



Oxford Cambridge and RSA

Monday 27 June 2016 – Afternoon**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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- 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.

Time4Tee Limited sells printed t-shirts. All orders are placed on its website where potential customers can choose from a range of designs or upload their own. The business has no shops. You work in the London head office.

- 1 (a) You have been given an email message to check for errors before it is sent to existing customers. Part of the message is shown below.

As a valued costumer we want you to be one of the first people to be informed of an exiting new development. From next month you will be able to design your own t-shirst directly on your smartphone or tablett. We have developed a new app which you can donwload from you're App Store. Email us if you would like further details.

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

- (b) Explain **one** drawback to Time4Tee Limited of sending its customers a message containing errors.

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[2]

- (c) State **two** benefits to Time4Tee Limited of using email to send messages to its customers.

1

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2

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[2]

- (d) You have been asked to create publicity material to support the launch of a new app.

In the table below, tick the correct box to show which device should be used for **each** activity 1, 2, 3 and 4. You should only tick **four** boxes.

	Activity 1	Activity 2	Activity 3	Activity 4
Device	Store the photograph	Move the photograph from one place to another within a document	Add a description of the photograph into the document	View the document to check for errors
Keyboard				
Memory card				
Monitor				
Mouse				

[4]

- (e) You decide to save the publicity material on the hard drive of one of the head office laptop computers.

State **one** benefit and **one** drawback to Time4Tee Limited of storing the document on the hard drive of a laptop computer.

Benefit

.....

Drawback

[2]

- 2 (a) Time4Tee Limited became a private limited company in 2010. The Managing Director and majority shareholder is Peter Jenkins. He set up the business as a sole trader in 2006.

Peter set up the private limited company because he was concerned that as a sole trader he had unlimited liability.

- (i) Explain why unlimited liability is a drawback to the owner of a sole trader business.

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[3]

- (ii) State **two** benefits to an owner such as Peter of operating a business as a sole trader.

1

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[2]

- (b) State **two** drawbacks to Peter of changing his sole trader business into a private limited company.

1

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2

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[2]

- (c) Before setting up Time4Tee, Peter was the owner of a business that failed. It ceased trading (closed down) in 2004.

State **two** reasons why a business might fail.

1

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2

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[2]

- (d) Time4Tee is considering becoming a franchisor in order to distribute its t-shirts through shops. The franchisees will be able to print t-shirts for customers in their shops using blank t-shirts and designs supplied by Time4Tee Limited.

Analyse the benefits and drawbacks to Time4Tee Limited of becoming a franchisor.

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[6]

- 3 (a) All online customers of Time4Tee Limited have to create an account. The account holds a record of the personal details needed to contact the customer and deliver their t-shirts.

- (i) A customer, Jane Smith, has created an account with the following details:

username: janesmith
password: 123456

Describe how her password could be strengthened.

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[2]

- (ii) Apart from Jane Smith's name, state **three** items of information which are needed to process the order and deliver any t-shirts bought.

1

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[3]

- (b) Time4Tee Limited has a legal duty to look after the personal information of its customers.

Name the law that requires organisations such as Time4Tee Limited to keep personal information safe.

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[1]

- (c) Time4Tee Limited's website provides the following information to potential customers who are planning to upload their own design for printing:

We may not choose to print your design if your design is in breach of copyright or it has ethically questionable content.

- (i) Explain **one** consequence to Time4Tee Limited of printing a design which is in breach of copyright.

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..... [3]

- (ii) Explain the term 'ethics'.

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- (iii) Explain **one** possible drawback to Time4Tee Limited of printing designs which have 'ethically questionable' content.

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..... [3]

- 4 (a) Employees at the head office in London use desktop computers. Some staff would like to use laptops or tablet computers so that they can also work from home and when travelling to and from work.

State **four** ways in which tablet computers are different from desktop computers.

1

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2

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4

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[4]

- (b) State **two** drawbacks to Time4Tee Limited of allowing its employees to work on laptops or tablet computers while travelling to and from the office.

1

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2

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[2]

- (c) Explain **one** benefit to Time4Tee Limited of enabling its employees to work on laptops or tablet computers while travelling to and from the office.

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[3]

- (d)*** Some employees of Time4Tee Limited would like to be allowed to connect their own personal laptops and tablets to the head office computer network and use them for their work.

Evaluate the benefits and drawbacks to Time4Tee Limited of allowing its employees to use their own laptops and tablets in this way.

. [6]

10

- 5 (a) Some computers at the head office do not have optical disk drives.

Name **two** storage devices which can only be used in an optical disk drive.

1

2

[2]

- (b) Time4Tee Limited could use the following devices to store data:

- hard disk drive
- magnetic tape
- USB memory stick.

Match the storage device with its description below. Write your answers in the table.

Description	Storage device
Main storage device found inside a desktop or laptop computer	
Portable flash drive used to transfer data between computers	

[2]

11

- (c) The head office network manager, Karim Nadeer, stores back-up data using a cloud-based storage provider.

- (i) State **two** drawbacks to Time4Tee Limited of using a cloud-based storage provider to store back-up data.

1

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2

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[2]

- (ii) State **one** benefit to Time4Tee Limited of using a cloud-based storage provider to store back-up data.

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[1]

- (d) The head office computer system is protected by security software.

- (i) One item of security software monitors all files on the head office network. Any files containing malicious programs are detected and deleted.

Name this type of security software

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[1]

- (ii) One item of security software monitors all incoming data from the Internet. This software only allows data to enter the network if it has been requested by a user.

Name this type of security software

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[1]

(e)* Time4Tee Limited has the following policy:

- only the head office network manager has full access rights to the whole network; this includes the ability to install and delete programs and users, change passwords and perform backups
 - all other network users have very limited access rights and can only create, edit and delete documents.

Analyse the benefits and drawbacks to Time4Tee Limited of this policy.

- [6]

13

- 6 (a) Visitors to Time4Tee Limited's website are asked if they are willing to allow the website to place a web cookie on their computer. The web cookie is used to help select information to display to customers when they revisit the website.

Explain how cookies may be used to help select information to display to customers when they revisit Time4Tee Limited's website.

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- (b) Explain **one** reason why Time4Tee Limited asks visitors to its website if they are willing to have a cookie placed on their computer.

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- (c) A customer wishes to connect her tablet computer to a wireless network so she can order a t-shirt.

Explain **one** security feature of a wireless network which reduces the risk of unauthorised users gaining access to the data.

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- (d)* Time4Tee Limited is keen to increase the amount that customers spend when buying its t-shirts. As well as the new app and franchising, it is considering the following two options to help achieve an increase in customer spending:

Option 1 – cutting prices by 30% for the next three months

Option 2 – introducing a loyalty scheme where regular customers can receive a discount of up to 3% off all purchases.

Recommend which **one** of the above two options should be introduced to increase the money spent by customers. You should refer to **both** options in your answer.

END OF QUESTION PAPER

15

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A vertical column of 20 horizontal dotted lines for writing answers. The lines are evenly spaced and extend across the width of the page. A vertical line is positioned to the left of the first dotted line, creating a margin.



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