



GCSE

ICT

Unit **B063/02**: ICT in Context

General Certificate of Secondary Education

Mark Scheme for June 2015

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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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1. Annotations

Annotation	Meaning
	Benefit of doubt
	Cross
	Follow through
	Not answered question
	Benefit of doubt not given
	Point being made
	Repeat
	Slash
	Tick
	Too vague
L1 L2 L3	Level indicators for banded response questions
	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.

2. Subject-specific marking instructions

All answers must be appropriate to the context of OCER Theatre.

Question			Answer	Mark	Guidance
1					
			Description	Item	
			A device used to produce paper versions of theatre tickets.	C	
			A device used in the ticket kiosk when paying with a credit or debit card.	A	
			A device used to read the codes on tickets.	D	
			A system for analysing ticket sales.	B	
			Software to produce video clips of theatre shows.	E	
			[4]		

Question			Answer	Marks	Guidance																				
2	a		<p>One mark per feature (max 2) one mark per use (max 2)</p> <p>e.g.</p> <table><tr><th>Feature</th><th>Use</th></tr><tr><td>Share button</td><td>To share with friends</td></tr><tr><td>Twitter® feed</td><td>To get updates on shows</td></tr><tr><td>Blog</td><td>To read articles on shows</td></tr><tr><td>Forum</td><td>To discuss shows</td></tr><tr><td>Comments</td><td>To give feedback to theatre</td></tr><tr><td>Search</td><td>Searching the theatre web site</td></tr><tr><td>(Embedded) Videos</td><td>To see clips about shows</td></tr><tr><td>(Embedded) Sound</td><td>To listen to clips about shows</td></tr><tr><td>(Online) forms</td><td>To sign up for show news (or similar)</td></tr></table>	Feature	Use	Share button	To share with friends	Twitter® feed	To get updates on shows	Blog	To read articles on shows	Forum	To discuss shows	Comments	To give feedback to theatre	Search	Searching the theatre web site	(Embedded) Videos	To see clips about shows	(Embedded) Sound	To listen to clips about shows	(Online) forms	To sign up for show news (or similar)	[4]	<p>Any web 2.0 feature is acceptable for first mark. 2nd mark must be related to OCER Theatre</p> <p>Social networking is too vague on its own</p> <p>If feature is implied with the expansion, then 1 mark</p>
Feature	Use																								
Share button	To share with friends																								
Twitter® feed	To get updates on shows																								
Blog	To read articles on shows																								
Forum	To discuss shows																								
Comments	To give feedback to theatre																								
Search	Searching the theatre web site																								
(Embedded) Videos	To see clips about shows																								
(Embedded) Sound	To listen to clips about shows																								
(Online) forms	To sign up for show news (or similar)																								
	b		<p>One mark for drawback, one mark for reason.</p> <p>e.g.</p> <ul style="list-style-type: none">• Content needs to be checked (1) to make sure nothing inappropriate is posted (1)• Negative comments/reviews (1) may lead to fewer people visiting theatre	[2]	<p>Must be a drawback for OCER Theatre and NOT customers</p> <p>Do not accept answers relating to the cost of setting up web site. Running costs are acceptable if suitably justified.</p>																				
3	a		<p>One mark per reason, Max 2</p> <p>e.g.</p> <ul style="list-style-type: none">• Can easily choose seats• Quicker <u>to get tickets</u>/queues may be shorter• Do not have to interact with staff• Like using the technology• Can watch clips of show	[2]																					

Question			Answer	Marks	Guidance
	b		<p>One mark per point (max 2) one mark per expansion (max 2)</p> <p>e.g.</p> <ul style="list-style-type: none"> • People might just view videos (1) so might be long queues (1) • Equipment breakdown (1) could lead to angry customers (1) • Specialist hardware/software needed (1) which will increase cost to purchase (1) • Poor security (1) could allow stolen cards to be used to buy tickets (1) OCER • May not know how to use(1) so staff needed to assist(1) 	[4]	<p>Disadvantages must be for OCER Theatre</p> <p>Points may be disadvantages to customers if qualified with a suitable expansion for OCER Theatre.</p>
4			<p>Up to 4 marks</p> <p>Points may include:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Identification of tasks • Allocation of time to tasks • Allocation of resources/Distribution to team • Production of Gantt/Pert chart • Tracking of progress • Production of critical path 	[4]	<p>Read the whole answer and mark to the candidate's advantage. Max 3 for a list of points with no expansion.</p>
5	a		<p>One mark per valid piece of information, Max 3.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Surname (1) • First name (1) • Street Address (1) • Town (1) • Post Code (1) • Quantity of tickets ordered (1) • Show time (1) • CustomerID (1) 	[3]	<p>Accept Name (1) but then no credit for Surname/First name)</p> <p>Address (1) but then no credit for street address, town</p> <p>Personal/bank/card/show details are too vague</p>

Question			Answer	Marks	Guidance
	b		<p>Two marks per description, Max 4 eg</p> <p>Query Search criteria added (1) to create lists (1) of eg ticket sales/seats sold (1)</p> <p>Report Ticket could be designed (1) and printed based on query (1) Ticket sales query (1) used to print information for manager (1)</p>	[4]	
	c		<p>Two marks for advantage, two marks for disadvantage. Max 4 eg</p> <p>Advantage</p> <ul style="list-style-type: none"> • Only need to enter data once (1) so quicker to purchase next visit (1) • Can choose to receive information/can get updates from theatre (1) so kept up to date with future events (1) • Get special offers/recommendations from theatre (1) based on preferences (1) <p>Disadvantage</p> <ul style="list-style-type: none"> • Personal data stored by theatre (1) which may not have suitable security (1) • Data could be lost/stolen/sold (1) which could lead to identity theft (1) • Time consuming (1) if only going to the theatre once (1) • May receive junk mail/spam (1) if they forget to opt out/can cause irritation (1) 	[4]	Must be advantages/disadvantages to the customer NOT the OCER Theatre

Question			Answer	Marks	Guidance	
					Content	Levels of response
6			<p>Points may cover some of the following:-</p> <p>Advantages</p> <p>Tickets can be printed immediately/at a convenient time Can book from anywhere Novelty factor may mean more sales Customers don't need to queue Don't need sales staff all the time Reduced printing/postage costs Don't need to wait for tickets to arrive</p> <p>Disadvantages</p> <p>Printer required at home Poor prints may mean ticket not usable Cost to purchase/maintain/operate Issues if it goes wrong Additional costs for customer</p>	[8]		<p>Level 3 (7-8 marks) Candidates will provide detailed well developed explanations of the advantage(s) and disadvantage(s) of printing tickets at home for both OCER Theatre and customers. The 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 explain advantage(s) and disadvantage(s) for printing tickets at home. The answer may focus on OCER Theatre or customers. At the bottom of the mark band, a single advantage or disadvantage may be explained. For the most part, the information will be relevant and presented in a structured and coherent format. Specialist terms will be used appropriately and for the most part correctly. There may be occasional errors in grammar, punctuation and spelling</p> <p>Level 1 (1-3 marks) The answer may be a list of points or a weak description of the advantage(s) or disadvantage(s) of printing tickets at home. There may be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>

Question			Answer	Marks	Guidance
7	a		e.g. Copyright (designs and patents act)	[1]	Other appropriate legislation should be marked as correct.
	b		Two marks per description. Max 4 e.g. <ul style="list-style-type: none"> • Text <u>frames</u> (1) to put in text (1) • Picture <u>frames</u> (1) to put in pictures(1) • Move items (1) to position accurately on page (1) • Print layout (1) shows what page will look like (1) • Mail merge (1) to add data to tickets (1) • Templates (1) for consistent layout (1) • Page size (1) for different publications (1) 	[4]	Must be features of DTP software, not items to put on the page.
	c	i	Two marks for complete explanation. e.g. <ul style="list-style-type: none"> • wouldn't be suitable for printing on traditional printer (1) because posters are too big (1) • Large format printers are expensive to buy (1) the cost not justifiable for small theatre (1) 	[2]	
	c	ii	Two marks for a complete description. e.g. <ul style="list-style-type: none"> • file saved and attached (1) and sent by email (1) • uploaded to cloud storage (1) and link provided (1) • copied to cd/flash drive (1) and sent via post (1) 	[2]	

Question			Answer	Marks	Guidance	
					Content	Levels of response
8			<p>Points may include:-</p> <p>Advantages</p> <ul style="list-style-type: none"> • Integration between features • Management reports • Ability to see real time ticket sales • Online/in-person integration • Marketing <p>Disadvantages</p> <ul style="list-style-type: none"> • Reliance on one company • Non standard software, additional training needed • Cost to purchase package 	[8]		<p>Level 3 (7-8 marks) Candidates will provide detailed and well-developed answers considering different viewpoints. (e.g. advantages/disadvantages, benefits/drawbacks, OCER Theatre/customer) 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 provide detailed answers from a single viewpoint. (e.g. advantages or disadvantages, benefits or drawbacks, OCER Theatre or customer) Or Candidates will explain/describe factors in less detail from different viewpoints.</p> <p>For the most part, the information will be relevant and presented in a structured and coherent format. Specialist terms will be used appropriately and for the most part correctly. There may be occasional errors in grammar, punctuation and spelling</p> <p>Level 1 (1-3 marks) The answer may be a list of points or a weak description of the factor(s) affecting the purchase of integrated box office software.</p> <p>There may be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>

Question			Answer	Marks	Guidance
9			<p>Two marks per complete explanation. Max 4 e.g.</p> <ul style="list-style-type: none"> • Customers can scan codes (1) and get updated information about shows (1) • Tickets can be scanned by computer/handheld device (1) so theatre knows who has arrived (1) • Helps to reduce forged tickets (1) as ticket can be checked with the database (1) • Could include extra marketing information in code (1) which can be scanned by customers(1) • Customers could scan themselves in (1) to save staffing costs for the theatre (1) • Location of scan can be recorded (1) to give more information to the theatre (1) 	[4]	
			Total	[60]	

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