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Centre number						Candidate number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

A265

**BUSINESS AND COMMUNICATION
SYSTEMS**

Businesses and their Communication Systems

MONDAY 27 JUNE 2011: Afternoon

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

A calculator may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes on the first page. 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.**

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.**

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.

[2]

[6]

[Total: 15]

- (ii) If Classic Gardens plc became bankrupt owing £5 million to its suppliers and was forced to close, which ONE of the following statements would be true? Place a tick in the correct box.

STATEMENT	TICK
Each owner would be personally liable for the full £5 million.	
Each owner is required to pay a share of the £5 million to the supplier.	
Each owner would only lose the amount they have invested in the business.	

[1]

- (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 _____

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 _____

Reason 2 _____

[4]

[Total: 15]

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

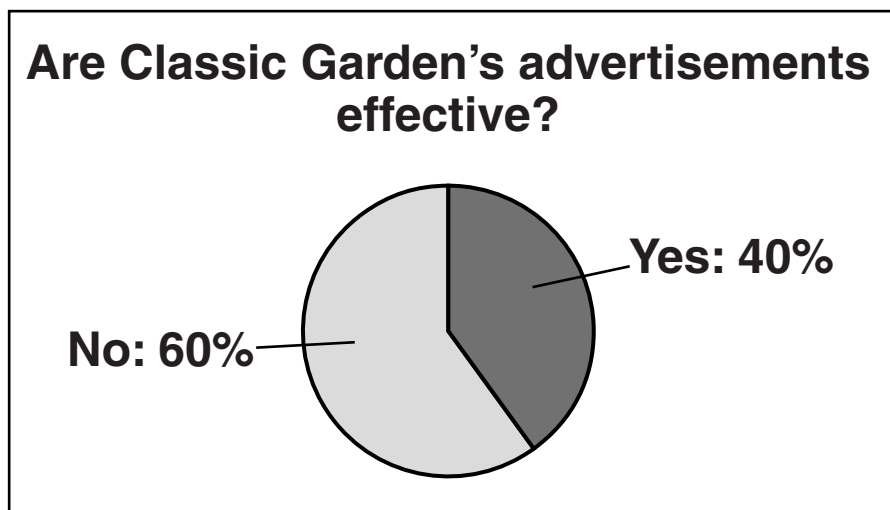
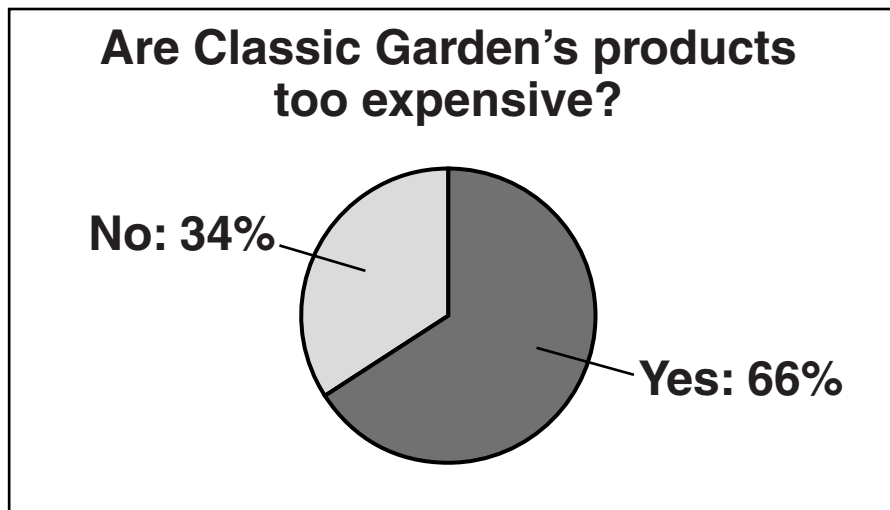
“We believe the most important people in the world are our customers”.

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

[2]

(b)* The quality of your written communication will be assessed in this question.

Classic Gardens plc has carried out a market research survey to find out what its customers think of the business. The results are summarised below.



Recommend which ONE of the following two actions would have the greater impact on Classic Gardens plc:

- drop all prices by 20% immediately;**
- launch a six-week television advertising campaign.**

Give reasons for your recommendation.

(d) Classic Gardens plc currently has a customer support line where customers can contact the business by telephone for after-sales support for its products. The business is planning to close the telephone based support line and replace it with a website.

(i) Explain ONE benefit to a business such as Classic Gardens plc of providing all customer support through a website.

[2]

(ii) State TWO drawbacks to CUSTOMERS of having all customer support provided through a website.

1 _____

2 _____

[2]

[Total: 15]

- 4 (a) **Classic Gardens plc receives over 5000 letters from customers each month. These letters are currently stored using a manual filing system.**

Explain TWO drawbacks to a business such as Classic Gardens plc of storing these letters using a manual filing system.

1 _____

2 _____

_____ **[4]**

(b) Classic Gardens plc is considering converting these letters to digital images.

Which ONE of the following hardware devices would it use to carry out this activity? Place a tick in the correct box.

HARDWARE DEVICE	TICK
Scanner	
Data projector	
Graphics pad	

[1]

(c) Explain TWO drawbacks to Classic Gardens plc of the process of converting these letters to digital images.

1 _____

2 _____

[4]

- (d) If these letters were stored as digital images, which ONE of the following output devices would be needed to create a hard copy of a letter? Place a tick in the correct box.

OUTPUT DEVICE	TICK
Monitor	
Data projector	
Printer	

[1]

- (e) Classic Gardens plc is considering replacing all its existing wired keyboards with wireless keyboards.

State TWO drawbacks of using wireless keyboards.

1 _____

2 _____

[2]

5 (a) The network manager regularly backs up the data on Classic Gardens plc's computer network.

Data is backed up in two ways:

- data is saved to DVDs;**
- data is uploaded via the Internet to a business which provides remote data storage services.**

(i) State TWO drawbacks to a business such as Classic Gardens plc of using DVDs to back up its data.

1 _____

2 _____

_____ **[2]**

(ii) State TWO benefits to a business such as Classic Gardens plc of using a remote data storage service via the Internet to back up its data.

1 _____

2 _____

_____ **[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]

[Total: 15]

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 _____

2 _____

_____ **[2]**

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