



Tuesday 24 June 2014 – Morning

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 **16** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**

Answer **all** the questions.

Scenario

Healthy Living Foods Limited (HLFL) is based in Coventry. It operates a website selling healthy foods to customers throughout Britain. You work in the Coventry head office.

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

We are pleased to introduce a new range of organik products. There are seven new fantastic flavurs of fruit juice for you to enjoy including apple, pair, cranberry and graipfruit. All are highly nutritious. We are really exited about these new flavours.

The text contains six spelling errors. One of the spelling errors has already been circled. Circle the **five** remaining spelling errors. [5]

- (b) Explain **one** drawback to HLFL of checking all documents for errors.

Drawback

Explanation

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[3]

3

- (c) You have been asked to add a photograph of a fruit juice carton onto the website.

Which **one** of the following devices could be used to capture a new image of the fruit juice carton? Place a tick in the correct box.

Device	Tick (✓)
Data Projector	
Digital Camera	
Joystick	

Which **one** of the following devices could be used to enter text describing the image? Place a tick in the correct box.

Device	Tick (✓)
Barcode Reader	
Digital Camera	
Keyboard	

Which **one** of the following devices could be used to view the image on the website? Place a tick in the correct box.

Device	Tick (✓)
Monitor	
Mouse	
Speaker	

[3]

4

- (d) You need to edit the photograph before putting it on the website. You decide to use a desktop computer to help you do this.

Explain **two** features of a desktop computer which make it suitable for editing a photograph.

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[4]

- 2 (a) HLFL competes with a number of other similar businesses. It is considering a number of different actions it could take in order to be more competitive.

- (i) Explain how a reduction in prices of 20% could result in more customers buying from HLFL.

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- (ii) Explain **one** possible drawback to HLFL of reducing its prices by 20%.

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..... [2]

- (iii) HLFL wishes to be more competitive when selling its products through its website.

Other than reducing prices, state **two** promotional activities which HLFL could use to achieve this.

1

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2

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..... [2]

(b) Explain how improved customer service could help HLFL become more competitive.

[3]

(c) Describe how HLFL could use a customer survey to help it to decide how best to become more competitive.

..... [3]

(d) Other than customer surveys, state **two** ways in which HLFL could monitor the effectiveness of its competitive position.

1

2

[2]

7

- 3 (a) HLFL has a number of functional areas. Match each functional area to its correct description by drawing a line between them. You should only draw **three** lines.

Functional Area**Description**

Finance

Advises on new products and their selling prices

Marketing

Helps to recruit new employees and train existing workers

Personnel/Human Resources

Manages the head office computer systems

Records the money spent and received by the business

[3]

- (b) HLFL has a hierarchical organisation structure.

Explain what is meant by the term 'hierarchical organisation structure'.

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..... **[3]**

- (c) The owners of HLFL are considering changing to a flat organisation structure.

Explain what is meant by the term 'flat organisation structure'.

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..... [3]

- (d)** The owners of HLFL are considering changing it from a private limited company (Ltd) to a public limited company (plc).

Analyse the benefits to HLFL of it becoming a plc.

[6]

- 4 (a) HLFL is required to comply with a number of different laws and regulations.

State **three** actions which HLFL must take in order to comply with consumer protection legislation when selling products on its website.

1

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[3]

- (b) Explain **three** restrictions that data protection legislation places on how HLFL can use the information it collects from its customers.

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[6]

(c)* HLFL has an ethical business policy. This policy requires the business to operate in an ethical and socially responsible manner.

Evaluate the impact on HLFL of operating in an ethical and socially responsible manner.

..... [6]

5 HLFL uses a number of different measures to protect the data stored on its computer systems.

- (a) (i) HLFL backs up all data stored on its head office computer system at the end of each working day.

Name **one** back-up storage medium which would be suitable to store in excess of 100 gigabytes of data.

..... [1]

- (ii) The back-up data is stored in the Coventry head office.

Explain **two** implications for HLFL of storing all back-up data in its Coventry head office.

Implication 1

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Explanation

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Implication 2

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Explanation

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[6]

- (b) HLFL uses a number of different measures to protect the data stored on its computer systems.

Describe **one** method which could be used to restrict physical access to a computer system.

Method

Description

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[2]

- (c)* HLFL recently suffered a security breach when unauthorised users gained access to the data stored on its computer system.

Evaluate the usefulness of a firewall in protecting the data stored on HLFL's computer system.

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[6]

- 6 (a) HLFL's website has been designed to meet the needs of visitors who use a computer to access the website.

Visitors to the website are asked if they are willing to allow the website to place a web cookie on their computer.

- (i) Which **one** of the following is a correct definition of a web cookie? Place a tick in the correct box.

Correct definition of 'web cookie'	Tick (✓)
A piece of text which the user must enter correctly in order to be allowed to visit the website.	
A program designed to steal data from a user's computer.	
A text file containing data designed to help the website recognise the computer visiting the website.	

[1]

- (ii) Explain **one** benefit to a visitor to HLFL's website of allowing the website to place a web cookie onto their computer.

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..... [2]

15

- (b) A visitor to HLFL's website notices that the website address (url) of some pages begins with **https**.

Explain the significance of **https** in the address of some pages on HLFL's website.

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..... [2]

- (c) Many of HLFL's customers now use their smartphone to access the website.

State **two** drawbacks to a customer of using a smartphone to view a website designed for use on a computer.

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- (d) State **two** ways in which HLFL could make it easier for smartphone users to access its online store.

1

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2

..... [2]

(e)* Assess the implications for HLFL of making it easier for smartphone users to access its online store.

..... [6]

END OF QUESTION PAPER



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