

**GENERAL CERTIFICATE OF SECONDARY EDUCATION
BUSINESS AND COMMUNICATION SYSTEMS**

A265

Businesses and their Communication Systems

Candidates answer on the question paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used

**Monday 27 June 2011
Afternoon**

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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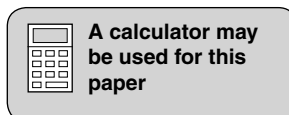
Centre number								Candidate number					
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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.
- Answer **all** the questions.
- Do **not** write in the bar codes.

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.
- Your quality of written communication is assessed in questions marked with an asterisk (*).
- You may **not** use a dictionary.
- This document consists of **16** pages. Any blank pages are indicated.



Scenario

Classic Gardens plc designs and builds luxury garden furniture. Products are sold in garden centres, as well as through the company's own shops and website. The business is based in the South West of England. You work in the company's Bristol head office.

- 1 (a) You have been given a document to check for errors before it is put onto the company website. Part of the document is shown below.

Our new 'Home Comfort' range of quality affordable furniture is made from the finest raw materials including imported wood from China and and Sweden. Their are over 50 different products in the range. All are products come with a full five year garantee.

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

- (b) One benefit of using a spellchecker is to identify misspellings.

Give **two** types of errors which would **not** be identified through the use of a spellchecker.

- 1
- 2 [2]

- (c) Kelvin Jones, a member of staff at Classic Gardens plc, has already received a verbal warning for not checking for spelling mistakes in the documents which he produces.

If Kelvin continues to not check his documents for spelling mistakes, explain the next stage in the discipline procedure.

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-
-
-
- [2]

- (b) Classic Gardens plc has to comply with the Sale of Goods Act. Amongst other things, this Act states that goods sold must be of ‘satisfactory quality’. Which **one** of the following statements is an accurate definition of ‘satisfactory quality’? Place a tick in the correct box.

Statement	Tick
The product must be of the same standard as the products made by competitors.	
The product must not be faulty at the time of sale.	
The product must come with a minimum two-year guarantee.	

[1]

- (c) Classic Gardens plc would like to copy an image from a magazine and use it on its website.

- (i) State **two** actions the business would have to take in order to make sure that its use of the magazine image complies with copyright legislation.

1

.....

2

..... [2]

- (ii) State **one** possible consequence to Classic Gardens plc of failing to comply with copyright legislation when using the image.

.....

..... [1]

- (d) Classic Gardens plc has a number of employees who regularly use computers for their work. Using computers can be a source of potential health problems.

State **three** possible health problems to an employee resulting from excessive computer use.

1

.....

2

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3

..... [3]

- (e) Like all businesses, Classic Gardens plc is required to comply with data protection legislation.

Explain **two** reasons why businesses such as Classic Gardens plc are required to comply with data protection legislation.

Reason 1

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Reason 2

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[4]

[Total: 15]

- 3 (a) Classic Gardens plc has the following statement on its website:

“We believe the most important people in the world are our customers”.

Explain **one** reason why customers are important to a business such as Classic Gardens plc.

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[2]

(b) The head office computer network at Classic Gardens plc is currently protected by user names, passwords and a firewall. No other protection measures are in place. All computers are connected to the Internet.

(i) Staff are responsible for their own password security.

State **three** pieces of advice which you would give to a new employee to help them use passwords effectively.

- 1
-
- 2
-
- 3
- [3]

(ii) Explain **one** way in which a firewall can help to protect the head office computer network at Classic Gardens plc.

-
-
-
-
- [2]

6 (a) Classic Gardens plc has a website providing information about the company and its products. Customers can also purchase products online.

(i) Which **one** of the following items of hardware is needed to gain access to the Internet? Place a tick in the correct box.

Hardware device	Tick
Modem	
External hard disk	
Loudspeaker	

[1]

(ii) Which **one** of the following items of software is needed to be able to view web pages online? Place a tick in the correct box.

Software	Tick
Word processor	
Graphics software	
Web browser	

[1]

(b) In order to buy goods online from Classic Gardens plc, a customer needs to use the services of an Internet service provider (ISP).

State **three** features of an Internet service provider (ISP).

- 1
-
- 2
-
- 3
-

[3]

(c) (i) State **two** benefits to **customers** of using the Internet to order products from businesses such as Classic Gardens plc.

1

.....

2

..... [2]

(ii) State **two** drawbacks to **customers** of using the Internet to order products from businesses such as Classic Gardens plc.

1

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2

..... [2]

