

Mark Scheme for January 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.

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

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Question			Answer	Marks	Guidance
1			<p>Task</p> <p>Produce profit and loss accounts</p> <p>Manufacture inflatable boats</p> <p>Display a new product to a boating conference</p> <p>Produce the customer catalogue</p> <p>Write and mail-merge publicity materials</p>	5	
			<p>Software</p> <p>CAM</p> <p>Desktop publishing (DTP)</p> <p>Presentation software</p> <p>Spreadsheet</p> <p>Word Processing</p>		
2			<p>Two from eg:</p> <ul style="list-style-type: none"> • (Attachment to an) email • Shared area on a network • Cloud technology eg 'posting to a shared website area/using a web utility, yousendit, dropbox etc.' • Removable storage <u>and post it</u> 	2	

Question			Answer	Marks	Guidance
3			Two from: eg <ul style="list-style-type: none"> • (Open source software) is free to download (1) so no cost involved (1) • Flexibility/customisability (1) can be modified to suit the user (1) • Many open source applications run on multiple platforms □(1) so both PC and MAC users are supported (1) • Large number of people writing plugins (1) so updated regularly (1). 	4	
4	(a)	(i)	Two from: eg: <ul style="list-style-type: none"> • email • VoIP eg. Skype • SMS • Video call eg. FaceTime 	2	Do not allow video conferencing
		(ii)	Two from: eg <ul style="list-style-type: none"> • blog • YouTube • Q and A • Website/online catalogue • digital TV. 	2	
		(iii)	Two from: eg <ul style="list-style-type: none"> • Twitter • Facebook • Web forum • Blogs • website. 	2	

Question			Answer	Marks	Guidance
4	(b)		<p>Two from: eg</p> <ul style="list-style-type: none">• Do not give out personal details/use only the official company email address (1) to prevent customers tracking individuals. (1)• Use a secure password (1) to ensure the security of confidential documents (1)• Install Anti-Virus Software (1) to prevent infection with a Trojan/virus (1)• Use a password on confidential documents you email (1) so that if they are sent to the wrong person they are safe (1)• Use a firewall (1) to stop unwanted internet access to your computer. (1)	4	

Question	Answer	Marks	Guidance
5	<p>Benefits:</p> <p>eg</p> <ul style="list-style-type: none"> Boats complicated need to constantly modify design Can test designs before manufacture Global business collaborative working Use of 3D modelling to assess design Can be full size No need for paper designs that can be lost Accuracy Stored electronically <p>Limitations:</p> <p>eg</p> <ul style="list-style-type: none"> Software expensive Difficult to track changes with many designers working at the same time Security of design/copyright issues Expensive specialist hardware 	8	<p>Level 3 (7–8 marks) Candidates will address both benefits and limitations of using CAD for boat design. They will demonstrate a good understanding of CAD systems. There may be relevant examples of the use in boat design. Information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 2 (4–6 marks) Candidates will describe benefit(s) and limitation(s) of using CAD for boat design. They will demonstrate an understanding of CAD systems. Information will be, for the most part, relevant, and presented in a structured format. Specialist terms will be used correctly and, for the most part, appropriately. There may be occasional errors in grammar, punctuation and spelling.</p> <p>Level 1 (1–3 marks) Candidates will only address some aspects of the use of CAD for boat design. Examples, if used, may lack relevance. Answers may be in the form of a list. There may be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>
6	<p>Three from:</p> <p>eg</p> <ul style="list-style-type: none"> Produce a Gantt chart Allocate resources Calculate costs Calculate time Produce a critical path 	3	

Question	Answer	Marks	Guidance
7	<p>Points may include: Advantages: eg.</p> <ul style="list-style-type: none"> • Holds significant amounts of information • Collective expertise from many experts • Encourages clarity in framing questions • Immediate, round the clock, access • Consistent advice • Can be accessed by more than one user at a time <p>Disadvantages: eg.</p> <ul style="list-style-type: none"> • Only as good as the data and inference engine • Costly to develop • Needs regular updating • Can only make suggestions • Can only answer questions in database • Cannot be creative or innovative as a human expert might be • Can only answer the questions it is asked and not 'read between the lines' 	8	<p>Level 3 (7–8 marks) Candidates will address both advantages and disadvantages of using expert systems rather than human expertise in boat design. They will demonstrate a good understanding of expert systems. Information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 2 (4–6 marks) Candidates will address both advantage(s) and disadvantage(s) of using expert systems in boat design. Information will be, for the most part, relevant, and presented in a structured format. Specialist terms will be used correctly and, for the most part, appropriately. There may be occasional errors in grammar, punctuation and spelling.</p> <p>Level 1 (1–3 marks) Candidates may only address some aspects of the use of expert systems. Examples, if used, may lack relevance. Answers may be in the form of a list. There may be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>
8	(a)	4	
			<p>Four from: eg</p> <ul style="list-style-type: none"> • login link • images of product • text details of what is for sale • drop down for how many you want to order • shopping basket/checkout • running total spend • postage information • language option.

Question			Answer	Marks	Guidance
	(b)		<p>Two marks for valid advantage and expansion, two marks for valid disadvantage and expansion.</p> <p>Advantage eg</p> <ul style="list-style-type: none"> • Web based translator is often free (1) so costs for company are reduced (1) • Can translate on demand (1) without having to wait for a specialist translator (1) • Can translate into many different languages (1) so you don't have to have a lot of different specialist staff (1) <p>Disadvantage eg</p> <ul style="list-style-type: none"> • Web based translator is often inaccurate (1) often translate just the words, not the context (1) 	4	

Question			Answer	Marks	Guidance
	(c)	(i)	<ul style="list-style-type: none"> • TO identifies the main recipient • CC is (a carbon or circulation) <u>copy sent to another recipient</u> • BCC is (a blind carbon or circulation) <u>copy sent to a recipient who is not identified to the other recipients</u> 	3	
		(ii)	eg <ul style="list-style-type: none"> • the managing director may not want to make their email available to other recipients 	1	
9			Four from: eg <ul style="list-style-type: none"> • A large amount of RAM/greater than 4Gb RAM (1) They would need a good amount of RAM to use CAD/multitasking/video (1) • High performance processor (1) Rendering can take a very long time if the computer cannot handle the data in a fast way (1) • Large/1Tb or larger Disk Size (1) CAD drawings/images/video are very large so they would need a large hard drive. • Large display (1) The designer would need to have lots of windows open at the same time. (1) • High resolution screen (1) Details on things like drawings need to be clear (1) • Video/Web camera (1) Needed to take part in video conferences (1) • Keyboard (1) so they can input data (1) 	8	

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