

GCSE

Business and Communication Systems

General Certificate of Secondary Education GCSE 1950

Mark Schemes for the Components

June 2006

1950/MS/R/06

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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.

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MARK SCHEMES FOR THE UNITS

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Mark Scheme 1950/01 June 2006

These answers indicate a range of responses that might be expected and how marks can be awarded. Marks should be awarded for appropriate alternative answers put forward by the candidate

Awarding Marks for quality of Written Communication

0 marks: Candidate fails to communicate meaning through written medium.
 1 mark: Poor standard of written communication. Answers are difficult to interpret. Frequent errors of spelling, punctuation or grammar.

2 marks: Good standard of written communication. Few errors of spelling,

punctuation or grammar.

3 marks: High standard of written communication. No obvious errors in spelling,

punctuation or grammar.

Question	Maximum	Possible answers	Mark allocation
Number	marks		
1 (a)	2	Word processor Desk Top Publisher Spreadsheet	1 mark for each of two appropriate software types. DO NOT reward brand names eg Word, Publisher.
1 (b)	3	 "\$' instead of '£' "Series 1' Height of 'Special offers' bar 	mark for each of three correctly circled errors. Circles must be unambiguous
1 (c)	3	Actions include: Connect to e-mail software Connect to Internet Insert address(es) Select 'Add attachment' Locate and add attachment Select send Reward other relevant actions.	1 mark for each of three relevant actions.
1 (d)	1	Spreadsheet or database	1 mark for an appropriate software type. Do NOT reward brand names eg Excel, Access.
			Total marks for question 1: 9 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
2 (a)	2	Automatic ordering of products Fewer buyers needed Lower business costs Less chance of being out of stock Wider choice of available products Reward other relevant benefits.	1 mark for each of two relevant benefits.
2 (b) (i)	2	No need to visit a shop Can order even if a long distance from a branch Home delivery Can order when shop is closed. Reward other relevant benefits.	1 mark for each of two relevant benefits.
2 (b) (ii)	2	 Data is 'scrambled' before transmission Data is 'unscrambled' by the recipient's computer This will only work of both parties use compatible encryption software 	1 mark for each of two valid points, or 1 mark for identification plus 1 mark for development.
2 (b) (iii)	2	 'https' (in the address bar) 'padlock' symbol (in the status bar)	1 mark for identifying each of two valid points.

2 (c)	2	Principles benefits include: Personal data shall be processed fairly and	1 mark for each of two correct principles.
		 lawfully. Personal data shall be obtained only for one or more specified and lawful purposes. 	
		 Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed. Personal data shall be accurate and, where necessary, kept up to date. 	
		Personal data processed for any purpose or purposes shall not be kept for longer than is necessary.	
		 Personal data shall be processed in accordance with the rights of data subjects under this Act. Appropriate technical and 	
		organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss, destruction or damage to personal data. • Personal data shall not be	
		transferred to a country or territory outside the European Economic Area.	
			Total marks for question 2: 10 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
3 (a)	8	The letter should contain the following items: Today's date Customers name and address (correctly transcribed) An appropriate salutation and complimentary close (both for 1 mark) Correct (yes) answer to the first question Correct (no) answer to the second question Correct (no) answer to the third question Details of the website given (website address is correctly transcribed) I mark for appropriate letter structure Marks should only be awarded where the candidate has attempted to put the required items into a business letter. An answer which merely copies the information given in the stimulus should be awarded no marks for content.	1 mark for each of eight correct items.
3 b (i)	2	 Methods include: Telephone Fax Text message E-mail Do not accept other formats eg poster, leaflet etc. 	1 mark for each of two appropriate methods
3 (b) (i)	2	Possible answers include: Benefits: Quick reply Informal No need for permanent record	1 mark for a valid benefit and 1 mark for a valid drawback

			1
Question	Maximum	Disadvantages: May need to keep phoning (telephone) Cost to recipient (fax) Lack of space for detail (text message) Lack of permanent copy of message (telephone, text message) Reward other valid answers.	Mark allocation
Question	waximum	Possible answers	Mark allocation
Number	marks		
3 (c)	3	Advantages include: Content can be checked Tone can be checked Layout can be checked To ensure quality of communications Disadvantages include: Cost of her time Time delay in posting replies May not spot all mistakes Reward other relevant answers.	1 mark per point to a maximum of 3. Allow marks for development of a single point. Allow 'one-sided' answers.
3 (d) (i)	3	 Physical space needed Cost of filing cabinets Time taken to file letters and retrieve letters Paper may become damaged over time Reward other valid drawbacks. 	1 mark for each of three valid drawbacks.
3 (d) (ii)	3	Methods include: Alphabetical, date order, geographical order etc. Reasons include: So the most recent letters are	1 mark for a valid method and up to two marks for an appropriate explanation.

3 (e)	2	the easiest to find To retrieve letters quickly To enable different staff to be responsible for customers in a particular location Reward other valid answers. Issues include:	1 mark for each of two
		 Access to and privacy of information Extra employment created Cost of producing paper Damage to the environment Loss of trees Need to deal with waste paper Reward other valid drawbacks. Do not accept statements that merely name legal acts.	valid issues.
			Total marks for question 3: 23 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
4 (a)	1	Access to the network is restricted Less risk of unauthorised access (hackers) Network use can be monitored Reward other valid benefits.	1 mark for a valid benefit.
4 (b)	2	Easy to remember Could be more than one fsmith Easier to hack into network as only a password need to 'stolen' Increased risk of unauthorised access to the network Implications for security/integrity of data Reward other relevant answers.	mark per point to a maximum of 2. Allow marks for development of a single point. Allow 'one-sided' answers.
4 (c)	4	Password could be seen by others Password could be used to gain unauthorised access to the network Fred could face disciplinary action Implications for security/integrity of data Reward other relevant answers.	1 mark per point to a maximum of 4. Allow marks for development of a single point.
			Total marks for question 4: 7marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
5 (a)	5	 Hazards are: Hanging electrical/computer wires Open filing cabinet at head height Container plant on top of computer monitor Person standing on a swivel chair Only 4 legs on the chair Someone carrying a dangerously high pile of documents 	1 mark for each of five correctly circled hazards. Total marks for question 5: 5 marks

Question Number	Maximum marks	Possible answers	Mark allocation
6 (a)	6	Can earn more money when shop is doing well rewards team effort Possible disadvantages:	Level 1 (1-2 marks): Identifies relevant advantages or disadvantages
		 Earn less money when sales are low Low sales may not be the fault of the sales staff All staff in each shop rewarded equally - does not reward individual efforts Different bonus in each shop - unfair? Reward other relevant answers. 	Level 2 (3-4 marks): Discusses advantages or disadvantages Level 3 (5-6 marks): Discusses advantages and disadvantages.
6 (b)	2	Possible answers include: Free chocolates Health insurance Gym membership Reward other relevant answers.	1 mark for each of two appropriate fringe benefits. Total marks for question 6: 8 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
7 (a) (i)	1	Monitor. Do not accept printer or other output devices.	1 mark for a valid answer.
7 (a) (ii)	1	Web (Internet) browser. Do not accept brand names eg Internet Explorer.	1 mark for correct answer.
7 (b)	2	Answers include:	1 mark for each of two valid answers.
7 (c)	4	 Viruses could be downloaded undetected Unauthorised users (hackers) could gain access to the computer Data could be corrupted Computer problems could be passed to other shops via email attachments. Reward other valid answers. 	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 + 3).
			Total marks for question 7: 8 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
8 (a)	8	Memorandum to include the following completed information:	1 mark for each eight correct item.
		1. to: Shop Managers	Numbers, names and
		2. from: Office Manager (Rita Desai)	dates must be transcribed accurately for marks to be
		3. date (date, month, year)	awarded.
		4. subject	
		5. if there is 1-4 and body message follows then allow layout mark	
		6. <u>both</u> start date and end date (day, date, month <u>or</u> date, month, year)	
		7. discounted products	
		8. contact details	
8 (b)	4	Maintains corporate image So the customer knows who the message/product is from Instantly recognisable Distinguishes the business from its competitors Reward other valid answers.	1 mark for each point to a maximum of four. Allow marks for the development of a single point.
			Total marks for question 8: 12 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
9 (a)	3	 Functions include: To direct staff To monitor the performance of staff To liaise with staff higher in the hierarchy To manage a budget To appoint new staff Reward other valid answers. 	1 mark for each of three valid functions.
9 (b)	4	 Possible benefits include: No risk of losing a cheque No need to visit bank to pay in cheque No need to carry large sums of money Can use funds instantly Reward other valid benefits. 	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 +3).
9 (c)	2	Impersonal Unable to speak to his local branch Operator doesn't know the customer Difficult to speak to the same operator twice Reward other relevant drawbacks.	1 mark for each of two relevant drawbacks
9 (d)	2	Answers to include: A limit on working hours Paid holiday Regular breaks eg. meal, rest Reward other valid answers.	1 mark for each of two valid rights Total marks for question
			9: 11 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
10 (a)	1	Possible disadvantages include: Smaller screen – eye strain Smaller keyboard – hand problems More prone to damage Could get lost/stolen Reward other valid answers.	1 mark for a valid disadvantage.
10 (b)	1	Theft of computer Theft of data (copying) People viewing confidential information on the screen Reward other valid answers. Do not accept answers relating to damage of the computer (eg dropping it).	1 mark for a valid security risk.
10 (c)	2	 Answers include: Illegal (under the Copyright Designs and patents Act) Company may be taken to court Company may be liable to a fine Reward other valid answers. 	1 mark for identifying a disadvantage, 1 mark for development.
			Total marks for question 10: 4 marks

Mark Scheme 1950/02 June 2006

These answers indicate a range of responses that might be expected and how marks can be awarded. Marks should be awarded for appropriate alternative answers put forward by the candidate

Awarding Marks for quality of Written Communication

0 marks: Candidate fails to communicate meaning through written medium.
 1 mark: Poor standard of written communication. Answers are difficult to interpret. Frequent errors of spelling, punctuation or grammar.

Good standard of written communication. Few errors of spelling,

punctuation or grammar.

2 marks:

3 marks: High standard of written communication. No obvious errors in spelling,

punctuation or grammar.

Question	Maximum	Possible answers	Mark allocation
Number	marks		
1 (a)	6	Possible advantages:	Level 1 (1-2 marks):
		 Can earn more money when shop is doing well Rewards team effort Possible disadvantages: 	Identifies relevant advantages or disadvantages
		Earn less money when sales are low	Level 2 (3-4 marks):
		Low sales may not be the fault of the sales staff	Discusses advantages or disadvantages
		All staff in each shop rewarded equally - does not reward individual efforts	Level 3 (5-6 marks):
		Different bonus in each shop - unfair? Reward other relevant answers.	Discusses advantages and disadvantages
1 (b)	2	Possible answers include: Free chocolates Health insurance Gym membership Reward other relevant answers.	1 mark for each of two appropriate fringe benefits.
			Total marks for question 1: 8 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
2 (a)	6	Can obtain/exchange information about the organisation Can transmit important documents/files Can use e-mail facility to keep in contact with head Office Reward other valid answers.	Level 1 (1-3 marks): Identifies relevant benefits Level 2 (4-6 marks): Analyses relevant benefits
2 (b)	2	Answers include:	1 mark for each of two valid answers.
2 (c)	4	 Viruses could be downloaded undetected Unauthorised users (hackers) could gain access to the computer Data could be corrupted Computer problems could be passed to other shops via e-mail attachments Reward other valid answers. 	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 + 3).
			Total marks for question 2: 12 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
3 (a)	8	Memorandum to include the following completed information: 1. to: Shop Managers	1 mark for each of eight correct items.
		 from: Office Manager (Rita Desai) date (date, month, year) subject if there is 1-4 and body message follows then allow layout mark both start date and end date (day, date, month or date, month, year) 	Numbers, names and dates must be transcribed accurately for marks to be awarded.
		7. discounted products8. contact details	
3 (b)	6	Develops corporate image Easily recognizable image Helps to promote the business Possible drawbacks include: Cost of designing/creating the logo May not look 'professional' enough May not accurately reflect the business Reward other valid answers.	Level 1 (1-2 marks): Relevant benefits or drawbacks identified Level 2 (3-4 marks): Relevant benefits or drawbacks analysed Level 3 (5-6 marks): Evaluation of benefits/drawbacks
			Total marks for question 3: 14 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
4 (a)	3	 Functions include: To direct staff To monitor the performance of staff To liaise with staff higher in the hierarchy To manage a budget To appoint new staff Reward other valid answers. 	1 mark for each of three valid functions.
4 (b)	4	No risk of losing a cheque No need to visit bank to pay in cheque No need to carry large sums of money Can use funds instantly Reward other valid benefits	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 + 3).
4 (c)	2	Answers include: A limit on working hours Paid holiday Meal breaks Rest breaks Reward other valid answers	1 mark for each of two valid rights. Total marks for
			question 4: 9 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
5 (a)	1	 Possible disadvantages include: Smaller screen Smaller keyboard More prone to damage Could get lost/stolen Reward other valid answers 	1 mark for a valid disadvantage
5 (b)	1	Possible risks include: Theft of computer Theft of data (copying) People viewing confidential information on the screen Reward other valid answers. Do not accept answers relating to damage of the computer (eg dropping it).	1 mark for a valid security risk.
5 (c)	2	 Answers include: Illegal (under the Copyright Designs and Patents Act) Company may be taken to court Company may be liable to a fine Reward other valid answers 	1 mark identifying a disadvantage, 1 mark for development.
5 (d)	3	 Answers include: Existing software on computers is logged Licenses held by the organisation are logged The licenses and the software installed are compared Any discrepancies are dealt with i.e. licenses are purchased or software is deleted Accept other types of audit eg. quality or use 	1 mark for identifying each of three valid points or 1 mark for identification and up to 2 marks for development.
			Total marks for question 5: 7 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
6 (a)	6	Possible benefits include:	Level 1 (1-2 marks):
		 Frames to enable clear layout Can reposition frames to improve layout 	Relevant benefits or drawbacks identified
		 Can edit text Possible drawbacks include: Need to import graph from 	Level 2 (3-4 marks): Relevant benefits or drawbacks analysed
		 spreadsheet Overly complex compared to word processing 	Level 3 (5-6 marks): Evaluation of benefits
		software Possible evaluation:	and drawbacks
		A word processing package may be more suitable	
6 (b)	2	 Send using data encryption Password protect the file Check you have the correct e-mail address of all shop managers Reward other valid answers. 	1 mark for each of two valid answers.
6 (c) (i)	2	 More than one record possible with the same town Will not identify a unique record More than one person lives in each town Reward other valid answers 	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 + 3).
6 (c) (ii)	4	Information can be searched and sorted Reports can be generated Records can be inserted and deleted easily Reward other valid answers	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 + 3).
			Total marks for question 6: 14 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
7 (a)	6	Automatic ordering of products Fewer buyers needed Lower business costs Less chance of being out of stock Possible drawbacks include: Cost of installing system Lack of flexibility unless subject to human intervention Reward other valid answers	Level 1 (1-2 marks): Relevant points identified Level 2 (3-4 marks): Relevant benefits/drawbacks analysed Level 3 (5-6 marks): Evaluation of benefits/drawbacks
7 (b)	4	Possible benefits include: Lower costs Improved profits All staff in one location Easier to train/supervise staff Reward other valid answers	1 mark for identifying each of two valid points. Up to 2 marks for analysis (2 x 2 or 1 + 3).
			Total marks for question 7: 10 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
8 (a)	4	More motivated staff Staff may become more productive when in work Staff are happier Staff retention may improve Improve performance Reward other valid answers	1 mark for identifying each of two valid points. Up to 2 marks for development (2 x 2 or 1 + 3).
8 (b)	6	Possible benefits include:	Level 1 (1-2 marks):
		 Specialist expertise Temporary nature of contract Fewer financial overheads Possible drawbacks include: 	Relevant points identified Level 2 (3-4 marks):
		 Does not know the business and its staff May be expensive Does not have a long term commitment to the business Reward other valid answers 	Relevant benefits/drawbacks analysed Level 3 (5-6 marks): Evaluation of benefits/drawbacks
8 (c)	1	Can enter tasks in priority order Reminders can be set for important tasks Visual display of planned timescales Costings may be calculated automatically (some software) Reward other valid answers	1 mark for a relevant answer.
			Total marks for question 8: 11 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
9	6	Relevant benefits: Can obtain the views of staff leading to better decision making Problems identified before they escalate Staff feel more valued Increased staff motivation Evaluation: Improves the overall performance of the business Can result in more effective decision making Can result in more bureaucracy/slower decision making Reward other valid answers	Level 1 (1-2 marks): Relevant benefits identified Level 2 (3-4 marks): Relevant benefits analysed Level 3 (5-6 marks): Relevant benefits evaluated.
			Total marks for question 9: 6 marks

Question	Maximum	Possible answers	Mark allocation
Number	marks		
10	6	Actions to comply with legislation Financial cost of compliance Increased business costs Reduced number of accidents More productive workforce Possible evaluation:	Level 1 (1-2 marks): Relevant issues identified Level 2 (3-4 marks): Relevant issues analysed
		 Increase in costs may decrease profits Less of an impact if all businesses face the same cost increases Reward other relevant answers. Answers which merely identify business responses (eg antiglare screens, accident books etc) should be awarded Level 1. Reward other valid answers. 	Level 3 (5-6 marks): Relevant issues evaluated.
			Total marks for question 10: 6 marks

General Certificate of Secondary Education

Business and Communication Systems (1950)

June 2006 Assessment Series

Component Threshold Marks

Component	Max Mark	Α	В	С	D	Е	F	G
1	100	n/a	n/a	59	50	42	34	26
2	100	61	51	42	35	n/a	n/a	n/a
3	100	86	75	64	51	39	27	15
83	100	86	75	64	51	39	27	15

Specification Options

Foundation Tier

	Max Mark		Α	В	С	D	Е	F	G
		A *							
Overall Threshold Marks	200	n/a	n/a	n/a	119	100	81	62	43
Percentage in Grade	200	n/a	n/a	n/a	28.9	28.5	20.6	13.8	5.9
Cumulative Percentage in Grade	200	n/a	n/a	n/a	28.9	57.4	78.0	91.8	97.7

The total entry for the examination was 3073.

Higher Tier

	Max Mark	A *	Α	В	С	D	E	F	G
Overall Threshold Marks	200	155	137	119	102	83	73	n/a	n/a
Percentage in Grade	200	5.7	21.2	36.7	31.8	3.9	0.4	n/a	n/a
Cumulative Percentage in Grade	200	5.7	26.9	63.6	95.4	99.3	99.7	n/a	n/a

The total entry for the examination was 2417.

Overall

	A *	Α	В	С	D	Е	F	G
Percentage in Grade	2.6	7.8	13.9	28.0	21.7	12.6	7.7	3.3
Cumulative Percentage in Grade	2.6	10.4	24.3	52.3	74.0	86.6	94.3	97.6

The total entry for the examination was 5564.

Statistics are correct at the time of publication.

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