OCR
Oxford Cambridge and RSA

GCSE

Business and Communication Systems

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

General Certificate of Secondary Education

Mark Scheme for June 2017

Annotations

Annotation	Meaning
BP	Blank Page – this annotation **must** be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.

Question			Answer	Mark	Guidance
Task 1					
	(a)	**(i)**	**One mark** for the correct deletion of The Hot and Spicy Pizza.	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 cells. **Angeli's Special, £6.20, £7.20, £8.20** **One mark** awarded for inserting at the top on the spreadsheet in row 2.	5	Candidates must include the correct capital letters.
	(a)	**(iii)**	**One mark** for correct editing the Meaty pizza to Meaty Mayhem.	1	Candidates must include the correct capital letters.
	(a)	**(iv)**	**One mark** for the correct editing of the small Margarita pizza to £4.50.	1	
	(b)	**(i)**	**One mark** to for correctly inserting the label Average into cell E1.	1	Candidates must include the correct capital letters.
	(b)	**(ii)**	**One mark** for using the correct formula =AVERAGE(B2:D2) **One mark** for replicating to all other relevant cells.	2	Accept other suitable workable formulas. Do not penalize on second mark if they have an incorrect formula, the mark is for the skill of replicating.

Question			Answer	Mark	Guidance
	(c)		**One mark** for the correct entry of each piece of correctly transcribed information in the correct cells. Mr L Rees, 3 London Road, Oxford, OX1 1TY	4	Must be correctly formatted including space in the post code.
	(d)	(i)	**One mark** for the correct formula =10*C3.	1	Accept other suitable workable formulas.
	(d)	(ii)	**One mark** to for correctly inserting the label Free Pizza into cell A18.	1	
	(d)	(iii)	**One mark** for =IF() **One mark** for B10>=50 **One mark** for "Yes", "No" eg =IF(B10>=50,"Yes","No")	3	
	(e)	(i)	**One mark** to be awarded for suitable use of the following features. (Maximum of three marks) • Editing fonts (bold/italic/underline/size) • Text control e.g. wrap text • Borders • Fill colour • Justification • Orientation	3	Allow up to 2 formatting text marks.

Question			Answer	Mark	Guidance
	(e)	(ii)	**One mark** awarded for printing spreadsheet on one landscape sheet. **One mark** awarded for printing in formula view.	2	Do not penalise if the content of each cell is not clear for formula view mark.
	(e)	(iii)	**One mark** awarded for printing spreadsheet on one landscape sheet in the normal view.	1	
	(f)		**One mark** for correct chart type. **One mark** for including just the correct data (pizza name and small price only). **One mark** for correct axis. **One mark** for suitable chart title. **One mark** awarded for printing on one sheet.	5	Only accept bar as in Excel, not column. Allow printing mark if chart is the sole item on a sheet, even if not printed as a full sheet.

Question			Answer/Indicative Content	Marks	Guidance
Task 2					
	(a)		**One mark** for each of the following: • Use of the letterhead template • Fully blocked style and open punctuation • Correct date in correct place • Correct salutation • Correct matching complimentary close • Correct sender's name Details to be included in body of letter: - a new pizza has been introduced to the menu called the Angeli's Special - the Hot and Spicy pizza has been discontinued - customers who spend £50 or more on pizzas in one month get a large pizza free with their next order. **2 marks** to be awarded for fully appropriate tone and style, including opening and closing sentence, letter uses a professional manner. **1 mark** to be awarded for general good style, may have a few errors that do not affect the professionalism of the letter.	11	

	(b)	**(i)**	**Master Pages –** - all the main features of the website are created in the master page, such as layout, colours, banners and fonts - they are then applied to all other pages which will mean they do not have to keep creating these things over and over again/will lead to a consistent looking website. **Templates –** - pre-prepared templates, with background, fonts, layout and images all ready for the user to edit to their own specification - allows the user to create professional looking websites with minimal effort/saves time creating all features from scratch. **Navigation bar wizard –** - helps the user to create a professional looking navigation bar complete with roll over facilities - no coding special skills needed/professional looking navigation bars ensure the professional look of the website.	6	One mark for stating feature (up to two), second mark for explaining feature, third mark for relating it to how it can help the user create a website. Accept other plausible features.

(b)	**(ii)**	This question is marked in levels. **Level 1 (1 – 4 marks)** States relevant advantages and/or disadvantages of using web design software. **Level 2 (5 – 8 marks)** Clearly analyses both benefits and/or drawbacks of using web design software. **Level 3 (9 – 12 marks)** Clearly analyses both benefits and drawbacks and fully evaluates the usefulness of the software to the business. **Examples** A high quality website can be produced (level 1), this will give potential/existing customers a better impression of the pizza restaurant (level 2) it is likely that the better impression will result in more customers purchasing pizza, this will result in more income allowing Nino to invest in new equipment. However, software can be expensive to buy (level 1) this means that money may not be available for other projects such as new pizza ovens (level 2) the business may not have very high skilled staff due to lack of important training and customers may think the business looks unprofessional and choose not to buy pizza (level 3).	12	

| | | | 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 websites can be created relatively cheaply and it is likely that this will result in more customers/business as people are impressed by the pizza restaurant's image (level 3).

However, the websites can sometimes look unprofessional (level 1) the user may choose an unsuitable template/ over-use templates(level 2) which may have the opposite impact on the business and turn people off/lose potential customers if they think the web site looks unprofessional. | | |

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