

Business and Communication Systems

General Certificate of Secondary Education **GCSE J230**

Mark Scheme for the Units

January 2010

J230/MS/R/10J

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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.

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MARK SCHEME FOR THE UNITS

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A267 ICT skills for business communication systems

Question Number	Answer	Max Mark
Task 1	Spreadsheet	
(a) (i)	<p>Nina Potack has told you that her sales figure for Tuesday is incorrect. <u>Edit</u> Nina Potack’s sales figure for Tuesday. <u>Enter</u> her correct sales figure of 222.89 in cell C4.</p> <p>One mark for editing correctly.</p> <p><i>This mark can be awarded if it appears in the wrong cell but is more the correct person on the correct day i.e. if they have sorted before they have printed it they will not be penalised.</i></p>	[1]
(a) (ii)	<p>Usman Patel is no longer working for The Mobile Phone Store. <u>Delete</u> the row which contains Usman Patel’s details.</p> <p>One mark to be awarded for correct deletion.</p>	[1]
(a) (iii)	<p>A new member of staff, Jennifer Mason, has started working at The Mobile Phone Store.</p> <p><u>Add</u> her name and the following sales figures to your spreadsheet.</p> <p>One mark for the correct insertion of each of the first six pieces of data, the seventh mark is for the correct insertion of the two zeros for Saturday and Sunday.</p> <p>(Mason, J), (Monday – 129.98), (Tuesday – 148.12), (Wednesday – 165.83), (Thursday – 122.88), (Friday – 210.08), (Saturday – 0), (Sunday – 0)</p> <p>Marks cannot be awarded for incorrect data inserted, incorrect use of decimal point, or name is typed in the incorrect format.</p> <p><i>A mark can only be awarded if both zeros are entered. If the candidate prints in accounting format this may show as dashes, this is acceptable as long as the other places where zeros are present have turned to dashes.</i></p>	[7]
(b) (i)	<p><u>Add</u> the following labels to the spreadsheet: In cell I1 <u>add</u> the label Total Sales; In cell H7 <u>add</u> the label Weekly Total; In cell J1 <u>add</u> the label Commission.</p> <p>One mark for the correct insertion of the specified labels. (no marks to be awarded for misspelt items, items put in the wrong cell or items not in the correct format).</p> <p><i>If a candidate adds the semi colon or full stop to the label this will still be accepted.</i></p>	[1] [1] [1]

Question Number	Answer	Max Mark
(b) (ii)	<p>In cell I2 <u>enter</u> a formula to calculate the Total Sales for Henry Chang.</p> <p>Do not award the following marks unless you can see the whole formula.</p> <p>One mark for the correct formula for H Chang, either eg =Sum(B2:H2) or =B2+C2+D2+E2+F2+G2+H2</p>	[1]
(b) (iii)	<p>Replicate this formula to all the other members of staff.</p> <p>One mark for the evidence of replication.</p> <p><i>The mark can be awarded even if the formulas are incorrect as long as there is evidence of replication.</i></p>	[1]
(b) (iv)	<p>In cell I7 <u>enter</u> a formula to calculate the Weekly Total for all staff.</p> <p>One mark for correct formula, either =Sum(I2:I6) or =I2+I3+I4+I5+I6</p>	[1]
(b) (v)	<p>Each week staff are paid an additional payment (commission). This is 8% of their individual total sales. In cell J2 <u>enter</u> a formula to calculate the commission for Henry Chang.</p> <p>One mark for correct formula =(I2/100)*8</p> <p><i>Other formulas are acceptable if it calculates the correct answer.</i></p>	[1]
(b) (vi)	<p>Replicate this formula to all the other members of staff.</p> <p>One mark for the evidence of replication</p> <p><i>The mark can be awarded even if the formulas are incorrect as long as there is evidence of replication.</i></p>	[1]
(b) (vii)	<p>Format all numerical cells to currency (2 decimal places) and displaying the £ sign.</p> <p>One mark to be awarded for all relevant cells put into the correct format.</p>	[1]
(b) (viii)	<p>Save and print on one page a landscape copy of your spreadsheet in the formula view. The contents of all cells must be displayed in full. Remember your candidate name <u>must</u> appear as part of the printed document.</p> <p>One mark for print in landscape.</p> <p>One mark for formula view, mark can only be awarded if all work fits on one page.</p>	[2]

Annotated exemplar screenshot for Task 1 subtasks (a)+(b) (excluding (b) (vii))

1 mark for printing sheet in landscape
1 mark for formula view, can only be awarded if all work fits on one page

Staff Name	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Sales	Commission
Chang, H	254.92	376.76	298.98	0	498.34	798.76		=SUM(B2:H2)	=(I2/100)*8
Jones, K	277.87	172.98	0	379.91	0	692.98	649.72	=SUM(B3:H3)	=(I3/100)*8
Corack, N	0	222.89	398.07	498.15	483.06	398.52	0	=SUM(B4:H4)	=SUM(I4:I6)*8
Ryndon, V	0	208.23	276.07	0	234.87	321.89	428.99	=SUM(B5:H5)	=(I5/100)*8
Mason, J	129.98	148.12	165.83	122.88	210.08	0		=SUM(I2:I6)	=(I6/100)*8
Weekly Total									

1 mark for Usman Patel deleted
1 mark for 129.98 in cell B6
1 mark for 222.89 in cell C4
1 mark for 148.12 in cell C6
1 mark for 122.88 in cell E6
1 mark for 165.83 in cell D6
1 mark for 0 in both cells G6 and H6
1 mark for 210.08 in cell F6
1 mark for Commission in cell J1
1 mark for Total Sales in cell I1
1 mark for formula =SUM(B2:H2) in cell J2 (or other suitable formula).
1 mark for formula =(I2/100)*8 in cell J2 (or other suitable formula).
1 mark for formula =SUM(B3:H3) in cell J2 (or other suitable formula).
1 mark for the shown formulas (or other suitable formula) in cells J3 to J6.
1 mark for the shown formulas (or other suitable formula) in cells J3 to J6.
1 mark for Weekly Total in cell H7
1 mark for formula =SUM(I2:I6) in cell I7 (or other suitable formula).

Question Number	Answer	Max Mark
(c)	<p><u>Sort</u> the spreadsheet into ascending order by Staff Name. <u>Print</u> your spreadsheet in the normal view on <u>one</u> page. Remember your candidate name <u>must</u> appear as part of the printed document.</p> <p>One mark for ascending sort on correct field.</p>	[1]
(d) (i)	<p><u>Create</u> a column chart to display only the <u>Total Sales</u> for each staff member using appropriate labels and a title.</p> <p>No marks to be awarded for creating the wrong type of chart, or if total sales data is not included.</p> <p>One mark for including all total sales One mark for including all staff members names One mark for labelling both the x and y axis appropriately One mark for a suitable chart title.</p>	[4]
(d) (ii)	<p><u>Print</u> a copy of your graph on <u>one</u> page. Remember your candidate name <u>must</u> appear as part of the printed document.</p> <p>One mark for printing as a separate sheet.</p>	[1]

Annotated exemplar screenshot for Task 1 sub-tasks (b)(vii)+(c)

1 mark for Staff Name sorted in Ascending order

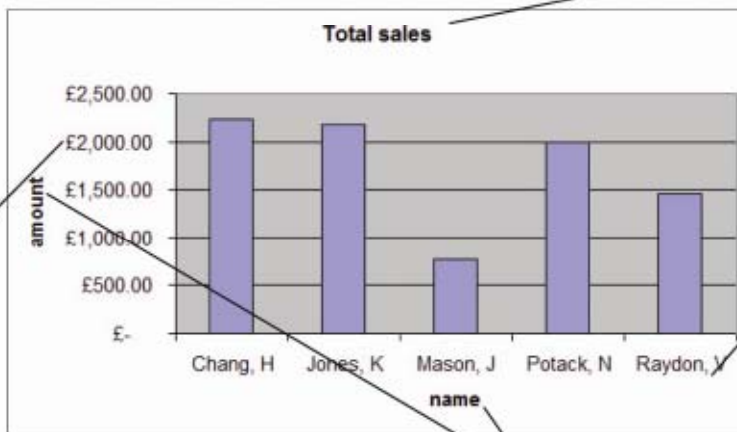
1 mark for all numeric data formatted to currency with 2 decimal places

Staff Name	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total Sales	Commission
Chang, H	£254.92	£376.76	£ 298.98	£ -	£ -	£ 498.34	£ 798.76	£2,227.76	£ 178.22
Jones, K	£277.87	£172.98	£ -	£379.91	£ -	£ 692.98	£ 649.72	£2,173.46	£ 173.88
Mason, J	£129.98	£148.12	£ 165.83	£122.88	£210.08	£ -	£ -	£ 776.89	£ 62.15
Potack, N	£ -	£222.89	£ 398.07	£498.15	£483.06	£ 398.52	£ -	£2,000.69	£ 160.06
Raydon, V	£ -	£208.23	£ 270.07	£ -	£234.87	£ 321.89	£ 428.98	£1,464.04	£ 117.12
							Weekly Total	£8,642.84	

1 mark for printing graph on separate sheet

Annotated exemplar screenshot for Task 1 sub-task (d)

1 mark for a suitable chart title.



1 mark for including all total sales

1 mark for including all staff members' names

1 mark for labelling both x and y axis appropriately

Question Number	Answer	Max Mark
Task 2		
(a)	Using presentation software and including further details in the speaker's notes, your presentation must explain to managers about blogs and should contain at least three slides. You must print one copy of your presentation, one slide to a page, displaying your speaker's notes. Remember your candidate name <u>must</u> appear on each page of the printed document. It must:	
(a) (i)	<p>Describe <u>two</u> features of blogs.</p> <p>(2+2 or 1+3)</p> <p>One mark each for stating up to a maximum of 2 features of blogs:</p> <ul style="list-style-type: none"> • Posts • Comments • Chronological order • Subscribe. <p>One mark for a further description of a maximum two of the features.</p> <ul style="list-style-type: none"> • Posts... are entries made onto a blog about a particular topic • Comments... are remarks made about a post on a blog • Reverse chronological order... comments are posted in order of date with the latest post at the top • Subscribe... people can subscribe to a blog and receive emails alerting them about the latest post. 	[4]
(a) (ii)	<p>Explain <u>two</u> advantages to a business of the use of blogs.</p> <p>(2+2 or 1+3)</p> <ul style="list-style-type: none"> • it can share information with its customers... by posting information about the phones it offers • it can advertise their products through the blog... by starting discussions about phones • it can get feedback about products from customers... and find out what people really think about the phones • it is possible to control the content of the blog... so if 'bad' comments are made they can be deleted. 	[4]

Question Number	Answer	Max Mark
(a) (iii)	<p>Explain <u>two</u> disadvantages to a business of the use of blogs.</p> <p>(2+2 or 1+3)</p> <ul style="list-style-type: none"> • An expert is needed to set up a blog... these experts can be very expensive • People can make negative comments about the shop on the blog... this could stop people buying products from the shop • Blogs take a lot of time to update or review comments... an expert will be needed to do this • Customers may buy the phone elsewhere on the Internet... they may read the blog and search the Internet for the same model phone... this means The Mobile Phone store is paying to advertise other shops products. 	[4]
(a) (iv)	<p>Make a recommendation, with reasons, as to whether or not a business such as The Mobile Phone Store Group should use a blog.</p> <p>Level 1: 1-3 (simple, no justification)</p> <p>Level 2: 4-6 (evaluates how it could impact on the business)</p> <p>Allows it to advertise what it sells..... which may result in it selling more phones and making more profit</p> <p>People can find out what other people think of the products... which may result in people visiting the store and buying the phone</p> <p>Improved communication with customers/customer feedback... it can stop selling products that get bad comments</p> <p>The content can be controlled... so negative comments will not have a negative impact on the shop</p> <p>The cost of setting it up/running it... this can reduce the business' profits</p> <p>Could be possible for people to make negative comments about the group... this could put people off visiting the store</p> <p>May not improve sales, people could just use the reviews...which means it is a waste of money.</p>	[6]

Question Number	Answer	Max Mark
(a) (v)	<p>The presentation must use a variety of features, including speaker's notes, which are suitable for a business audience.</p> <p>One mark for appropriate use of each of the following software features, to a maximum of 3 marks.</p> <ul style="list-style-type: none"> • consistent layout (fonts, style, background) • appropriate use of bullet points • any background, including templates • suitable use of Clip art, image or Word Art • tables • text box <p>Effective use of speaker's notes.</p>	<p>[3]</p> <p>[1]</p>
(a) (vi)	<p><u>Print</u> one copy of your presentation, one slide to a page, displaying your speaker's notes. Remember your candidate name <u>must</u> appear on each page of the printed document.</p> <p>One mark for correct printing.</p>	<p>[1]</p>
(b)	<p>You want to call a staff meeting of everyone who works in the Manchester store. <u>All staff</u> are to attend.</p>	
(b) (i)	<p>Word process a Notice of Meeting and Agenda, as one document. The meeting will be held in the Staff Room at 8.30 am on Saturday 27 February 2010. As well as the standard agenda items you must include the following items:</p> <ul style="list-style-type: none"> • sales targets for March 2010; • discussion about the company website blog. <p>Notice content (date, time, day, location of the meeting, required participants) Two marks if all items present, one mark for at least three items, no mark awarded for two or less items present.</p> <p>Standard opening (Apologies, Minutes, Matters arising, Correspondence) Three marks if all items present, two marks for at least three items, one mark for two items present, no mark awarded for one or less items present.</p> <p>Required, non-fixed items One mark for both non-fixed items accurately included.</p> <p>Standard close (AOB, Details of next meeting) Two marks if both items present, one mark for one item.</p> <p>One mark for all items put in the correct order.</p>	<p>[9]</p>

Question Number	Answer	Max Mark
(b) (ii)	<p data-bbox="331 271 1289 300">Use appropriate formatting to improve the appearance of your work.</p> <p data-bbox="331 338 1310 398">One mark for appropriate use of each of the following software features, to a maximum of two marks:</p> <ul data-bbox="331 443 727 685" style="list-style-type: none"><li data-bbox="331 443 496 472">• bullets<li data-bbox="331 479 549 508">• numbering<li data-bbox="331 515 531 544">• underline<li data-bbox="331 551 464 580">• bold<li data-bbox="331 586 727 616">• change font size or style<li data-bbox="331 622 496 651">• border<li data-bbox="331 658 651 687">• justification of text. <p data-bbox="331 725 1241 786"><i>Examiners are to presume the default font of Times New Roman, any change would warrant a change font mark.</i></p>	[2]

Grade Thresholds

General Certificate of Secondary Education
Business and Communication Systems (J230)
January 2010 Examination Series

Unit Threshold Marks

Unit	Max Mark	A*	A	B	C	D	E	F	G	U	
A267	Raw	60	54	48	42	36	30	24	18	12	0
	UMS	60	54	48	42	36	30	24	18	12	0

The total entry for the examination was 224.

Statistics are correct at the time of publication.

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