefits. Example response: 'Checking letters results in letters being sent with few or no errors (✓). This means that the organisation will receive fewer queries from recipients meaning that less staff time is needed to deal with them (E)'.	4	One mark for each of two valid benefits plus one mark for each explanation (could be one mark for each benefit explained or two marks for one well-explained benefit). Explanations must explain *why* or *how* the item offered is of benefit to the organisation. For example simply stating that fewer mistakes saves money is not an explanation – stating *why* fewer mistakes may cost the organisation less will trigger the explanation mark. Benefits **must** be to an organisation such as Doctors International. Do not award "looks more professional" or "so readers can understand it better" unless the benefits of these to Doctors International are explained. Maximum 4 marks.
	(c)	**(i)**	Other filing methods include: • alphabetical (eg by name of sender) • by category (eg supplier, donor, etc) • by date <u>written/sent</u> (chronological)	2	One mark for each valid method of filing. Maximum 2 marks.

Question			Answer	Marks	Guidance
		(ii)	Drawbacks include: • documents could be easily lost • paper copies could be easily damaged (eg by fire) • copies must be re-filed in same location • difficulty of multiple users working on same document • time/cost needed to ensure they are stored in correct order (eg paying staff to do this) Reward other valid responses.	2	One mark for each drawback. Maximum 2 marks.
		(iii)	Possible benefits include: • no need to convert letters to another format • no need for computerised system and associated security measures • harder for documents to be viewed by unauthorised users (they have to gain physical access) Example response: Letters are currently received in paper format, so they would have to be scanned if they were to be stored electronically (1). This cost does not need to be paid if the letters are stored manually (+1).	2	One mark for a valid benefit and one mark for an explanation of why or how this would be of benefit to an organisation such as Doctors International. Maximum 2 marks.
2	(a)		Possible benefits include: • taxation benefits (eg can recover income tax from donations received via Gift Aid) • no requirement to share profit with shareholders • easier for public to feel the organisation is genuine in seeking to achieve its charitable aims • possibility of lower wages costs (because people are more likely to volunteer to help operate the charity) • financial incentives, tax breaks. Example response: Makes the organisation look more genuine in wanting to help people (1) so public are more likely to want to give a donation (1).	2	One mark for a valid benefit and one mark for an explanation of why or how this would be of benefit to an organisation such as Doctors International. Weaker responses are likely to offer a feature of a charity (such as 'they do not make a profit') which should not be rewarded until the candidate makes clear the benefit of this feature. Maximum 2 marks.

Question			Answer	Marks	Guidance
	(b)		Possible methods can be categorised as follows (examples of specific methods in brackets): • Market and sales data (eg sales figures from the website and from other sources) • Surveys (eg questionnaires) • Discussions with customers (eg focus groups) • Customer satisfaction data (eg number of complaints received)	3	One mark for each separate method. Accept Mystery Shopper Maximum 3 marks.
	(c)		Uncertainty about future donations could affect future levels of money received. They could either be similar to current levels or lower. This will then have implications for: • level of planned charitable activities • ability to fund head office and other support functions • ability to make accurate plans for the future • possible need for remedial action Example responses: If donations are lower in the future then the charity will have to cut its costs if it is to survive (1), this might mean they have to reduce the number of doctors they support (+1). Being uncertain about future levels of donations makes it very hard to plan for the future (1). For example it will not know how many doctors it can afford to train and have ready to send overseas if an emergency occurs (+1).	4	Weaker responses will struggle to identify the implications of uncertainty for the organisation. Explanations will explore *how* future business activities will be affected by uncertainty or *how* the business could respond in order to mitigate the effects of uncertainty. 1 mark for identifying each of two relevant implications plus one mark for an explanation of each. **NB** A consideration of rising donations is not a valid response to this question. Maximum 4 marks.

Question			Answer	Marks	Guidance	
					Content	**Levels of response**
	(d)*		Benefits of a fund-raising campaign include: • give wide coverage to the organisation • help to promote its activities • could potentially raise large sums of money. Drawbacks of a fund-raising campaign include: • national television coverage is very expensive • which channels to advertise on? • would only be of a short duration • would need to raise a lot of funds to make it cost-effective. Benefits of new range of clothes on website include: • more long term than adverts • the wearing of clothes can help advertise the charity • not as expensive to set up as an advert Drawbacks of new range of children's clothes on website include: • clothing range will take a long time to develop. • may not potentially raise as much as donations • need to make a profit • clothing manufacturers may have unethical practices • only profit, not income, will go to support the charity • will people know about it? Reward other valid points.	6	To achieve analysis marks (Level 2 and above), there must be an attempt to explore how or why the claimed benefits/drawbacks would have an impact on the organisation. Eg it is insufficient to assert that TV adverts are expensive unless the implications of this for the organisation are explored. Eg if this raises costs – why, and with what impact on the organisation?	**Level 3 (5–6 marks)** Uses relevant analysis of both topics to reach a balanced judgement (ie that considers both of the two issues). The response is well organised, structured with few errors in spelling, punctuation and grammar. **Level 2 (3–4 marks)** Uses relevant analysis of one topic to reach a one-sided judgement (ie that only considers one of the two issues). The response is adequately organised with some errors in spelling, punctuation and grammar. **Level 1 (1–2 marks)** Uses knowledge which is relevant to one or both issues. The response lacks organisation, structure and accuracy of spelling, punctuation and grammar. **(0 marks)** – no response or no response worthy of credit. Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved. Maximum 6 marks.

Question			Answer	Marks	Guidance
3	**(a)**		Correct answers (in correct order) are: i Health and Safety at Work Act ii Data Protection Act iii Supply of Goods and Services Act iv Copyright Designs and Patents Act v Employment Act.	5	1 mark for each correct identification. The word 'Act' is not required. Maximum 5 marks.
	(b)	**(i)**	Possible drawbacks include: • increased business costs • need to appoint Health and Safety Officers • need to keep an accident book • need to provide training for employees. Reward other valid drawbacks.	2	One mark for each of two valid drawbacks to an organisation such as Doctors International. Maximum 2 marks.
		(ii)	Benefits include: • fewer accidents • less chance of being taken to court for non-compliance. Reward other valid benefits. Example response: The workplace is likely to be safer (1) and so staff will take less time off work due to accidents (1).	2	One mark for a valid benefit and one mark for an explanation of **why** or **how** this would be of benefit to an organisation such as Doctors International. Maximum 2 marks.

Question			Answer	Marks	Guidance	
					Content	**Levels of response**
	(c)		Possible benefits of **not** acting in a socially responsible way arise from the reduced organisational costs that result from not being constrained to act in socially responsible ways. Drawbacks of not acting in socially responsible ways include: • harder to attract staff (who would value working for such an employer) • harder to 'sell' the charitable objectives of the organisation to the public if the actions of the organisation contradict its charitable purpose…resulting in fewer donations, etc.	6	Level 2 analysis will derive from attempts to explore *how* and *why* the organisation will be affected by operating in ways that are not socially responsible. Answers must relate to the impact on the organisation and **not,** for example, its suppliers or employees. Example Responses: L3: *(Building on the L2 discussion below): Despite there being some cost savings of not being socially responsible it would be a major problem for a charity if the public felt it was not being responsible. People would be likely to give their donations to other similar charities and for this reason they need to be seen to be socially responsible (L3).* L2: They would lose their reputation with public (L1) and this could result in fewer donations (L2). However not acting in socially responsible ways could lower their costs (L1), for example they might not need to employ social responsibility officers (L2). L1: They would lose their reputation with public (L1). = 1/6	**Level 3 (5–6 marks)** A balanced assessment of the overall organisational impact which is based on an analysis of both benefits and drawbacks. **Level 2 (3–4 marks)** Relevant analysis of the impact of not operating in a socially responsible way. **Level 1 (1–2 marks)** Relevant knowledge is applied. **(0 marks) –** no response or no response worthy of credit. Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved. Maximum 6 marks.

Question			Answer	Marks	Guidance
4	(a)		Devices (in the correct order are): • <u>video/digital</u> camera • microphone • monitor/screen/projector • (loud)speaker/headphones • accept equivalents eg webcam for video camera	4	1 mark for each correct device. Only accept items from the list. Do **not** accept generic devices eg a smartphone could be offered as an answer to all of these questions but the correct answer in each case would be the device on the smartphone which is required to carry out the activity. Do **not** accept camera on its own for the first input device.
	(b)	(i)	Potential drawbacks include: • device could easily be lost/stolen, etc…so the video is lost (NB treat lost and stolen as a repeat of the same basic idea) • harder to make a back-up copy if it is not stored in a folder which is regularly backed-up • memory sticks are unreliable…so the video could be lost • (components in the) USB device can get damaged Reward other valid drawbacks.	2	One mark for each of two valid drawbacks. Responses should recognise (explicitly or implicitly) that the stem states that the **only** copy of the file is stored on the memory device. Do not accept memory capacity limitations preventing its use as the organisation has chosen to use a USB device. Maximum 2 marks.
		(ii)	Possible benefits: • portable • could be used to edit/view the clip from a number of different devices • could be put somewhere safe to reduce the risks of data-loss. • can be used on *most* computers/laptops (but not smartphones or most tablets) • sufficient capacity to store the required file Reward other valid benefits.	2	One mark for each of two valid benefits. Maximum 2 marks.

Question			Answer	Marks	Guidance
4	**(c)**	**(i)**	Possible features: • can make and receive calls • can send/receive email • can connect to the Internet • can text work colleagues/contacts • can download and use relevant apps • can share documents with remote servers/cloud services • can be used to trace the user's location (increasing their personal safety whilst working). Reward other valid features.	2	One mark for each correct feature. Only reward features would enable the employee to perform their job role (ie do **not** credit features such as games/social networking apps). Maximum 2 marks.
		(ii)	Possible drawbacks include: • possible increased cost of phone calls • possible increased network charges for Internet use • reduced productivity if staff use them for personal purposes during working hours • security implications (if lost) • increased costs if need to be replaced (if staff lose them). Reward other valid drawbacks.	2	One mark for each of two valid drawbacks to an organisation such as Doctors International. Do not accept 'lost/stolen' etc unless the implications for the organisation are identified. Maximum 2 marks.
		(iii)	Benefits include: • Tablets take less time to load (boot) than a laptop • Tablets can run for longer before draining the battery • smaller/lighter/more portable than a laptop	1	One mark for a valid benefit. Benefit must be to business users so DNA cheaper, has games etc. Maximum 1 mark.

Question			Answer	Marks	Guidance
		(iv)	Drawbacks include: • Tablets have smaller storage capacity • Tablets have less hardware incorporated (eg laptops have a QWERTY keyboard separate to the monitor; optical drive; internal hard disk drive) Example response: A tablet computer has less storage capacity than a laptop computer (✓) so files may need to be stored on a device such as a memory card that needs to be purchased separately (E).	2	One mark for a valid drawback and one mark for an explanation of why or how this would be a drawback to a user. Do not accept 'more easily lost, stolen', etc Maximum 2 marks.
5	**(a)**	**(i)**	Possible answers include: • A username is given to each user of a computer system/network • Usernames cannot be generated by anyone – they must be assigned by someone with the permissions to do so • The user logs onto the computer/network by entering their username, along with other credentials such as a password • If the username/other credentials match the details held on the system, the user is given access to the network.	3	One mark to be awarded for each correct point of explanation or development of explanation. Award marks for the quality of the explanation. This will normally be done by awarding one mark for each of the points in the answer. Maximum 3 marks.

Question			Answer	Marks	Guidance
		(ii)	Possible answers include: • Access rights are assigned to each network user (who has been given a username). • Different areas of the network are assigned different access levels. eg limited access users will be given access to files they have created and shared access folders. • These users may be prevented from carrying out certain operations (eg adding hardware devices to the network or accessing utility software such as file shredders) • High access users will have access to more parts of the network eg network managers will be given access to more programs and files and will be able to carry out network management tasks such as assigning access rights to new users.	3	Award marks for the quality of the explanation. This will normally be done by awarding one mark for each of the points in the answer. One mark to be awarded for each correct point of explanation or development of explanation. Maximum 3 marks.
	(b)		Possible answers include: Only backing up data once a week increases the risk of data loss (1) because data up to six days old could be lost (1) so data should be backed up more frequently (1). Important data may be lost (1) which will take time and money to replace (1) and may disrupt activities, eg donations may not be received, charitable activities may suffer (1).	3	1 mark for recognition that data could be lost and up to two marks for an explanation of why this is a problem or how it could be improved. Maximum 3 marks.

Question			Answer	Marks	Guidance	
					Content	**Levels of response**
	(c)*		Benefits of portable external hard disks include: • relatively robust devices • can have a reasonably large storage capacity • small enough to be locked away • have a long design life. Drawbacks of portable external hard disks include: • portability – could be removed from premises/lost/stolen, etc. • may not be large enough to store all the required data • will need to be stored on the premises – increasing risk of data loss. Benefits of a remote back-up service include: • remote – so less chance of data loss if physical damage to network/office occurs • remote service responsible for backing up the back-ups/security etc. Drawbacks of a remote back-up service include: • have to pay fee to use the service • speed of transfer over Internet may be slow • possibility of unauthorised data capture during transfer • reliance on performance of another organisation. Reward other valid points.	6	To achieve analysis marks (Level 2 and above), there must be an attempt to explore how or why the claimed benefits/drawbacks would have an impact on the organisation. Do **not** credit responses which confuse the type of online back-up and recovery service referred to in the question and in the specification, with a file hosting service such as DropBox. Example Responses: L3: *(Building on the L2 discussion below): Overall I would recommend using an external hard disk as Doctors International can be in full control of keeping the data secure. Providing they do so (for example by storing it in a fireproof cabinet) then it is likely to be more secure than if transferred to a remote business where they cannot guarantee that the data will be secure.* L2: A remote back-up service will be more expensive (L1) because they need to make a profit from the service (L2) and it could be more risky as it is more likely to be attacked by hackers (L2) than a hard disk in the head office which would have to be stolen (L2). On the other hand the remote service could be	**Level 3 (5–6 marks)** Uses relevant analysis of both topics to reach a balanced judgement (ie that considers both of the two issues). The response is well organised, structured with a few errors in spelling, punctuation and grammar. **Level 2 (3–4 marks)** Uses relevant analysis of one topic to reach a one-sided judgement (ie that only considers one of the two issues). The response is adequately organised with some errors in spelling, punctuation and grammar. **Level 1 (1–2 marks)** Uses knowledge that is relevant to one or both issues. The response lacks organisation, structure and accuracy of spelling, punctuation and grammar. **(0 marks) –** no response or no response worthy of credit. Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved. Maximum 6 marks.

Question			Answer	Marks	Guidance	
					Content	**Levels of response**
					more secure (L1) because it is in a separate location and presumably they also keep back-up copies of the backups (L2). L1: An external hard drive can be stolen from the office whereas a remote backup service won't be affected if there was a fire in Doctors International's office (L1)	

Question			Answer	Marks	Guidance
6	(a)	(i)	Modem	1	1 mark for correct answer. Only mark if response is unambiguously assigned to one item.
		(ii)	Browser	1	1 mark for correct answer. Only mark if response is unambiguously assigned to one item.
		(iii)	Printer Manager	1	1 mark for correct answer. Only mark if response is unambiguously assigned to one item.
	(b)	(i)	Encryption key symbol	1	1 mark for correct answer. Only mark if response is unambiguously assigned to one item.
		(ii)	Possible answers include: Data encryption works by: • scrambling data to be transmitted into an unrecognisable code… • …using an encryption key • transmitting the scrambled data to the recipient computer • the recipient computer then descrambles the code back into recognisable data… • …using a decryption key.	3	One mark to be awarded for each correct point of explanation or development of explanation. Award marks for the quality of the explanation. This will normally be done by awarding one mark for each of the points in the answer. Maximum 3 marks.
	(c)		Possible actions include: • Ensure computer used is free of malware • Ensure security software is operating:eg firewall, anti-spyware etc (examples count as separate points) • Ensure no one is overlooking them when they enter the data • Ensure the data entered on the form cannot be retrieved by another user of the same computer (eg by deleting the browser history or by ensuring that form contents are not saved by the browser).	2	One mark for each of two valid actions. The question assumes that the visitor has logged onto a computer and is visiting the correct website; so do not accept answers that relate to network security (such as keeping usernames/passwords secure) or to the existence of fake websites. Do not accept 'check for https or padlock' because these indicate that encryption is being used. Maximum 2 marks.

Question			Answer	Marks	Guidance	
					Content	**Levels of response**
	(d)		Impact includes: • possibility of action being taken by the Information Commissioner • loss of trust by the public • possible loss of income from trading activities • possible loss of income from donations • possible loss of demand for the organisation's services. Evaluation of impact includes a consideration of the extent to which the above are likely to affect the organisation, eg by comparing the short-term and long-term impact. Reward other valid points.	6	The question provides candidates with the scope to consider a range of possible situations in which a breach of data protection requirements might occur. Candidates who show awareness of these situations and/or knowledge of relevant data protection legislation and/or the Information Commissioner's role should be awarded Level 1. The decision as to which of levels 2 and 3 has been reached by the response will be based solely on the extent to which the candidate has analysed/evaluated the **impact** on the **organisation** of a failure to comply with data protection legislation. Theoretical responses which ignore the context (a charitable organisation such as Doctors International) will only achieve Level 1 regardless of the apparent analysis/evaluation used.	**Level 3 (5–6 marks)** A balanced assessment of the overall organisational impact of a failure to comply with data protection legislation on an organisation such as Doctors International, which is based on analysis of the impact. **Level 2 (3–4 marks)** Relevant analysis of the impact on an organisation such as Doctors International of a failure to comply with data protection legislation. **Level 1 (1–2 marks)** Relevant knowledge is applied. **0 marks** – no response or no response worthy of credit. Answers must relate to the impact on an organisation such as Doctors International. Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved.

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