OCR
RECOGNISING ACHIEVEMENT

GCSE

Business and Communication Systems

General Certificate of Secondary Education

Unit **A267:** ICT skills for business communication systems

Mark Scheme for January 2011

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of pupils of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, OCR Nationals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by Examiners. It does not indicate the details of the discussions which took place at an Examiners' meeting before marking commenced.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2011

Any enquiries about publications should be addressed to:

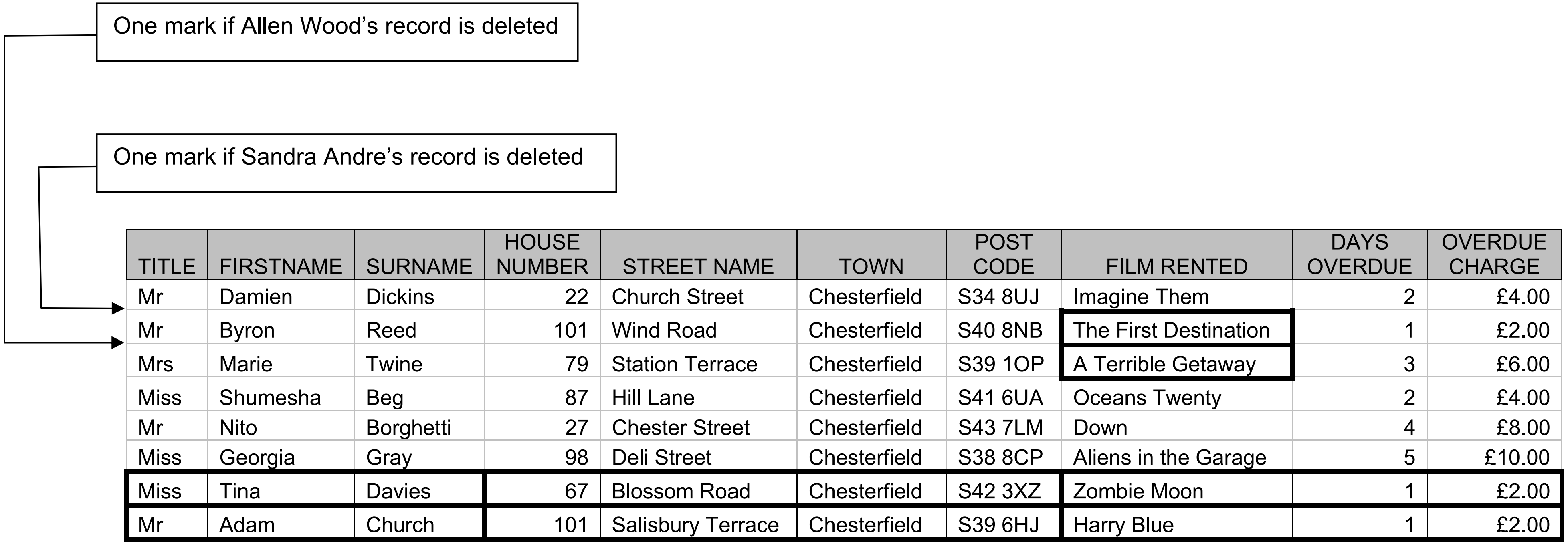
OCR Publications
PO Box 5050
Annesley
NOTTINGHAM
NG15 0DL

Telephone: 0870 770 6622
Facsimile: 01223 552610
E-mail: publications@ocr.org.uk

Question			Expected Answer	Mark
1	(a)	(i)	**James would like you to keep the overdue charges database updated. He has made a note of members with overdue charges for today. Add these records to the database.** **One mark** for each of six correct entries as listed below: (Miss Tina Davies) (67 Blossom Road, Chesterfield, S42 3XZ) (Zombie Moon, 1, £2.00) (Mr Adam Church) (101 Salisbury Terrace, Chesterfield, S39 6HJ) (Harry Blue, 1, £2.00) No marks awarded for incorrect information transcribed. Cases must be as shown. All information must be clearly seen to award marks.	[6]
		(ii)	**Sandra Andre and Allen Woods have returned their films and paid their overdue charges. Delete both members' records from the overdue charges database.** **One mark** for each of two correct deletions No marks to be awarded for simply deleting the words, records have to be deleted in the correct way.	[2]
		(iii)	**You have noticed two of the films in the database are spelt incorrectly. The film 'A Terrible Gateway' should be 'A Terrible Getaway'. The film 'The First Destanation' should be 'The First Destination'. Edit the details.** **One mark** for each of two corrected items. Cases must be as shown. All information must be clearly seen to award marks.	[2]
	(b)	(i)	**Create a query to find the TITLE, FIRSTNAME and SURNAME of those members whose film is two or more days overdue. The query is to be called DAYS_OVERDUE.** **He would like the results of the query to be displayed in ascending order by SURNAME.** **One mark** to be awarded for four correct fields used (TITLE, FIRSTNAME, SURNAME, DAYS_OVERDUE (accept if hidden)) **One mark** to be awarded for the correct search criteria **One mark** to be awarded for query displayed in ascending order by SURNAME **One mark** to be awarded for the correct naming of the query (DAYS_OVERDUE)	[4]

Question			Expected Answer	Mark
		(ii)	**Create a report of the query DAYS_OVERDUE displaying a suitable title**. **One mark** to be awarded for the creation of the correct report containing the correct information. **One mark** to be awarded for a suitable title. Do not penalise for incorrect query in previous question. This report does not need to be sorted.	**[2]**

Annotated exemplar screenshot for Task 1 sub-task (a) – 10 marks



One mark if Allen Wood's record is deleted

One mark if Sandra Andre's record is deleted

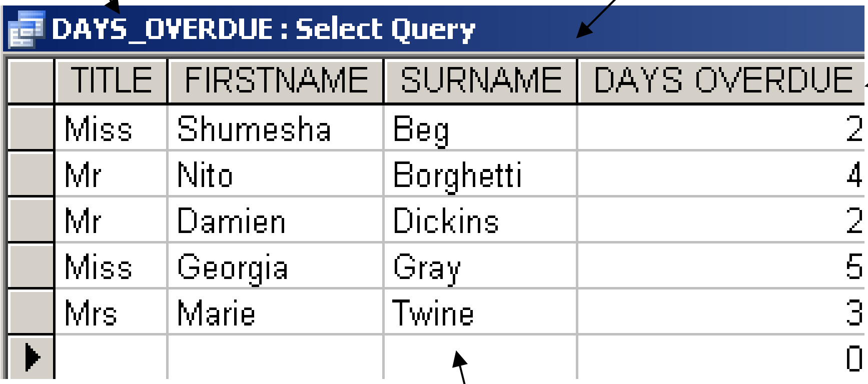
TITLE	FIRSTNAME	SURNAME	HOUSE NUMBER	STREET NAME	TOWN	POST CODE	FILM RENTED	DAYS OVERDUE	OVERDUE CHARGE
Mr	Damien	Dickins	22	Church Street	Chesterfield	S34 8UJ	Imagine Them	2	£4.00
Mr	Byron	Reed	101	Wind Road	Chesterfield	S40 8NB	The First Destination	1	£2.00
Mrs	Marie	Twine	79	Station Terrace	Chesterfield	S39 1OP	A Terrible Getaway	3	£6.00
Miss	Shumesha	Beg	87	Hill Lane	Chesterfield	S41 6UA	Oceans Twenty	2	£4.00
Mr	Nito	Borghetti	27	Chester Street	Chesterfield	S43 7LM	Down	4	£8.00
Miss	Georgia	Gray	98	Deli Street	Chesterfield	S38 8CP	Aliens in the Garage	5	£10.00
Miss	Tina	Davies	67	Blossom Road	Chesterfield	S42 3XZ	Zombie Moon	1	£2.00
Mr	Adam	Church	101	Salisbury Terrace	Chesterfield	S39 6HJ	Harry Blue	1	£2.00

Note: The information showing within each emboldened rectangle is awarded one mark up to a maximum of eight marks. **All** information within the emboldened rectangle (eg 67 Blossom Road, Chesterfield, S42 3XZ) must be correct for the mark to be awarded.

Annotated exemplar screenshot for Task 1 sub-task (b)(i) – 4 marks

One mark for the correct query name, i.e. DAYS_OVERDUE.

One mark for displaying the correct fields. The DAYS_OVERDUE field may be hidden.



DAYS_OVERDUE : Select Query

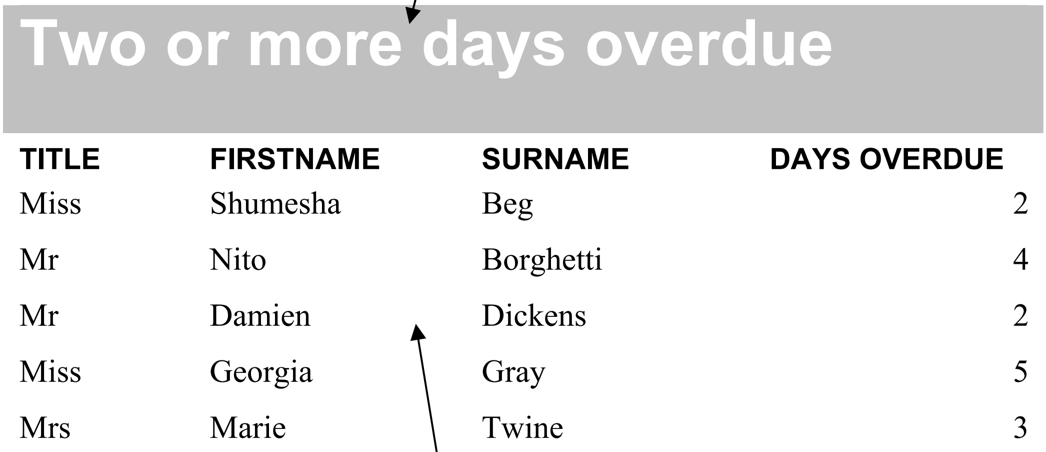
TITLE	FIRSTNAME	SURNAME	DAYS OVERDUE
Miss	Shumesha	Beg	2
Mr	Nito	Borghetti	4
Mr	Damien	Dickins	2
Miss	Georgia	Gray	5
Mrs	Marie	Twine	3
			0

One mark for the correct search criteria, i.e. two or more days overdue.

One mark for displaying the records in ascending order by SURNAME.

Annotated exemplar screenshot for Task 1 sub-task (b)(ii) – 2 marks

One mark for using a suitable title.



Two or more days overdue

TITLE	FIRSTNAME	SURNAME	DAYS OVERDUE
Miss	Shumesha	Beg	2
Mr	Nito	Borghetti	4
Mr	Damien	Dickens	2
Miss	Georgia	Gray	5
Mrs	Marie	Twine	3

One mark for using the correct query (DAYS_OVERDUE) to create the report.

Question			Expected Answer	Mark
	(c)		**James is concerned about those members who owe £8.00 or more. You must write a mail-merged letter to those members owing £8.00 or more telling them about their overdue charge. You must use the query HIGH_CHARGES. Recall the file HOLLYWOOD_LETTERHEAD.doc. Using this document, write the letter using the fully blocked style and open punctuation. The letter will be sent today from the Shop Manager, James Duncan.** **The letter must include the following information from the query:** • **the name of the film rented;** • **the amount of days it is overdue;** • **the amount owed.** A maximum of **three marks** to be awarded if the information shown in the bullets above is used but merged fields are not used. (One mark for each of three correct pieces of information.) A maximum of **six marks** to be awarded if the information shown in the bullets above is included using the correct merged fields. (Two marks for each of three correct pieces of information.) [*Guidance - If there is evidence of merged fields '<<Film Rented>>', '<<Days Overdue>>' and '<<Overdue Charge>>' award up to 3 marks (1 for each field). If there is evidence that either letter has been merged with the correct fields so either 'Aliens in the Garage' and '5 days' and '£10.00' for Miss Gray (1 mark for each) or 'Down' and '4 days' and '£8.00' (1 mark for each) for Mr Borghetti, if the name is not included do not penalise, if it is clear all details are from same record award the mark.]* **The letter must also include:** • **a reminder that overdue films are charged at £2.00 per day;** • **that if the charge exceeds £20.00 the cost of replacing the film will be charged to them;** • **if members have any problems returning the film they should contact the shop to discuss the problem with the Manager.** **One mark** for each of the following up to a maximum of nine marks: • use of the letterhead template • fully blocked style • open punctuation • correct date (As long as date *(in correct format 12 January 2011 or 12/01/11) must be above salutation and bellow letter head and not within address)* • correct merged salutation *(accept 'Dear Title Surname' or 'Dear Title First name Surname', or if no unmerged letter provided accept Dear Mr Borghetti or Dear Miss Gray or Dear Mr Nito Borghetti or Dear Miss Georgia Gray)* • correct complimentary close *(Yours sincerely, accept capital 'S'. Must match salutation)* • a reminder that overdue loans are charged at £2.00 per day	[17]

Question			Expected Answer	Mark
			- that if the charge exceeds £20.00 the cost of replacing the film will be charged to them - if they have any problems returning the film they should contact the store to discuss the problem with the Manager **Two marks** to be awarded for fully appropriate tone and style, including opening and closing sentence. Letter uses a professional manner. **One mark** to be awarded for general good style. May have a few errors which do not effect the professionalism of the letter. **No marks** for a list of points reproduced.	

Question			Expected Answer	Mark
2	(a)		**You have decided to create a word processed document to convince James that emailing members would be a good idea for the business.** **Your document must include each of the following:**	[6]
		(i)	**A description of how you would send the same overdue reminder email to more than one member.** Level 1: 1 – 3 marks (states a feature or describes a feature/step that would be taken) Level 2: 4 – 6 marks (describes the feature/step in further detail or describes how it could impact on James/the business) Add multiple recipients…this means he could send the same email to many members at the same time…saving him time and the cost of sending letters. Add the email addresses of members into the ‘To’ box…all the email addresses will appear in inverted commas...you can then write the email to add members as if you were writing to one member. He could use CC…where he could send the same message to many members…saving him time as he only has to write one email. He could set up an address book of all members…so he could easily add members addresses…which would save him typing in the addresses of members. He could use BCC…which would mean no one else would see each others’ email address…which would follow the DPA. Please note that this list is not exhaustive, other possible answers may be acceptable.	

Question			Expected Answer	Mark
		(ii)	**An evaluation of whether or not the advantages to the business of using email are greater than the disadvantages.** Level 1: 1 – 4 marks (simply states an advantage/disadvantage) Level 2: 5 – 8 marks (Analyses how it could impact on James/the business) Level 3: 9 – 12 marks (Draws evaluative conclusions based on analysis of advantages **and** disadvantages or makes recommendations to James based on analysis **and** advantages **and** disadvantages) *(Do not accept the disadvantages of letters for level 1 must clearly relate to email).* **Advantages:** • Quick/speed/immediate (more than just the word – must be refering to emails) • Cost/cheap (more than just the word – must be refering to emails) • Can retrieve 24/7 • Can receive from different devices • Save space/paper/no need to print • Ability to send to multiple recipient **Disadvantages:** • The expense/cost of equipment • Training – time/money • Customers may not read/ think it is spam/junk/less official • Viruses • Time waste/staff may waste time emailing friends/opening junk mail • Not all customers have email/check email regularly • Less official **Analysis** Will result in less overdue rentals…which will mean films are returned on time…more films available…less time wasted chasing customers. (May not read/think its spam/less official) resulting in the message being missed…which will waste time when they have to contact them again. Customers may start to get annoyed with emails being sent…they may report it as spam/not read…which will mean James will not be able to contact the customer by email. Get the film retuned more quickly...which means they can rent it to someone else...please their customers by having good selection of films. (Will save time) as they don't have to write/print lots of letters/wait for letter to arrive...which means they may get the film returned more quickly. (Will save money) as there is no need to pay for postage of lots of letters...this will mean the business is more financially efficient/makes	[12]

Question			Expected Answer	Mark
			more profit. (cost of equipment) the ongoing cost of hardware/maintenance of equipment...may end up costing more than letters....not cost efficient if emails don't get read. (less paper wasted) will mean the company is more eco friendly...may gain more customers through environmentally friendly credentials. (staff training) will waste time when staff could be doing other tasks...may mean staff don't get served so quickly...may get annoyed and not return. Please note that this list is not exhaustive, other possible answers may be acceptable. **Evaluation/recommendations** **Examples:** In my opinion the advantages of sending email outweigh the disadvantages because it will save the business a lot of money in the long run as it is cheaper than posting which will mean more profit for the business. In my opinion James should not use email as I think it would be a waste of time and money because people may simply think it is spam and not read the important message which could result in more overdue rentals.	

Question			Expected Answer	Mark
	(b)	(i)	**James has agreed that email is a good idea. He wants you to create a one page form using suitable software to collect members' email addresses.** **He wants to be able to hand out these forms to members so they can fill them in with their full name, full address and email address.** **The form must include the following:** • **the Hollywood Movies Logo (Insert image called HOLLYWOODMOVIES_LOGO.jpg);** • **brief instructions on how to complete the form ie in block capital, it should be returned to the manager (accept company);** • **suitable headings and boxes to enter the specified details.** **One mark** to be awarded for: • Hollywood Movies logo. **Two marks** to be awarded for: • Suitable instructions as specified **(one mark for each instruction)**. **Three marks** for displaying the correct fields (**one mark for each correct combination**): • (first name, surname – accept forename) • (minimum address and postcode) • (email address – accept email) **One mark** to be awarded for Suitable space for specified details to be inserted *(Only award suitable space mark in task 2 b i if the majority of fields are included (even if incorrectly names) and there is some sort space to write fields, whether a line or a box).*	[7]
		(ii)	**Use appropriate formatting to improve the appearance of your work.** **One mark** for the demonstration of each of the following suitable formatting techniques up to a maximum of two marks: • evidence of font styles used • border • Word Art • backgrounds • auto shapes • Line • Table • Bullets	[2]

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

14 – 19 Qualifications (General)
Telephone: 01223 553998
Facsimile: 01223 552627
Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2011