GCE

Mark Scheme for January 2012

Annotations

Annotation	Meaning
^	Something vital to the mark point has been omitted.
BOD	Benefit of the doubt given.
NBOD	Benefit of the doubt **not** given.
CON	Candidate contradicts him/herself.
NAQ	Candidate has not answered the question as set.
MTP	Candidate has missed the point of the question.
W	Candidate is working towards a mark but has not given enough to receive credit at this point.
NE	Not enough for the candidate to receive credit.
TV	Answer is too vague to receive credit.
FTC	Follow-through credit. When an earlier wrong answer has been penalised, this may be used to show that credit can now be given to a part of the script which depends on that earlier wrong answer. This avoids penalising a candidate twice for the same error, but **should only be used where specified by the PE**.
MAX	Shows that the maximum number of marks for a part-question or question has been awarded (even though the answer may contain further correct points).
R	The point repeats one already awarded credit.
JE	Candidate has *just* given enough to be awarded a mark.

Subject-specific Marking Instructions

There are 100 marks available for this test. They are allocated as follows:

- Tasks 2 and 3   30
- Section A of the test paper   50
- Section B of the test paper   20

Task 2			Answer	Marks	Guidance
			1 mark each for boxes labelled • Customer • Admin <u>assistant</u> • Outlet Manager • Contract clerk • Driver co-ordinator • Driver plus labelled arrows to show the following information flows (1 mark each) and methods (1 mark each) Max 15 marks. Note: • Arrows should only be awarded points if they are drawn to and from the correct boxes. • Marks may be awarded for unconventional diagrams provided they isolate the senders and receivers of information. • Do not award marks for flow diagrams or series of text boxes linked by arrows. • Marks cannot be awarded for 'How' if the information is not identified/is incorrect but can be awarded if information is essentially correct but vague or incomplete. • Labels should not be awarded marks if they are contained within the description of a process. • If lines cross, mark labels as long as it is clear where each arrow goes • Marks should only be awarded for labels that can be unambiguously linked to a single arrow.	15	

Question	Answer	Marks	Guidance
			Accept 'appointment details'

Task 3			Answer	Marks	Guidance	
					Content	**Levels of response**
			AO4 is assessed through this task. **AO4 Marks / Guidance table** **3** — A strength in the method(s) used identified with either a weakness or suggestions for improving own performance. **2** — A strength _or_ a weakness in the method(s) used identified. **1** — Some comment made on the method(s) used. The quality of written communication is assessed through this task. Answers may include: **facilities** • secure website to take customer details and payments • a searchable online catalogue of cars available • interactive booking form for customers to complete • display quotation for cost of car hire that customer can accept, amend or cancel • interactive maps and direction finding to chosen outlet **benefits** • customers can make bookings 24/7 • customers can find out exactly which cars are available	12	Annotation: • CS – response has been applied to case study • F - facilities • B – identifies benefit • L – identifies limitation • cu – to customer • co – to company • E – identifies expansions/explanations Need facilities for M or higher	Tiered response based on: **H 9-12** Candidates will show a clear understanding of the task and include explanations of the facilities offered by an online booking system **and** both positive and negative impacts of the system on both the company and its customers. Examples are clearly applied to Pounds Car Hire and its customers. The information will be presented in a structured and coherent form. There will be few if any errors in spelling, grammar and punctuation. Any technical terms will be used appropriately and correctly. **M 5-8** Candidates will show some understanding of the task and include **some** explanations of the facilities offered by an online booking system **and** positive and negative impacts of the system on the company and its customers. Their evaluation may be one-sided. Some examples are applied to Pounds Car Hire and its customers.

Task 3			Answer	Marks	Guidance	
					Content	**Levels of response**
			• visitors from overseas / other parts of the country can make bookings more easily / before leaving home • customers can compare costs with other car hire companies • less booking clerks may be needed • easier for company to compete with other car hire companies • website will feature prominently on search results screen • customers can find their chosen outlet easily • less telephone calls to ask directions • increased traffic if register the website as a sponsored site with large search engines / car hire comparison sites **limitations** • customers may input incorrect/inaccurate details • customers may prefer to discuss their requirements with a person • need to employ someone to design and implement the additional website features • staff needed to maintain and update website • registering with search engines may be costly • by searching customers are offered a wider choice of suppliers and may choose a competitor			The information will be presented in a structured format. There may be occasional errors in spelling, grammar and punctuation. Any technical terms will be mainly correct. **L 0-4** Candidates will demonstrate a limited understanding of the task. Information may be a list of points, with little or no explanations or application to Pounds Car Hire. Information will be poorly expressed and there will be limited, if any, use of technical terms. Errors of grammar, punctuation and spelling may be intrusive.

Section A

Question			Answer	Marks	Guidance

1			Any **two** of
			• receptionist (1) plus **two** of
			   − greet customers picking up hire car
			   − check customers' details / amend bookings
			   − identify car assigned
			   − print out hire agreement form
			   − complete paperwork
			   − call yard supervisor
			   − direct customer to car
			   − key in booking number (to look up booking details)
			   − enter details (name, date of birth, driving license number) <u>of additional drivers</u>
			• booking <u>clerk</u> (1) plus **two** of
			   − take bookings from customers
			   − enter details into booking system or **one** of
			      − enter customer details
			      − enter details of booking
			      − select extras using radio buttons
			   − check availability of type of car required
			   − checks through details entered with customer
			   − initiate calculation
			   − enter credit card details
			   − tells customer booking number
			• admin <u>assistant</u> (1) plus **two** of
			   − carry out standard office procedures / producing/sending correspondence / dealing with correspondence received
			   − accesses booking system to print invoice
			   − posts invoice to customer
			   − arranges for final hire cost to be deducted from customer's credit card
			   − takes telephone calls from chauffeur-driven hire customers
			   − arranges appointment
			   − maintain staff rota
			1 mark for job role plus 1 mark per point to max 2 for matching tasks
				6	Accept database

Question			Answer	Marks	Guidance
2			A description that includes • supervises full-time drivers • contacts HR when <u>additional</u> drivers needed • accesses details of bookings from database • assigns a driver to each car booked • gives instructions to drivers • reports to Operations Director 1 mark per point to max of 4	4	

Question			Answer	Marks	Guidance
3	(a)	(i)	Any **one** of • car manufacturer • wholesale motor factor	1	Do not accept general office supplies
		(ii)	**One** of (to match answer in 3 a) (i)) • Operations Director (car manufacturer) • warehouse manager / finance department (wholesale motor factor)	1	Answer must match answer given in Q.3 (a)(i) but can award (ii) and (iii) if (i) too vague for credit but clearly refers to one of the suppliers listed
		(iii)	To match answer in 3 a) (i) **(car manufacturer)** Any **two** from • Operations Director negotiates price with sales representative • Operations Director signs contract • contract usually for a year but can be longer • order placed by Operations Director twice a year **Plus** • number and models of cars required 1 mark per point to max of 3 **(wholesale motor factor)** Up to **two** from • warehouse manager places order • by post once a month • motor factor posts invoice to finance department **Plus** up to **two** from • items and quantities required • cost of items and payment due 1 mark per point to max of 3	3	Answer must match answer given in Q.3 (a)(i)

Question			Answer	Marks	Guidance
(b)	(i)		Any **one** of • advertising agency • car auction company	1	
		(ii)	**One** of (to match answer in 3 b) (i)) • Sales and Marketing Director (advertising agency) • workshop manager / Operations Director (car auction company)	1	Answer must match answer given in Q.3 (b)(i) but can award (ii) and (iii) if (i) too vague for credit but clearly refers to one of the suppliers listed
		(iii)	To match answer in 3 b) (i) **(advertising agency)** Any **two** from • Sales and Marketing Director negotiates contract with the agency • Sales and Marketing Director holds regular meetings with agency directors • discuss PCH's advertising requirements **Plus** • services required and costs 1 mark per point to max of 3 **(car auction company)** Up to **two** from • company telephoned by workshop manager • tells them how many cars to be sold • percentage negotiated annually with Operations Director **Plus** up to **two** from • when they will be available • make, model, colour, mileage 1 mark per point to max of 3	3	Answer must match answer given in Q.3 (b)(i)

Question			Answer	Marks	Guidance
4	(a)		• spreadsheet	1	
	(b)		• mileage • date received / last serviced 1 mark each	2	
	(c)		report (1st) **plus** a description that includes any **two** of: • showing selected cars / cars due for servicing • their location • date they are to be serviced 1 mark per point to max of 2	3	
	(d)		Any **four** of: <u>Select</u> cars where mileage more that 10,000 Or period more than 10 months Since bought or last serviced <u>Sort</u> selected cars in order of closeness to service deadline with closest at top of list <u>Allocate</u> first six cars to first available service date <u>Allocate</u> next six cars to next available service date Repeat until all cars allocated a service date	4	

Question			Answer	Marks	Guidance
5		(i)	Any **one** of • <u>two</u> workstations (1st) on the front desk (1) linked to (outlet) LAN (1) • <u>dot matrix</u> printer (1st) to print on multiple part stationery (1) • <u>networked/laser</u> printer (1st) can be used from both workstations (1) • router (1st) provides a broadband connection to the internet (1) can be used from both workstations (1) up to 2 marks per point to max of 2	2	
		(ii)	Any **one** of • <u>booking</u> system (1st) stored on server (1) can be accessed by all outlet staff (1) only booking clerks can enter new bookings (1) receptionist / yard supervisor can amend bookings (1) • standard office applications (1st) stored on (outlet) server (1) up to 2 marks per point to max of 2	2	
		(iii)	Any **one** of • booking number (1st) keyed in by receptionist (1) • confirmation that driving licence / credit card checked (1st) using check box (1) • name / date of birth / driving licence number <u>of additional drivers</u> (1st) entered by receptionist (1) up to 2 mark per point to max of 2	2	
		(iv)	• booking details looked up (1st) when booking number entered (1) and displayed on screen (1) up to 2 marks	2	
		(v)	Any **one** of • hire agreement (1st) printed on 3-part stationery (1) for customer to sign (1) • booking details (1st) displayed on screen (1) up to 2 marks	2	

Question			Answer	Marks	Guidance
6	(a)		Any **two** of • appoint a data controller (1st) who determines how and for what purpose data will be used (1) • apply to the Information (Data Protection) Commissioner (1st) to be added to the register (1) • put security measures in place (1st) to protect the personal data (1) • check accuracy of data (1) and update if necessary (1) • delete data (1st) that is no longer required (1) Up to 2 marks per point to max of 4 NB: Actions are required, **not** a statement of the 8 principles	4	
	(b)		Any **one** possible impact explained eg • customers / staff will feel confident about providing personal information (1) because they have rights as data subjects (1) • customers will not receive marketing material (1) if they have indicated that they do not want to (1) • staff may feel restricted / that tasks take longer (1) because of security measures in place (1) Up to 2 marks each to max of 2	2	
	(c)		Any **two** possible impacts explained eg • possible additional costs (1) because of security systems required (1) • additional legal responsibilities on data controller (1) because they determine how data is used (1) • threat of legal action / fines (1) because data subjects can sue the company if their rights are not met (1) • processes may be more complex (1) because of need to check data regularly (1) Up to 2 marks each to max of 4	4	

Section B

Question			Answer	Marks	Guidance
7	(a)		retailer sells <u>to the general public</u> (1) wholesaler sells to other organisations / retailers (1) Max 2	2	Accept customer/individuals or similar for general public. Accept other valid differences.

	(b)		Any **one** of:
			• purchase order (1st) plus description including **two** of eg
			   − list of items required and quantity of each
			   − name and address of sports shop
			   − delivery address, if different
			   − purchase order number and date of order
			• invoice (1st) plus description including **two** of eg
			   − list of items purchased and quantity of each
			   − name and address of sports shop
			   − name and address of wholesaler
			   − invoice number and date of invoice
			   − unit prices and item totals
			   − total amount due (without and with VAT)
			• delivery note (1st) plus description including **two** of eg
			   − list of items delivered and quantity of each
			   − name and address of sports shop
			   − name and address of wholesaler
			   − delivery reference number and despatch date
			Max 3
				3	Do not accept a list of individual items as a description.
					Allow some 'mix and match', eg for invoice, 'includes quantity and costs of goods supplied'.

Question			Answer	Marks	Guidance
8	(a)		Any **two** of • date of course attended / date of qualification • name of course attended • qualifications obtained / level • particular skills 1 mark each to max of 2	2	
	(b)		eg • ensures appropriate training is provided (1) on a regular basis (1) to keep skills updated (1) • ensure all employees get their fair share of training (1) • ensures employees' professional development (1) that meet the needs of the company (1) to enable them to fill a job vacancy/to gain promotion (1) 1 mark per point to max 3	3	Must relate to training **plans.**
9	(a)		manufacturing	1	Accept a specific example eg car manufacturing, but not named company.
	(b)		make products from parts/raw materials / for sale	1	
	(c)		eg used to carry out particular tasks on a production line (1) now more involved with maintaining systems / programming / checking the quality (1) Max 2	2	

Question			Answer	Marks	Guidance	
					Content	**Levels of response**
	(d)		The answer may include: • reduction in manufacturing jobs because more products being made by automated systems • increase in technical jobs because people are needed to program and maintain machines • growth of new services / ICT training because people need to be trained / re-trained to gain ICT skills • disappearance of unskilled and manual jobs due to increased ICT and automation • new jobs require higher skill levels so people require training to fill them • harder for those without training/qualifications to gain employment	6	Ensure only responses related to **employment patterns** are credited.	**H 5-6** Candidates will show a clear understanding of the question and include a detailed and balanced discussion of both positive and negative impacts of the increased use of ICT and automated systems on employment patterns. **M 3-4** Candidates will show some understanding of the question and include a discussion of both positive and negative impacts of the increased use of ICT and automated systems on employment patterns. Their discussion lacks detail and may be one-sided. **L 0-2** Candidates will show limited understanding of the question and include a description of some impacts of the increased use of ICT and automated systems on employment patterns.

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