

GCSE

Business and Communication Systems

General Certificate of Secondary Education A267

ICT skills for business communication systems

Mark Scheme for June 2010

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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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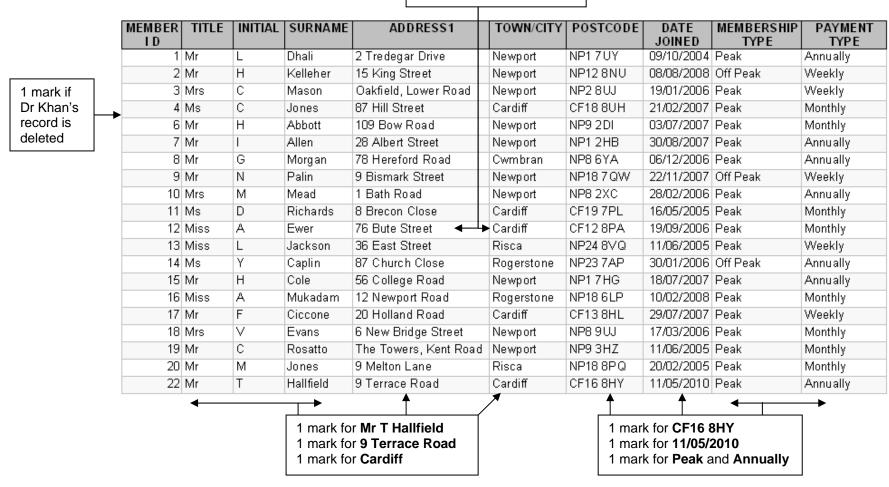
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Question Number			Max mark		
Task 1		Marks will not be awarded if the candidate has input errors, eg spelling mistakes.			
(a)	(i)	One mark to be awarded for the correct deletion of the record. Mark not to be awarded if the words are simply deleted.			
	(ii)	Miss Ewer has moved to 76 Bute Street, Cardiff, CF12 8PA. Edit her details in the database. One mark for the correct insertion of each of the three items. (76 Bute Street), (Cardiff), (CF12 8PA).	3		
	(iii)	A new member has joined the centre. Enter a new record. Mr T Hallfield, 9 Terrace Road, Cardiff, CF16 8HY. He joined on 11 May 2010. He has chosen to be a Peak member and he is going to pay annually. One mark for the correct insertion of each of the six items. (Mr T Hallfield), (9 Terrace Road) (Cardiff), (CF16 8HY)	6		
(b)	(i)	You need to insert a new field into your database so you can record members' telephone numbers. You must insert the new field TELEPHONE NUMBER between the POSTCODE and DATE JOINED fields. One mark for the correct insertion of the field TELEPHONE NUMBER. One mark for putting the field in the correct place, ie between the POSTCODE and DATE JOINED fields. One mark for the correct data type used.	3		
	(ii)	The following people have already provided you with their telephone number. Add the following data to the database: Mr H Abbott – 01276 781928 Mr M Jones – 01276 839289 Mr H Cole – 01276 382920 One mark for the correct insertion of each of the three items.	3		
	(iii)	You would like to find the name of the member who was first to join the centre. Sort the database into ascending order by DATE JOINED. One mark if the database is sorted on correct field in descending order. Two marks if the database is sorted on the correct field and in ascending order.	2		

Annotated exemplar screenshot for task 1 sub-task (a)

1 mark for **76 Bute Street** 1 mark for **Cardiff** 1 mark for **CF12 8PA**



Annotated exemplar screenshot for task 1 sub-task (b)

- 1 mark for insertion of new field TELEPHONE NUMBER
- 1 mark for inserting field between POSTCODE and DATE JOINED fields
- 1 mark for correct data type, can be established from 0 at the start of each telephone number inserted

1 mark for DATE JOINED field sorted 1 mark for sorting in ascending order

MEMBER I D	TITLE	INITIAL	SURNAME	ADDRESS1	TOWN/CITY	POSTCODE	TELEPHONE NUMBER	DATE JOINED	MEMBERSHIP TYPE	PAYMENT TYPE
1	Mr	L	Dhali	2 Tredegar Drive	Newport	NP1 7UY		09/10/2004	Peak	Annually
20	Mr	М	Jones	9 Melton Lane	Risca	NP18 8PQ	01276 839289	20/02/2005	Peak	Monthly
11	Ms	D	Richards	8 Brecon Close	Cardiff	CF19 7PL		16/05/2005	Peak	Monthly
19	Mr	С	Rosatto	The Towers, Kent Road	Newport	NP9 3HZ		11/06/2005	Peak	Monthly
13	Miss	L	Jackson	36 East Street	Risca	NP24 8VQ		11/06/2005	Peak	Weekly
3	Mrs	С	Mason	Oakfield, Lower Road	Newport	NP2 8UJ		19/01/2006	Peak	Weekly
14	Ms	Υ	Caplin	87 Church Close	Rogerstone	NP23 7AP		30/01/2006	Off Peak	Annually
10	Mrs	М	Mead	1 Bath Road	Newport	NP8 2XC		28/02/2006	Peak	Annually
18	Mrs	V	Evans	6 New Bridge Street	Newport	NP8 9UJ		17/03/2006	Peak	Monthly
12	Miss	Α	Ewer	76 Bute Street	Cardiff	CF128PA		19/09/2006	Peak	Monthly
8	Mr	G	Morgan	78 Hereford Road	Cwmbran	NP8 6YA		06/12/2006	Peak	Annually
4	Ms	С	Jones	87 Hill Street	Cardiff	CF18 8UH		21/02/2007	Peak	Monthly
6	Mr	Н	Abbott	109 Bow Road	Newport	NP9 2DI	01276 781928	03/07/2007	Peak	Monthly
15	Mr	Н	Cole	56 College Road	Newport	NP1 7HG	01276 382920	18/07/2007	Peak	Annually
17	Mr	F	Ciccone	20 Holland Road	Cardiff	CF13 8HL	†	29/07/2007	Peak	Weekly
7	Mr	I	Allen	28 Albert Street	Newport	NP1 2HB		30/08/2007	Peak	Annually
9	Mr	N	Palin	9 Bismark Street	Newport	NP18 7 QW		22/11/2007	Off Peak	Weekly
16	Miss	А	Mukadam	12 Newport Road	Rogerstone	NP18 6LP		10/02/2008	Peak	Monthly
2	Mr	Н	Kelleher	15 King Street	Newport	NP128NU		08/08/2008	Off Peak	Weekly
22	Mr	Т	Hallfield	9 Terrace Road	Cardiff	CF16 8HY		11/05/2010	Peak	Annually

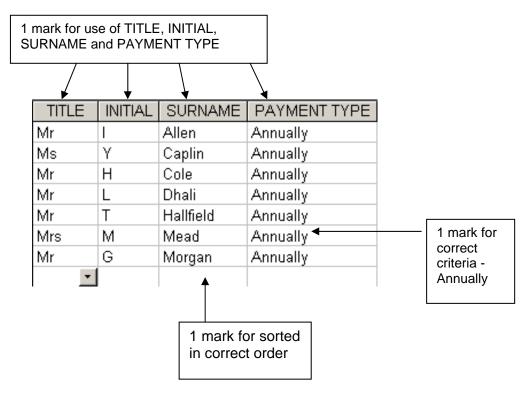
1 mark for **01276 839289** for Mr M Jones

1 mark for **01276 781928** for Mr H Abbott

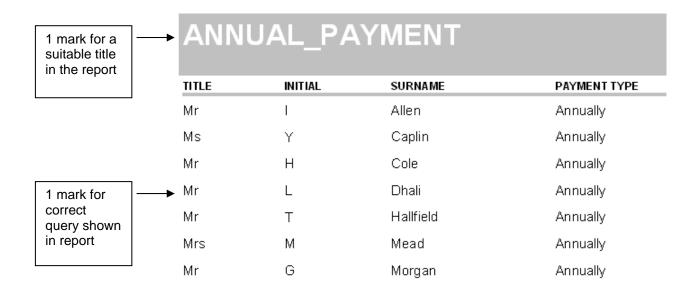
1 mark for **01276 382920** for Mr H Cole

Question Number		Max mark
(c) (i)	Create a <u>query</u> to find the TITLE, INITIAL and SURNAME of those members who pay ANNUALLY. The query is to be called ANNUAL_PAYMENT.	3
	She would like the query to be displayed in ascending order by SURNAME.	
	One mark for use of title, initial, surname and payment type in the query One mark for correct search criteria used, i.e Annually. One mark for query sorted in ascending order	
	Please note if it is obvious that the criteria has been hidden award marks for use of correct fields and correct search criteria.	
(ii)	Create a <u>report</u> of the query ANNUAL_PAYMENT displaying a suitable title.	2
	One mark for creating a report of the correct information. One mark for a suitable title in a report (even if incorrect data is included).	
	Please note a mark is not lost if not sorted.	

Annotated exemplar screenshot for task 1 sub-task (c) (i)



Annotated exemplar screenshot for task 1 sub-task (c) (ii)



Question Number		Max mark		
(d)	The Centre Manager has decided to extend the opening hours for 'Off Peak' members. You must write a mail-merged letter using the query OFF_PEAK_MEMBERS to the 'Off Peak' members to tell them about the change. Recall the file CENTRE LETTERHEAD.doc. Using this document, write the letter using the fully blocked style and open punctuation. The letter will be sent today from the Centre Manager.	14		
	The letter must include the following details:			
	 remind members that at the moment 'Off Peak' members are allowed to attend the gym between 9.00 am and 4.00 pm; the hours are being extended to be between 8.00 am and 5.00 pm; this will start from 21/09/2010; there will be no extra cost to members; if they would like to discuss this matter further, they should contact reception. 			
	One mark for each of the following:			
	 Use of the letterhead template Fully blocked style Open punctuation Correct date in correct format (no 'th' used) Correct salutation and correct complimentary close Remind members that at the moment 'Off peak' members are allowed to attend the gym between 9.00 am and 4.00 pm She would like to extend this to 8.00 am and 5.00 pm This will start from 21/09/2010 There will be no extra cost If they would like to discuss it further to contact reception Evidence that mail merge was used, ie printed unmerged letter Evidence that letter was merged from a query, ie all letters to relevant people. Two marks to be awarded for fully appropriate tone and style, including opening and closing sentence, and letter uses a professional manner. One mark to be awarded for general good style, it may have a few errors that do not effect the professionalism of the letter. No marks for a list of points reproduced. 			

Question Number		Max mark			
Task 2	Some of the staff at Fitness Area find it difficult to use the members' database. They are often found recording customer details on paper or into a spreadsheet.				
(a)	The Centre Manager has asked you to prepare a word processed document for staff entitled Database Software. This document is to help staff understand more about databases.				
	You must include each of the following points in your document:				
(i)	Why do businesses store information electronically rather than on paper	6			
	Level 1: 1–3 marks (simple, no justification)				
	Level 2: 4–6 marks (evaluates how it could impact on the business or describes how it could be helpful)				
	Takes up less space no large filing cabinets are needed office is more comfortable				
	Can be kept secure by the use of passwords follow the Data Protection Act				
	Efficient/quick way to store data staff can quickly enter data staff can spend time doing more important things.				
	Easy to search for data much quicker than searching through a manual database staff become more efficient				
	Easy to sort datawon't have to do it manually that can take valuable time				
	Back ups can be easily produced can be kept safe from fire/floods prevents data loss which could be catastrophic for a business				
	Less chance of losing informationas it can be backed upless time wasted reproducing information				
	Quicker to enter datasave staff timethis time can be spent more productively in the business				
	 Information can be easily transportedusing removable mediaallows staff to work more efficiently 				
	Easy to edit datano need to reproduce informationmakes staff/business more efficient				
	 Saves time (if qualified – as staff can spend less time entering data)allows the business to run more efficiently 				
	Saves paper (if qualified as less printing is needed)allows the business to become more environmentally friendly				
	You can mail mergewhich allows the business to produce letters more quickly,, ,and makes the business look more professional.				
	Data can be accessed by several people at the same timeso staff do not have to waste timewhich allows staff/business to work more efficiently				
	Please note that this list is not exhaustive, other possible answers may be acceptable.				

Question Number		Max mark
(ii)	Evaluate the extent to which a database rather than a spreadsheet would be more helpful to Fitness Area in storing information	12
	Level 1: 1–4 marks (simple, no justification)	
	Level 2: 5–8 marks (compares application's features/how this will impact on the staff/task)	
	Level 3: 9–12 marks (evaluates how it could impact on the business)	
	There are various data types to help stop mistakes eg number, currency these are not available in a spreadsheet mistakes could cost the business time/money, make them look unprofessional	
	Data can be sorted into ascending or descending order or an example is clearly explained this can be done in a spreadsheet but is not as simple and the wrong data can be sorted could produce incorrect results mistakes could impact on the business	
	Searches/queries are when the computer looks for data meeting certain criteria or an example is clearly explained cannot be done in a spreadsheet staff may have to waste time looking for things that meet a certain criteria this time could be better spent on other tasks	
	Report is the result of a search or a query or an example is clearly explained these cannot be created in a spreadsheet/data may look confusing so data cannot be displayed professionally may not look professional in meetings	
	Validations are rules set up by the user to stop mistakes being input or an example is clearly explained although can be created in a spreadsheet they are not simple to create/not as many validations available can lead to mistakes which could produce garbage cause problems for the business/cost the business time/money.	
	Primary key can be createdwhich allows the record to be uniquethis can prevent duplication of recordswhich could make the business look unprofessional	
	Easier to mail merge (accept) merge can be created from queriesso letters can be sent to individuals or groupsthis can save the business time.	
	Please note that this list is not exhaustive, other possible answers may be acceptable.	

Question Number		Max mark
(b)	The Centre Manager, Amelia Jordan, is pleased with your evaluation and wants it to be circulated to other Centre Managers. Recall the file FITNESS MEMO.dot. Write a memo from your Centre Manager addressed to all Centre Managers which will be used to circulate the evaluation.	5
	The memo must include a:	
	 reference to the evaluation; request to read it; reference to the fact that it will be discussed at the next Centre Managers' meeting. 	
	One mark for each of the following:	
	 To: Centre Managers From: Amelia Jordan or except Centre Manager Subject: relevant subject type eg Databases. 	
	Two marks to be awarded for correct tone and style used in content of memo and where all specified items are included.	
	One mark for simply copying the information in bullets, if there are transcribing mistakes or tone and style is not good.	
	No marks if only a little of the specified items are included or tone and style is inappropriate.	

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