

Business and Communication Systems

General Certificate of Secondary Education **GCSE 1950**

Mark Schemes for the Components

June 2008

1950/MS/R/08J

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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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1950/01 Foundation tier

Question number	Maximum marks	Possible answers	Additional guidance
1 (a)	5	Errors are: <ul style="list-style-type: none"> misspelling of 2008 (20008) misspelling of telephones (telefonos) repeated word (the) misspelling of until (untill) misspelling of inconvenience (inconvenence) 	1 mark for each correctly circled error. NB Do not award a mark for manger as this appears in the question. If a candidate has marked more than five errors, mark the first five unambiguous circles, stop marking after their fifth circle.
(b)	2	Possible answers: <ul style="list-style-type: none"> to check for errors to ensure the message is communicated appropriately to uphold corporate image Reward other valid reasons.	1 mark for identifying a valid reason and 1 mark for development. Accept professional for corporate image
(c) (i)	1	Methods include: <ul style="list-style-type: none"> (internal) email notice board/poster or equivalent announcement at staff meeting(s) 	1 mark for a valid method. Do not accept external methods (eg letter) or telephoning/texting all staff. If a list of methods is given – mark the first item only – if incorrect then zero for c(ii) is automatically awarded.
(ii)	2	Possible advantages: <ul style="list-style-type: none"> email: can copy message to all staff notice board: small number of messages can be seen by many staff announcement: gives opportunity for feedback/questions Possible disadvantages: <ul style="list-style-type: none"> email: not everyone may have email access notice board: not all staff will see the message announcement: no permanent record, staff may forget the details. Reward other valid reasons.	1 mark for a valid advantage and 1 mark for a valid disadvantage. Answers must relate to the method given in ci. There is no carry through ie if c(i) is awarded no marks then award zero for c(ii).
			Total marks for question 1: 10 marks

Question number	Maximum marks	Possible answers	Additional Guidance
2 (a) (i)	2	Possible advantages include: <ul style="list-style-type: none"> • obtain information • customers can obtain information eg about colours, designs, price, new stock, products, who to contact, delivery (1 mark per example to a maximum of 2) • customers can make enquiries (via contact form) • customers can make bookings/orders • immediate access 24/7 • no need to telephone/visit the business/can be done from home etc Reward other relevant benefits.	1 mark for each of two relevant advantages. Answers must relate to customers, not the business.
(ii)	2	Possible benefits include: <ul style="list-style-type: none"> • can keep information up to date more easily than reprinting brochures etc • lower postage costs – customers download information • fewer sales enquiry staff needed • obtain customer feedback • advertises the company • more customers • financial – increased sales/profit Reward other relevant benefits.	1 mark for each of two relevant advantages. Answers must relate to business, not the customers. Do not accept references to professional appearance of the site, however, candidates may state how a professional website may benefit the business and these benefits, if valid, should be credited.

Question number	Maximum marks	Possible answers	Additional Guidance
(b)	4 + 2	<p>Yes – possible answers:</p> <ul style="list-style-type: none"> • staff can view competitor websites • staff can obtain information from the internet to help answer customer queries eg use search engines • staff can be in email contact with customers/staff/consultants. <p>No – possible answers:</p> <ul style="list-style-type: none"> • increases the risk of viruses/hackers • staff could use the internet/email for non work-related activities • increased business cost of providing internet access (and security protection). <p>Candidates will be awarded marks for the quality of written communication according to the following criteria.</p> <p>Reward other valid answers.</p> <p>Candidates will also be awarded marks for the quality of written communication according to the following criteria.</p> <p>2 marks Ideas are expressed clearly, fluently legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar.</p> <p>1 mark Straightforward ideas are expressed relatively clearly, legibly and appropriate. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer.</p> <p>0 marks Candidate fails to reach the threshold standard in all respects.</p>	<p>Level 1 (1-2 marks): Explanation of benefits and /or drawbacks.</p> <p>Level 2 (3-4 marks): Evaluation of benefits and/or drawbacks. Eg by considering alternatives/ improvements.</p>

Question number	Maximum marks	Possible answers	Additional Guidance
(c)	2	<ul style="list-style-type: none"><li data-bbox="512 252 1330 316">• The image has been resized badly/squashed/stretched etc (L1)<li data-bbox="512 320 1330 384">• It has been distorted/proportions not kept/aspect ratio not maintained. (L2)	Level 1 (1 mark) an accurate but non-technical response Level 2 (2 marks) a well-explained point using appropriate technical language Do not award hard to see or equivalent unless it is qualified eg by stating it has been squashed.
Total marks for question 2: 12 marks			

Question number	Maximum marks	Possible answers	Additional Guidance
3 (a) (i)	1	Possible disadvantages: <ul style="list-style-type: none"> • need to have Internet access • loss of service due to technical problems • unable to read emails when away from home – unless have appropriate device (eg PDA, Blackberry) • may need to print copies of emails – expensive • communication is in written form- misunderstood, lack of clarification, limited feedback • technical issues eg mailbox too full so message cannot be delivered Reward other valid disadvantages.	1 mark for a valid disadvantage. Do not credit vague responses such as “not received” unless qualified. Answers must relate to consultants.
(ii)	2	Possible answers: <ul style="list-style-type: none"> • enter all consultants’ email addresses into the To:/CC:/BCC: bar (1 mark) of the same message (1 mark) • insert a group distribution list containing all consultant names into the To:/CC:/BCC: bar (1 mark) of the same message (1 mark). 	1 mark for each of two valid actions/statements which relate to sending one message to multiple recipients simultaneously . Do not accept mailmerge but accept references to email-based systems for managing large volumes of messages.
(b) (i)	2	Possible features include: <ul style="list-style-type: none"> • can make appointments • can make repeat appointments • can copy appointments • can edit appointments • can delete appointments • can set reminders • can use alarms 	1 mark for each of two valid features. Do not accept non-diary related features e.g. email or address book functions

Question number	Maximum marks	Possible answers	Additional Guidance
(ii)	1	<p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • head office staff can delete/copy/edit appointments • head office staff can add appointments at inconvenient times • need to keep electronic diary fully up to date. • Could be viewed by unauthorised users • personal information/appointments can be viewed <p>Reward other relevant disadvantages. Answers must relate to consultants.</p>	1 mark for a valid disadvantage.
(c) (i)	1	<ul style="list-style-type: none"> • D2+D3+D4+D5+D6 • SUM(D2:D6) <p>Do not penalise additional = signs etc that appear at the beginning or end of formulas but penalise = signs that are in the middle; i.e. candidates may start their answer by repeating the = sign given in the frame. Equally, by the time they get to the end of their formula they might forget that the answer frame began with a formula. Examples: Allow "D7=D2+D3+D4+D5+D6" Allow "D2+D3+D4+D5+D6=D7" DNA "D2+D3=D4+D5" etc or equivalent.</p>	1 mark for a valid formula.
(ii)	1	<ul style="list-style-type: none"> • D2*E2 (as it would appear in a spreadsheet) • D2 x E2 (mathematical equivalent) <p>Accept a non-standard spreadsheet formula if it would work in practice e.g. =SUM(D2*E2).</p> <p>The guidance for c(i) regarding use of = sign at begin or end of formula also applies to this question.</p>	1 mark for a valid formula.

Question number	Maximum marks	Possible answers	Additional Guidance
(iii)	1	<ul style="list-style-type: none"> Copy and paste the formula into each cell. Use of replicate/fill down. 	1 mark for a valid method.
(iv)	2	<ul style="list-style-type: none"> The data is highlighted... ...the data is sorted... ...in ascending order of payroll number. 	1 mark for each of two valid actions. Accept specific actions including descriptions of menu items and buttons eg AtoZ
			Total marks for question 3: 11 marks

Question number	Maximum marks	Possible answers	Additional Guidance
4 (a)	8	<p>The letter should contain the following items:</p> <ul style="list-style-type: none"> • today's date 21 May 2008 or 21/05/08 or any acceptable format • customer's name and address (correctly transcribed and positioned to the top left) • appropriate salutation (Dear Mr Kennedy/Dear Sir/Dear Jim) DNA Dear Jim Kennedy or Dear Mr Jim Kennedy. • appropriate reference to previous correspondence • reference to customer's details <u>having been</u> given to the <u>consultant, Sally Rogers</u> (named) • correct inclusion of the consultant contacting the customer within five days (or working days/week or 4-5 days) • appropriate closing sentencing (full sentence not phrase) • complimentary close matches salutation (Yours sincerely for Dear Mr Kennedy or Dear Jim and Yours faithfully for Dear Sir). Award only if the salutation mark is awarded 	1 mark for each of eight correct items.
(b) (i)	1	Word processing/Word processor	<p>1 mark for correct answer.</p> <p>Do not award Desk Top Publishing software. Do not award brand name eg (MS) Word</p>
(b) (ii)	1	<p>Features can include:</p> <ul style="list-style-type: none"> • can edit/delete text • spell/grammar checker • change the font • mail merge for personal details • use of a template containing house-style. 	<p>1 mark for an appropriate feature.</p> <p>Do not accept answers relating to functions not-relevant to creating a text-only letter (e.g. do not allow graphics, table-of-contents etc).</p> <p>Allow follow through marks if candidate gives an incorrect answer to 4(bi) providing the response is correct as covered by possible listed answers.</p>
			Total marks for question 4: 10 marks

Question number	Maximum marks	Possible answers	Additional Guidance
5 (a) c/o	6 + 2	<p>Possible advantages:</p> <ul style="list-style-type: none"> • less filing space needed • less chance of letters being misfiled or lost • more than one person can view a document at the same time • easier to edit existing documents to create new ones. <p>Possible disadvantages:</p> <ul style="list-style-type: none"> • need for network security eg risk of hackers • reliance on technology eg letters not available if system crashes • cost of installing/maintaining/securing the computer system • need to create back-up copies of data <p>Reward other valid advantages and disadvantages. Answers must relate to the organisation.</p> <p>Candidates will also be awarded marks for the quality of written communication according to the following criteria.</p> <p>2 marks Ideas are expressed clearly, fluently legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar.</p> <p>1 mark Straightforward ideas are expressed relatively clearly, legibly and appropriate. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer.</p> <p>0 marks Candidate fails to reach the threshold standard in all respects.</p>	<p>Level 1 (1-2 marks): Relevant advantages and/or disadvantages identified.</p> <p>Level 2 (3-4 marks): Relevant advantages or disadvantages analysed.</p> <p>Level 3 (5-6 marks): Relevant advantages and disadvantages analysed.</p> <p>Do not accept references to proof/evidence/take to court etc</p>

Question number	Maximum marks	Possible answers	Additional Guidance
(b) (i)	1	So that anyone who finds out another person's password can only use it for a limited period.	1 mark for the correct answer. Do not accept references to hacking.
(ii)	2	Possible answers include: <ul style="list-style-type: none"> do not give account details to others do not write down username/password do not leave workstation logged-in and unattended (without 'locking' it). Allow switching off of computer. 	1 mark for each of two valid actions. Do not accept answers that relate to the actions of others (eg network manager's network security measures). NB in this context the user is not able to restrict physical access as the system is networked.
(c) c/o	2	Answers: <ul style="list-style-type: none"> makes computer misuse illegal those breaking the law can be prosecuted... ...if found guilty they can be fined... ...or face a prison sentence... ...this acts as a deterrent. 	1 mark for each of two valid points (allow marks for development). Only credit answers that explain how the act serves as a deterrent not as something that guarantees no misuse.
(d) c/o	4	Answers include: <ul style="list-style-type: none"> network contains confidential/personal information eg customer information, staff data, financial to prevent hackers from copying/editing/deleting data to reduce the risk of viruses to comply with the DPA. hierarchical access to restrict access to certain groups eg to prevent management level data being viewed by subordinates Reward other relevant answers.	1 mark for each of two appropriate reasons plus up to two marks for development.
			Total marks for question 5: 17 marks

Question number	Maximum marks	Possible answers	Additional Guidance
6 (a)	2	Deductions: <ul style="list-style-type: none"> • income (PAYE) tax – do not accept just “tax” • <u>national insurance</u> • student loans • pension (contributions) • savings (SAYE) • Trade Union fees • Child Support Agency payments • Gift aid/charity • Health insurance 	1 mark for each of two valid deductions.
(b) c/o	2	Possible advantages include: <ul style="list-style-type: none"> • he doesn't need to visit his bank to pay in cash/cheque • a more secure method than cash • goes straight into bank account • quicker than cheque (no waiting for cheque to clear). Reward other relevant advantages.	1 mark for each of two appropriate advantages. Do not accept quicker, easier, cheaper, safer, more convenient etc unless qualified eg quicker than cheque (no waiting for cheque to clear) Answers must relate to the individual.
(c) c/o	4	Possible advantages include: <ul style="list-style-type: none"> • can organise finances from home • no need to visit the bank • can access the account at any time • can easily transfer funds out of the account without visiting/telephoning the bank. • Can communicate with bank by email Reward other relevant advantages. Answers must relate to the individual.	1 mark for each of two appropriate advantages plus up to two marks for development. (ie up to 2 development marks could be awarded for a good explanation of a single point). Do not accept quicker, easier, cheaper, more convenient etc unless qualified Answers must relate to the Zeeshan using his account and not actions relating to how he is paid.
(d)	1	Fringe benefit.	1 mark for a correct answer.

Question number	Maximum marks	Possible answers	Additional Guidance
(e) c/o	4	<p>Possible advantages include:</p> <ul style="list-style-type: none"> • she will learn from Zeeshan how to do the job • her understanding of the job will be better than when receiving off-the-job training • less disruption for the company/smoothen transition. <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • more expensive to employ two people • Zeeshan may pass on bad habits • Zeeshan may be a poor trainer • may affect Zeeshan's ability to carry out his job. <p>Reward other relevant advantages/disadvantages. Answers must relate to the organisation.</p>	1 mark for an appropriate advantage and 1 mark for an appropriate disadvantage plus up to two marks for development.
			Total marks for question 6: 13 marks

Question number	Maximum marks	Possible answers	Additional Guidance
7 (a) c/o	8	Notice and Agenda to include the following correctly completed items in the correct section: 1 notice content (date, time, location of meeting, required participants). Date – minimum requirement 11 June. Time – minimum requirement 10.00 am (morning start must be apparent). Location – minimum requirement Springfield Hotel and Leeds. Participants – minimum requirements – all consultants who work in Yorkshire. 2 standard opening (apologies, minutes of last meeting, matters arising, correspondence). Apologies – minimum requirement Apologies – if expanded must relate to absence. 3 required items (x2) 4 standard close 1: AOB or equivalent eg any other issues 5 standard close 2: details of the next meeting (or if the next meeting details are itemized then accept 'Date of Next Meeting' as sufficient to gain the mark)	1: 2 marks if all four are present, 1 mark if three items are present. 2: 1 mark for each item to a maximum of three . 3: 1 mark if both items accurately included. 4: 1 mark 5: 1 mark To be awarded marks items 1 must appear under the heading "notice" and items 2-5 must appear under the heading "agenda". Do not mark if items are under the wrong headings.
(b)	3	Possible answers: Notice: <ul style="list-style-type: none"> • to invite participants to a meeting • to inform participants of meeting details. Agenda: <ul style="list-style-type: none"> • to inform participants of the meeting content • to enable participants to prepare for the meeting. Minutes: <ul style="list-style-type: none"> • to provide a record of what was discussed/agreed • to help remind participants of what was discussed/agreed. Reward other valid purposes.	1 mark for each of three valid purposes.
			Total marks for question 7: 11 marks

Question number	Maximum marks	Possible answers	Additional Guidance
8 (a)	3	<p>Yes – possible reasons:</p> <ul style="list-style-type: none"> • it is a possible health/safety hazard • food and drink could damage equipment • creates a poor impression for visitors • can distract staff from their work. <p>No – possible reasons:</p> <ul style="list-style-type: none"> • staff are less productive as they can only eat or drink whilst taking a break from working • staff should be able to decide if they want to eat/drink at their desk • in hot weather staff may need to drink more so take more frequent breaks away from desk. <p>Reward other valid reasons</p>	1 mark for each of three valid points. Award marks for development. Reward 'one sided' answers.
c/o (b)	3	<p>Actions are:</p> <ul style="list-style-type: none"> • issue a first written (formal) warning • if this does not cause the problem to stop... • a final, written warning can be issued • if this does not cause the problem to stop... • ...Sandra can ultimately be dismissed from her job. <p>Answers must relate to actions taken by the organisation.</p>	1 mark for each of three valid points which do not have to be in sequence. Award marks for the development of a single point, eg for explaining how or why an action takes place.
Total marks for question 8: 6 marks			

Question number	Maximum marks	Possible answers	Additional Guidance
9 (a) c/o	3	<p>Yes – possible answers:</p> <ul style="list-style-type: none"> • could be more productive if work from home • could fit in with home life • might move to another employer if they can't work at home for CHL • cheaper for the business – less office space needed. <p>No – possible reasons:</p> <ul style="list-style-type: none"> • employees could be distracted affecting performance • harder for CHL to monitor employee performance • harder for CHL to communicate with home-based workers. <p>Reward other valid answers. Answers could relate to the impact on either the business or its employees.</p>	1 mark for each of three valid points. Award marks for development. Reward 'one sided' answers.
c/o (b)	4	<p>Possible advantages include:</p> <ul style="list-style-type: none"> • consultants can be contacted when out visiting customers • consultants can contact head office whilst visiting customers • customers receive a better service from consultants • CHL may have more customers as a result of the improved service. • can use other mobile features eg calendar, text, email, camera, wap etc • consultants can be contacted world wide <p>Reward other valid advantages. Answers must relate to the organisation.</p>	<p>1 mark for identifying each of two valid advantages. Up to 2 marks for development. (1e up to 2 development marks could be awarded for a good explanation of a single point).</p> <p>Do not accept motivational impact of being issued with mobile phone.</p>
			Total marks for question 9: 7 marks

Question number	Maximum marks	Possible answers	Additional Guidance
10	3	<p>Possible problems include:</p> <ul style="list-style-type: none">• back problems• headaches• repetitive strain injury• pins and needles/dead leg• dehydration• dizziness• eye strain• obesity (linked to sedentary job)• deep vein thrombosis <p>Reward other valid problems.</p>	<p>1 mark for each of three valid problems.</p> <p>Do not accept arthritis.</p>
			Total marks for question 10: 3 marks

1950/02 Higher tier

Question number	Maximum marks	Possible answers	Additional Guidance
1 (a) c/o	6 + 2	<p>Possible advantages:</p> <ul style="list-style-type: none"> • less filing space needed • less chance of letters being misfiled or lost • more than one person can view a document at the same time • easier to edit existing documents to create new ones. <p>Possible disadvantages:</p> <ul style="list-style-type: none"> • need for network security eg risk of hackers • reliance on technology eg letters not available if system crashes • cost of installing/maintaining/securing the computer system • need to create back-up copies of data <p>Reward other valid advantages and disadvantages. Answers must relate to the organisation.</p> <p>Candidates will also be awarded marks for the quality of written communication according to the following criteria.</p> <p>2 marks Ideas are expressed clearly, fluently legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar.</p> <p>1 mark Straightforward ideas are expressed relatively clearly, legibly and appropriate. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer.</p> <p>0 marks Candidate fails to reach the threshold standard in all respects.</p>	<p>Level 1 (1-2 marks): Relevant advantages and/or disadvantages identified.</p> <p>Level 2 (3-4 marks): Relevant advantages or disadvantages analysed.</p> <p>Level 3 (5-6 marks): Relevant advantages and disadvantages analysed.</p> <p>Do not accept references to proof/evidence/take to court etc</p>

Question number	Maximum marks	Possible answers	Additional Guidance
c/o (b)	2	Answers: <ul style="list-style-type: none"> • makes computer misuse illegal • those breaking the law can be prosecuted... • ...if found guilty they can be fined... • ...or face a prison sentence... • ...this acts as a deterrent. 	1 mark for each of two valid points (allow marks for development). Only credit answers that explain how the act serves as a deterrent not as something that guarantees no misuse.
c/o (c)	4	Answers include: <ul style="list-style-type: none"> • network contains confidential/personal information eg customer information, staff data, financial • to prevent hackers from copying/editing/deleting data • to reduce the risk of viruses • to comply with the DPA. • hierarchical access to restrict access to certain groups eg to prevent management level data being viewed by subordinates 	1 mark for each of two appropriate reasons plus up to two marks for development.
			Total marks for question 1: 14 marks

Question number	Maximum marks	Possible answers	Additional Guidance
2 (a) c/o	2	Possible advantages include: <ul style="list-style-type: none"> • he doesn't need to visit his bank to pay in cash/cheque • a more secure method than cash • goes straight into bank account • quicker than cheque (no waiting for cheque to clear). Reward other relevant advantages.	1 mark for each of two appropriate advantages. Do not accept quicker, easier, cheaper, safer, more convenient etc unless qualified eg quicker than cheque (no waiting for cheque to clear) Answers must relate to the individual.
c/o (b)	4	Possible advantages include: <ul style="list-style-type: none"> • can organise finances from home • no need to visit the bank • can access the account at any time • can easily transfer funds out of the account without visiting/telephoning the bank. • Can communicate with bank by email Reward other relevant advantages. Answers must relate to the individual.	1 mark for each of two appropriate advantages plus up to two marks for development. (1e up to 2 development marks could be awarded for a good explanation of a single point). Do not accept quicker, easier, cheaper, more convenient etc unless qualified Answers must relate to the Zeeshan using his account and not actions relating to how he is paid.
c/o (c)	4	Possible advantages include: <ul style="list-style-type: none"> • she will learn from Zeeshan how to do the job • her understanding of the job will be better than when receiving off-the-job training • less disruption for the company/smoothen transition Possible disadvantages include: <ul style="list-style-type: none"> • more expensive to employ two people • Zeeshan may pass on bad habits • Zeeshan may be a poor trainer • may affect Zeeshan's ability to carry out his job Reward other relevant advantages/disadvantages. Answers must relate to the organisation .	1 mark for an appropriate advantage and 1 mark for an appropriate disadvantage plus up to two marks for development.
			Total marks for question 2: 10 marks

Question number	Maximum marks	Possible answers	Additional Guidance
3	6	<p>Possible answers:</p> <p>Time rate:</p> <ul style="list-style-type: none"> • paid for amount of time worked • calculated by multiplying hours worked by hourly rate • examples e.g. £6 x hours <p>Piece rate:</p> <ul style="list-style-type: none"> • paid for amount of output produced • calculated by multiplying quantity produced by rate per item • examples e.g. £1 x 5 shirts • reward answers discussing payment of sales staff if linked to quantity of sales (e.g. £500 per car sold), not a commission based on % of sales (e.g. 1% of sales income) <p>Bonus:</p> <ul style="list-style-type: none"> • money given on top of normal payment • given to reward exceptional performance/achievement of targets • examples e.g. Christmas bonus <p>Reward other valid explanations.</p>	<p>For each payment method award a maximum of 2 marks.</p> <p>Award 1 mark for identifying a point and 1 mark for a development.</p>
			Total marks for question 3: 6 marks

Question number	Maximum marks	Possible answers	Additional Guidance
4 (a) c/o	8	<p>Notice and Agenda to include the following correctly completed items in the correct section:</p> <ol style="list-style-type: none"> 1 notice content (date, time, location of meeting, required participants). Date – minimum requirement 11 June. Time – minimum requirement 10.00 am (morning start must be apparent). Location – minimum requirement Springfield Hotel and Leeds. Participants – minimum requirements – all consultants who work in Yorkshire. 2 standard opening (apologies, minutes of last meeting, matters arising, correspondence). Apologies – minimum requirement Apologies – if expanded must relate to absence. 3 required items (x2) 4 standard close 1: AOB or equivalent eg any other issues 5 standard close 2: details of the next meeting (or if the next meeting details are itemized then accept 'Date of Next Meeting' as sufficient to gain the mark) 	<p>1: 2 marks if all four are present, 1 mark if three items are present. 2: 1 mark for each item to a maximum of three. 3: 1 mark if both items accurately included. 4: 1 mark 5: 1 mark</p> <p>To be awarded marks items 1 must appear under the heading “notice” and items 2-5 must appear under the heading “agenda”. Do not mark if items are under the wrong headings.</p>
(b)	4	<p>Possible actions:</p> <ul style="list-style-type: none"> • book accommodation for participants • arrange travel/bookings • check dietary requirements • prepare accommodation • prepare materials (DNA accept development that implies they will deliver the meeting and the materials) • check/book venue/facilities required • send reminders e.g. letter/phone (1 point) <p>Reward other valid actions.</p>	<p>1 mark for identifying each action plus 1 mark for each explanation of why it needs to be done.</p> <p>DNA answers that relate to the delivery of the meeting as the admin assistant is making preparations but someone else will chair the meeting.</p>
			Total marks for question 4: 12 marks

Question number	Maximum marks	Possible answers	Additional Guidance
5 (a) c/o	3	Actions are: <ul style="list-style-type: none"> • issue a first written warning • if this does not cause the problem to stop... • a final written warning can be issued • ...Sandra can ultimately be dismissed from her job. Answers must relate to actions taken by the organisation .	1 mark for each of three valid points which do not have to be in sequence. Award marks for the development of a single point, eg for explaining how or why an action takes place.
(b)	3	Providing appropriate equipment is given in the stem. The other regulations cover the following actions: <ul style="list-style-type: none"> • carry out a workplace risk assessment (accept "safety checks"/"checking work area is safe" if carried out by the organisation. • plan breaks or non-computer work in employees' daily activities • provide eye checks for employees • provide health and safety training • provide health and safety information DNA answers relating to equipment (eg chairs and lighting) as this is covered by the stem. Answers must relate to the organisation .	1 mark for each of three correct actions. DNA answers relating to equipment (eg chairs and lighting) as this is covered by the stem. Answers must relate to actions carried out by the organisation and not the individual computer user (e.g. adjusting height of chair).
			Total marks for question 5: 6 marks

Question number	Maximum marks	Possible answers	Additional Guidance
6 (a) c/o	3	<p>Yes – possible answers:</p> <ul style="list-style-type: none"> • could be more productive if work from home • could fit in with home life • might move to another employer if they can't work at home for CHL • cheaper for the business – less office space needed. <p>No – possible reasons:</p> <ul style="list-style-type: none"> • employees could be distracted affecting performance • harder for CHL to monitor employee performance • harder for CHL to communicate with home-based workers. <p>Reward other valid answers. Answers could relate to the impact on either the business or its employees.</p>	1 mark for each of three valid points. Award marks for development. Reward 'one sided' answers.
c/o (b)	4	<p>Possible advantages include:</p> <ul style="list-style-type: none"> • consultants can be contacted when out visiting customers • consultants can contact head office whilst visiting customers • customers receive a better service from consultants • CHL may have more customers as a result of the improved service. • can use other mobile features eg calendar, text, email, camera, wap etc • consultants can be contacted world wide • company can (use mobile signal to) track location of employee <p>Reward other valid advantages. Answers must relate to the organisation.</p>	<p>1 mark for identifying each of two valid advantages. Up to 2 marks for development. (1e up to 2 development marks could be awarded for a good explanation of a single point).</p> <p>Do not accept motivational impact of being issued with mobile phone.</p>

Question number	Maximum marks	Possible answers	Additional Guidance
(c)	6	<p>Possible advantages:</p> <ul style="list-style-type: none"> • laptop can be used when away from home • can help to improve customer service • is smaller than a desktop computer <p>Possible disadvantages:</p> <ul style="list-style-type: none"> • laptops often not as ergonomically designed as desktop computers • can be heavy/cumbersome to carry around • might need to synchronise/transfer data between laptop and desktop • not as powerful as desktop (eg memory, processor) <p>Reward other valid advantages/disadvantages. Answers must relate to staff use of laptops.</p>	<p>Level 1 (1-2 marks): Relevant advantages and/or disadvantages identified.</p> <p>Level 2 (3-4 marks): Relevant advantages and/or disadvantages analysed.</p> <p>Level 3 (5-6 marks): Relevant advantages and/or disadvantages evaluated.</p>
			Total marks for question 6: 13 marks

Question number	Maximum marks	Possible answers	Additional Guidance
7	6 + 2	<p>Possible advantages include:</p> <ul style="list-style-type: none"> • can monitor content of emails • can ensure emails are of the correct standard • can ensure that corporate image is maintained • can monitor for viruses and other unwanted contents of attachments <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • staff may resent being 'watched' in this way • may slow the system down • some decisions made by email monitoring software may be inconvenient/unhelpful e.g. Essex • cost of monitoring emails e.g. of software and staff <p>Reward other valid advantages/disadvantages.</p> <p>Answers must relate to the impact on CHL of the policy.</p> <p>Candidates will also be awarded marks for the quality of written communication according to the following criteria.</p> <p>2 marks Ideas are expressed clearly, fluently legibly and in an appropriate way. There are few errors in spelling, punctuation and grammar.</p> <p>1 mark Straightforward ideas are expressed relatively clearly, legibly and appropriate. There may be some errors of spelling, punctuation and grammar, but these do not obscure the meaning of the answer.</p> <p>0 marks Candidate fails to reach the threshold standard in all respects.</p>	<p>Level 1 (1-2 marks): Relevant advantages and/or disadvantages identified.</p> <p>Level 2 (3-4 marks): Relevant advantages and/or disadvantages analysed.</p> <p>Level 3 (5-6 marks): Relevant advantages and/or disadvantages evaluated.</p> <p>The policy covers content of emails. This includes attachments and their contents, which may contain viruses.</p>
			Total marks for question 7: 8 marks

Question number	Maximum marks	Possible answers	Additional Guidance
8 (a)	3	<ul style="list-style-type: none"> • using mail merge • create a standard letter • modify/use the customer database • insert field codes for the personalised parts into the standard letter • merge the standard letter with the database • print the letters 	1 mark for each of three valid actions.
(b)	6	<p>Possible implications:</p> <ul style="list-style-type: none"> • cost of sending out a corrected letter • impact on corporate image • loss of customer satisfaction • potential impact of a loss of business <p>Reward other relevant implications. Answers must relate to the organisation.</p>	<p>Level 1 (1-2 marks): Relevant implications identified.</p> <p>Level 2 (3-4 marks): Relevant implications analysed.</p> <p>Level 3 (5-6 marks): Relevant implications evaluated. E.g. by making a judgement as to the severity or otherwise of the impact on the business of the problems (this could done implicitly e.g. “The letter could cause major problems such as...” – In all cases only award L3 if it is an evaluation based on valid points or analysis.</p> <p>Award marks for development.</p>
(c)	2	<p>Possible answers:</p> <ul style="list-style-type: none"> • used to accompany documents sent by the company • used when a formal covering document eg letter, is not required • provides the recipient with contact details • supports/promotes/advertises the professional/corporate image of the organisation <p>Reward other valid reasons. Answers must relate to the organisation.</p>	1 marks for each of two valid reasons or 2 marks for a developed point.

Question number	Maximum marks	Possible answers	Additional Guidance
(d)	2	<p>Possible features:</p> <ul style="list-style-type: none"> • Preferred font styles/sizes • Preferred colour schemes • Preferred layouts • preferred use of logos (e.g. company logo and Investors in People etc) and images (e.g. promoting ethnic diversity) • Use of slogans and strap-lines (e.g. "Making Britain's homes Colourful") • Preferred written style (eg house grammar rules) <p>Reward other relevant features. DNA letterheads etc as these are specific documents that would follow house-style rules.</p>	1 mark for each of two valid features.
			Total marks for question 8: 13 marks

Question number	Maximum marks	Possible answers	Additional Guidance
9 (a)	6	<p>Possible advantages:</p> <ul style="list-style-type: none"> • all staff have clear lines of accountability • managers have a narrow span of control • easier for managers to control their subordinates <p>Possible disadvantages:</p> <ul style="list-style-type: none"> • many layers in the hierarchy • staff at the bottom feel very distant from those at the top • much company time spent 'managing the managers' <p>Reward other valid benefits/drawbacks. Answers must relate to the organisation.</p>	<p>Level 1 (1-2 marks): Relevant benefits and/or drawbacks identified.</p> <p>Level 2 (3-4 marks): Relevant benefits and/or drawbacks analysed.</p> <p>Level 3 (5-6 marks): Relevant benefits and/or drawbacks evaluated.</p>
(b)	2	<p>Differences include:</p> <ul style="list-style-type: none"> • greater focus on customer service/distribution than on production/administration • flatter organisation/structure <p>Reward other valid differences. DNA answers that imply e-commerce firms have fewer staff/need smaller premises.</p>	1 mark for each of two valid points or 2 marks for a developed point.

Question number	Maximum marks	Possible answers	Additional Guidance
(c)	4	<p>Possible actions include:</p> <ul style="list-style-type: none"> • select team members • clarifying team members' roles/appointing leaders • clarifying the purpose of the team • allocating appropriate tasks to team members • making suggestions for improving performance • team building exercises <p>The same action could be given twice – do not award a 2nd action mark (repetition) but development marks could be awarded.</p> <p>The questions does not state whether or not the person answering the question will be a member of the team, so accept answers that assume someone else will lead it.</p> <p>DNA financial/fringe benefit awards as these are outside the remit of a team organiser, however accept small items e.g. sweets</p> <p>Reward other valid actions.</p>	1 mark for identifying each of two valid actions and up to two marks for explanation/development.
			Total marks for question 9: 12 marks

Question number	Maximum marks	Possible answers	Additional Guidance
10	6	<p>Possible advantages:</p> <ul style="list-style-type: none"> • legal protection • collective bargaining • other member benefits eg shopping/insurance discounts <p>Possible disadvantages:</p> <ul style="list-style-type: none"> • financial cost of membership • time spent: e.g. at TU meetings, dealing with union matters • costs of taking part in industrial action • may create difficult relationships between employer and employee • negative consequences of ignoring union advice e.g. over strike action <p>Reward other valid benefits/drawbacks. Answer must relate to employees. DNA answers that relate to employer associations (i.e. where the candidate has misunderstood the word "trade")</p>	<p>Level 1 (1-2 marks): Relevant advantages and/or disadvantages identified.</p> <p>Level 2 (3-4 marks): Relevant advantages and/or disadvantages analysed.</p> <p>Level 3 (5-6 marks): Relevant advantages and/or disadvantages evaluated.</p>
			Total marks for question 10: 6 marks

Grade Thresholds

Component Threshold Marks

Component	Max Mark	A	B	C	D	E	F	G
1	100	n/a	n/a	62	52	43	34	25
2	100	75	66	57	47	n/a	n/a	n/a
3	100	88	78	68	55	43	31	19
83	100	88	78	68	55	43	31	19

Specification Options

Foundation Tier

	Max Mark	A*	A	B	C	D	E	F	G
Overall Threshold Marks	200	n/a	n/a	n/a	125	105	85	66	45
Percentage in Grade	200	n/a	n/a	n/a	28.9	29.5	22.5	11.8	5.2
Cumulative Percentage in Grade	200	n/a	n/a	n/a	28.9	58.4	80.9	92.7	97.9

The total entry for the examination was 2341.

Higher Tier

	Max Mark	A*	A	B	C	D	E	F	G
Overall Threshold Marks	200	170	156	139	123	100	88	n/a	n/a
Percentage in Grade	200	5.0	16.6	31.0	24.9	16.9	2.9	n/a	n/a
Cumulative Percentage in Grade	200	5.0	21.6	52.6	77.5	94.4	97.3	n/a	n/a

The total entry for the examination was 2230.

Overall

	A*	A	B	C	D	E	F	G
Percentage in Grade	2.5	8.3	15.5	26.8	23.2	12.8	5.9	2.6
Cumulative Percentage in Grade	2.5	10.8	26.3	53.1	76.3	89.1	95.0	97.6

The total entry for the examination was 4572.

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