

<b>Candidate Forename</b>		<b>Candidate Surname</b>	
-------------------------------	--	------------------------------	--

<b>Centre Number</b>						<b>Candidate Number</b>				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

**A265**

**BUSINESS AND COMMUNICATION  
SYSTEMS**

**Businesses and their Communication Systems**

**FRIDAY 25 JUNE 2010: Afternoon**

**DURATION: 1 hour 30 minutes**

**SUITABLE FOR VISUALLY IMPAIRED CANDIDATES**

**Candidates answer on the Question Paper**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**Calculators may be used**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully and make sure that you know what you have to do before starting your answer.**
- **Answer ALL the questions.**
- **Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).**
- **Do ALL calculations and rough work in this booklet. Cross out any work you do not wish the Examiner to mark.**

## **INFORMATION FOR CANDIDATES**

- **The number of marks is given in brackets [ ] at the end of each question or part question.**
- **The total number of marks for this paper is 90.**
- **The marks allocated and the spaces provided for your answers are a good indication of the length of answers required.**
- **You may use diagrams wherever they will help to answer a question.**
- **The Quality of your Written Communication will be taken into account when marking your answer to the question labelled with an asterisk(\*).**
- **You may NOT use a dictionary.**

## **SCENARIO**

**Creative Cards Limited manufactures greeting cards. You work in the customer service department at the head office in Coventry where cards are designed before being sent to be printed in Ireland. The cards are sold to a number of high street retailers which then sell the cards to the public. Creative Cards Limited also has a website where the public can purchase cards directly from the business.**

- 1 (a) You have been given a letter to check for errors before it is sent to a customer. Part of the letter is shown below.**

**The text of the letter contains six errors. One of the errors has already been circled. Circle the FIVE remaining errors. [5]**

**Dear Mrs Jones**

**Thank you for youre recent letter. We are allways pleased to know about the good expeirences which customers have using our products. I would like to telephone you to discus this further. Please could you contact me to arrrange a conveenient time.**

(b) (i) State ONE input device you could use to edit the text in this letter.

\_\_\_\_\_ [1]

(ii) State ONE output device you could use to view the letter while you are editing it.

\_\_\_\_\_ [1]

(iii) State ONE output device you could use to produce a hard copy of this letter.

\_\_\_\_\_ [1]

(c) (i) You have decided to save this letter onto a USB memory stick.

State ONE benefit to CREATIVE CARDS LIMITED of using a USB memory stick to store business documents.

\_\_\_\_\_  
\_\_\_\_\_ [1]

(ii) Identify and explain ONE drawback to CREATIVE CARDS LIMITED of using a USB memory stick to store important business documents.

Drawback \_\_\_\_\_

\_\_\_\_\_

Explanation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]



**BLANK PAGE**

- 2 (a) All staff who use the head office computer network are given a username and password.

Your current password is w3zpu&t

- (i) State ONE benefit of your current password.

\_\_\_\_\_  
\_\_\_\_\_ [1]

- (ii) State ONE drawback of your current password.

\_\_\_\_\_  
\_\_\_\_\_ [1]

- (b) The head office network manager needs to restrict access to the head office network.

- (i) State TWO methods which could be used to stop PHYSICAL access to the head office network.

Method 1 \_\_\_\_\_

\_\_\_\_\_

Method 2 \_\_\_\_\_

\_\_\_\_\_ [2]



**(ii) Explain how the use of ACCESS RIGHTS could help the head office network manager to restrict access to the head office network.**

---

---

---

---

---

---

---

---

---

---

---

**[3]**

- (c) The head office network manager has installed software to protect the head office network from spam emails and spyware.

Explain the terms *spam email* and *spyware*.

Spam email \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Spyware \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]



**3 (a) Creative Cards Limited is required to comply with the following Acts:**

- **Computer Misuse Act;**
- **Data Protection Act;**
- **Copyright, Designs and Patents Act;**
- **Electronic Communications Act.**

**State which Act applies in each of the following situations.**

<b>SITUATION</b>	<b>ACT</b>
<b>A customer's personal information is used for purposes which were not explained when the information was collected.</b>	
<b>A photograph copied from the Internet is used on a website without the owner's permission.</b>	
<b>A hacker attempts to gain access to the head office computer network.</b>	

**[3]**

**(b) You are required to operate a computer for a large part of your working day. There could be a number of health risks which result from this.**

**(i) State THREE health problems which may result from working with a computer for a long period of time.**

**Health problem 1** \_\_\_\_\_

\_\_\_\_\_

**Health problem 2** \_\_\_\_\_

\_\_\_\_\_

**Health problem 3** \_\_\_\_\_

\_\_\_\_\_ **[3]**

**(ii) Computer users at Creative Cards Limited are advised to sit at the correct height when using a computer.**

**State TWO other actions a COMPUTER USER could take to reduce the health risks of using computers.**

**Action 1** \_\_\_\_\_

\_\_\_\_\_

**Action 2** \_\_\_\_\_

\_\_\_\_\_ **[2]**

**(iii) Identify which ONE of the following is a correct principle of health and safety legislation. Place a tick in the correct box.**

<b>PRINCIPLE</b>	<b>TICK</b>
<b>Only employers are responsible for the safety of people in the workplace.</b>	
<b>Employees are responsible only for their own safety and not that of anyone else.</b>	
<b>Both employers and employees are responsible for their own safety, as well as the safety of other people in the workplace.</b>	

**[1]**

**(c)\* Assess the possible impact on business organisations such as Creative Cards Limited of complying with health and safety legislation.**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

[6]

[Total: 15]

**4 Creative Cards was founded as a sole trader business by Jane Cousins in 2003.**

**(a) State TWO possible reasons why someone might wish to start their own business.**

**Reason 1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Reason 2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

**(b) State TWO drawbacks to the owner of starting a business as a sole trader.**

**Drawback 1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Drawback 2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]



**(c) In 2005 the business became a private limited company (Ltd) in order to benefit from limited liability.**

**Explain what is meant by the term limited liability.**

---

---

---

---

---

---

---

---

**[2]**

**(d) Creative Cards Limited contains the following departments:**

- **Marketing;**
- **Customer Service;**
- **Finance;**
- **Production.**

**Match the departments with the correct description of the activities each carries out. Write your answers in the table.**

<b>BUSINESS ACTIVITIES</b>	<b>DEPARTMENT</b>
<b>Accounting for the money entering and leaving the business.</b>	
<b>Manufacturing cards.</b>	
<b>Carrying out research into how much customers will pay for a new product.</b>	

**[3]**

**(e) Creative Cards Limited is concerned about the following developments within the greeting card industry:**

- **external influences: increases in fuel prices affecting transport costs;**
- **changes in the market: an increase in the number of people sending their own home-made cards.**



5 (a) **Creative Cards Limited has a website where the public can order cards directly from the business.**

**Jeremy Brown is a regular visitor to the Creative Cards Limited website.**

**Below is a list of things which Jeremy uses in order to visit websites:**

- **modem;**
- **ISP;**
- **URL;**
- **web-browser.**

**Match the item with its correct description. Write your answers in the table.**

<b>DESCRIPTION</b>	<b>ITEM NEEDED TO VISIT WEBSITES</b>
<b>Software which displays web pages.</b>	
<b>A business which connects users to the Internet in return for a monthly fee.</b>	
<b>Hardware which uploads and downloads data to and from the Internet.</b>	

**[3]**

**(b) State TWO benefits to a customer of ordering greeting cards from a website.**

**Benefit 1** \_\_\_\_\_

\_\_\_\_\_

**Benefit 2** \_\_\_\_\_

\_\_\_\_\_ [2]

**(c) Once customers have chosen their cards, they are able to pay for them on-line. All payment and delivery details entered by the customer are transferred to the Creative Cards Limited website using data-encryption software.**

**(i) State ONE benefit to a customer of sending their payment data in an encrypted format.**

\_\_\_\_\_

\_\_\_\_\_ [1]

**(ii) List THREE stages in the process of data encryption.**

**Stage 1** \_\_\_\_\_

\_\_\_\_\_

**Stage 2** \_\_\_\_\_

\_\_\_\_\_

**Stage 3** \_\_\_\_\_

\_\_\_\_\_ [3]



**BLANK PAGE**





**(b) Other than the WEEE regulations, identify and explain TWO ways in which Creative Cards Limited could reduce its impact on the environment.**

**Way 1** \_\_\_\_\_

---

---

---

---

---

**Way 2** \_\_\_\_\_

---

---

---

---

---

**[4]**

- (c) Creative Cards Limited aims to have a positive impact on the local community near its Coventry head office. It has decided to support its nearest secondary school.**

**State ONE action which Creative Cards Limited could take which would benefit the local secondary school.**

---

---

**[1]**

- (d) Creative Cards Limited has introduced an ethical trading policy. It will only purchase from suppliers which meet minimum standards covering issues such as child labour and environmental protection.**

**Evaluate the impact on businesses such as Creative Cards Limited of having an ethical trading policy.**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

[6]

[Total: 15]



## **Copyright Information**

**OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.**

**If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.**

**For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.**

**OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.**