



GCSE

Business and Communication Systems

Unit **A267**: ICT skills for business communication systems

General Certificate of Secondary Education

Mark Scheme for June 2016

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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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

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Question			Answer	Mark	Guidance
Task 1					
	(a)	(i)	One mark for the correct deletion Sonny Ahmed's record	1	Mark only to be awarded if record is correctly deleted not the individual words.
	(a)	(ii)	One mark for the correct entry of each piece of correctly transcribed information in the correct fields. Beth, Kendal, 2 Bay View, Medway, ME7 9JK, 17 and older, Modern	7	Candidates must include the correct capital letters. They must include spaces for the postcode as shown.
	(a)	(iii)	One mark for correct editing Claire Watkins age category to 17 and older.	1	Do not accept any other variation of the age category.
	(a)	(iv)	One mark for the correct editing of Jamie Cole's address, Address 1 to be edited to 52 Main Street, Postcode edited to CT6 8WE.	1	1 mark for both items of information edited. Do not allow incorrect capitalisation.
	(a)	(v)	One mark for inserting the field name Twitter One mark for inserting the field name Twitter in the correct place One mark for correctly transcribing Twitter	3	The first two marks may be awarded if there are transcribing issues
	(a)	(vi)	One mark for sorting the field Surname in ascending order.	1	No mark for sorting into descending order or sorting incorrect field.
	(b)	(i)	One mark to be awarded for four correct fields used One mark to be awarded for the correct search criteria '12 to 16' One mark to be awarded for the correct search criteria 'street' One mark to be awarded for the correct naming of the query STREET.	4	Allow full marks if data is hidden, ensure correct names are displayed. Do not award first mark if extra fields are included.
	(b)	(ii)	One mark to be awarded for using the correct query One mark to be for correctly changing the title of the query to Street Dancers	2	NB: Instruction to print report omitted from question in error. Award <u>all</u> candidates 2 marks for this question. <i>If incorrect query is used but title correctly changed, award mark. Do not penalise for mistakes made previously in the query.</i>

Question	Answer	Mark	Guidance
(C)	<p>One mark for each of the following:</p> <ul style="list-style-type: none"> • Use of the letterhead template • Fully blocked style and open punctuation • Correct date in correct place • Correct unmerged salutation • Correct complimentary close • Correct sender's name and position • Evidence that the letter has been merged from the query Tap <p>Details to be included in body of letter:</p> <ul style="list-style-type: none"> • tap dancing lessons have changed from a Tuesday to a Thursday • the tap dancing class will still start at 7.00pm for one hour • There will also be a new Tap dancing teacher, her name is Lorraine and she has many years' experience <p>2 marks to be awarded for fully appropriate tone and style, including opening and closing sentence, letter uses a professional manner.</p> <p>1 mark to be awarded for general good style, may have a few errors that do not affect the professionalism of the letter</p> <p>0 marks for a list of points reproduced</p>	12	<ul style="list-style-type: none"> • Provided letterhead must be used, do not award for reproduction • Date must be either above address or below address (accept either), it must be in either of the following formats 20 June 2016, Monday 20 June 2016 or 20/06/2016 (accept 16) • Evidence of merge must be the letters printed to the 3 Tap dancers • Candidate does not get fully blocked style mark if they use the address block function • The Manager must be correctly transcribed

Question			Answer	Mark	Guidance
Task 2	(a)		<ul style="list-style-type: none"> Notice content (Date, time, formal meeting, location of the meeting, required participants) <p>Two marks if all items present, one mark for at least 3 items, no mark awarded for 2 or less items present.</p> <ul style="list-style-type: none"> Standard opening (Apologies, Minutes, Matters arising, correspondence) <p>Three marks if all items present, two marks for at least 3 items, one mark for 2 items present, no mark awarded for 1 or less items present.</p> <ul style="list-style-type: none"> Required, non fixed items <p>Two marks for all non fixed items accurately included. One mark if there is a maximum of two mistakes</p> <ul style="list-style-type: none"> Standard close (AOB, Details of next meeting) <p>Two marks if all items present, one mark for 1 item</p> <p>One mark for all items put in the correct order (allow if one item missing).</p>	10	all transcribing of non-fixed items must be correct including capitalization

Question			Answer	Mark	Guidance
	(b)	(i)	State and explain three features of DTP software which could be used by the dance studios to produce documents.	6	<p>Candidate can receive up to 3 marks for stating up to 3 features of DTP software:</p> <ul style="list-style-type: none"> • Wizards • Frames • Templates • Clip Art • Tabs • Word Art • Borders • Colour schemes • Layering • Text formatting • Mail merge • Spell check <p>They can receive a development mark for explaining/providing more information about the feature. Do not award marks for advantages of the feature, this must be a clear further explanation of the feature.</p> <ul style="list-style-type: none"> • Templates...these are ready made layouts for posters/leaflets etc. or they have the formatting and graphics already included... • Text formatting...allows you to change the format of text such as heading can be made bold <p>Candidate can receive the feature mark for explaining a feature when it is obvious they are not sure of the specific term but have explained what the feature is, up to 3 marks, they cannot receive development marks for this.</p>

Question			Answer	Mark	Guidance
		(ii)	Evaluate the usefulness of DTP for Diana when promoting the dance studios	6	<p>This question is marked in levels:</p> <p>Level 1: 1 – 4 (States relevant advantages and/or disadvantages of using DTP software)</p> <p>Level 2: 5 – 8 (Clearly analyses both benefits and drawbacks of using DTP software)</p> <p>Level 3 9 – 12 (Clearly analyses both benefits and drawbacks and fully evaluates the usefulness of the software to the business)</p> <p>Examples</p> <p>High quality documents can be produced (level 1), this will give potential/existing customers a better impression of the dance studio (level 2) it is likely that the better impression will result in more dancers joining the studio, this will result in more income for the allowing Diana to invest in new equipment.</p> <p>However, software can be expensive to buy (level 1) this means that money may not be available for other projects such as new dance training (level 2) the business may not have very high skilled staff due to lack of important training and customers may leave/not join (level 3)</p> <p>Little expertise required to use the software to a basic standard (level 1) this will mean time/money is not wasted on expensive training (level 2) therefore more professional documents can be created relatively cheaply and it is likely that this will result in more customers/business as people are impressed by the dance studio's image (level 3).</p>

Question	Answer	Mark	Guidance
			<p>However, the documents can sometime look unprofessional (level 1) the user may choose an unsuitable template/ overuse templates(level 2) which may have the opposite impact on the business and turn people off/lose potential customers if they think the documents look very unprofessional (level 3).</p> <p>Cheap to purchase the software compared to employing a design company (level 1) which although looks great will be expensive for this type of business and may not be a viable option (level 2), therefore, money saved may be able to spend on other projects such as developing staff, which could result in a more professional and successful business (Level 3)</p> <p>However, a high quality printer will need to be purchased (level 1) this will be an expensive item to purchase/ the ink needed to print will be a large expense (level 2), printing the documents may end up costing as much as using a design company who can print cheaply as they print in bulk and this cost and they may not get more business to cover this cost (level 3)</p> <p>No need to employ a designer/employ a design company (level 1) this will mean money is not spent on expensive advertising (level 2) which although looks great will be expensive for this small business and may not be a financial viable expensive for this small business (level 3).</p> <p>A high specification computer is needed to run the software / cost of upgrading/ maintenance (ongoing costs) (level 1) which may end up costing more than using a design company who can print in bulk (level 2) the costs may not outweigh the potential business and leave the business at a loss (level 3)</p>

Question			Answer	Mark	Guidance
					<p><i>Notes – this question is looking at how the use of DTP can be useful to the business, it is not looking at the features but what the company will be able to achieve with the software from a business perspective.</i></p> <p><i>This list is not exhaustive, allow other relevant answers, ensure when awarding level 3 marks that analyse the advantages and disadvantages are considered.</i></p> <p><i>Level 2 marks must link to analysis on the business</i></p>

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