

Business and Communication Systems

General Certificate of Secondary Education

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

Mark Scheme for January 2012

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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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Annotations

Annotation	Meaning
	Irrelevant
	Correct
L1	Level 1 point
L2	Level 2 point
L3	Level 3 point
	Incorrect

Question			Answer	Mark	Guidance
1	(a)	(i)	One mark to be awarded for correctly deleting H Santos' details.	1	The row must be deleted - marks cannot be awarded for deleting the words.
		(ii)	(738292), (E), (Wilson), (Waiter), (6.50), (22) One mark to be awarded for each piece of data correctly transcribed in the correct place.	6	All details must be correctly transcribed including capitalisation. Allow 6.5 for the rate per hour.
	(b)	(i)	One mark to be awarded for the correct label (Wage) in the correct cell (G1).	1	Capital 'W' for wage must be included.
		(ii)	One mark to be awarded for the correct formula in G2 Either =E2*F2 or =F2*E2 or =(F2*E2).	1	Other correct formulas are acceptable. Examples: =SUM(F2*E2)
		(iii)	One mark to be awarded for the correct formulas in cells G3 to G8 eg E3*F3 and so on.	1	If it is obvious that the formulas have not been replicated do not award the mark. Award mark for replicating, even if formula in b(ii) is incorrect, mark is for replicating, do not penalise twice.
		(iv)	One mark to be awarded for the correct label (Total Wages) in the correct cell (F9).	1	All details must be correctly transcribed including cases.
		(v)	One mark to be awarded for the correct formula in cell G9. Either =SUM(G2:G8) or =G2+G3+G4+G5+G6+G7+G8.	1	Other correct formulas are acceptable. Examples: =G8+G7+G6+G5+G4+G3+G2+G1

Question		Answer	Mark	Guidance
	(c) (i)	One mark to be awarded for all relevant cells put into the currency (two decimal places) including £ sign.	1	Only suitable cells to be formatted to currency, ie not Hours Worked, etc.
	(ii)	<p>One mark to be awarded for each suitable use of the following features:</p> <ul style="list-style-type: none"> • Editing fonts, eg italics • Text control, eg wrap text • Borders • Fill colour • Justification of contents of cell • Orientation of cell. 	3	<p>(One mark per feature up to a maximum of three marks)</p> <p>For example, only one mark is bold and underline under the heading 'Editing Fonts'.</p> <p>Orientation of cell - text is rotated to a diagonal or vertical angle.</p> <p>Any obvious suitable borders can be awarded, do not allow if not suitable, for example one random cell with a border. It must improve the appearance of the document.</p>
	(iii)	One mark for landscape. One mark for formula view.	2	Marks cannot be awarded if candidate details do not appear printed on document. Mark for landscape can be awarded on either formula or normal print if only one printout available.
	(iv)	One mark for the surname sorted in ascending order.	1	Do not allow descending order or sort on incorrect field. Sort mark must only be awarded if candidate has kept the integrity of the spreadsheet.
	(v)	One mark for print in normal view and on one page.	1	
	(d)	<p>One mark for correct chart type (column)</p> <p>One mark for including correct data</p> <p>One mark for including a suitable title</p> <p>One mark for two suitable axis labels</p> <p>One mark for printing on one page.</p>	5	Printing on one page should only be awarded for printing graph separate to the spreadsheet on its own sheet.

Question		Answer	Mark	Guidance
	(e)	<p>One mark to be awarded for the merged data (<<Staff Number>>,<< Initial>>)</p> <p>One mark to be awarded for the merged data (<<Surname>>, <<Hours Worked>>)</p> <p>One mark to be awarded for the merged data (<<Rate per Hour>>, <<Wage>>)</p> <p>One mark to be awarded for standard/unmerged document</p> <p>One mark to be awarded for a merged document.</p>	5	<p>It is expected that the candidate will produce two documents.</p> <p>1st - the standard unmerged document showing the correct fields.</p> <p>2nd - should be produced as a result of merging the two documents.</p> <p>No credit for printing all copies. There just needs to be evidence that a merge has taken place – it does not matter for which employee.</p>
		Total	30	

Question		Answer	Mark	Guidance
2	(a)	<ul style="list-style-type: none"> • Notice content (Date, time, location of meeting, required participants). • Standard opening (apologies for absence, Minutes of last meeting, Matters arising, correspondence) • Required, non fixed items (new payslips, February specials menu, health and safety) • Standard close (AOB, details of next meeting). • Correct order (as above). <p>Use appropriate formatting to improve the appearance of work:</p> <ul style="list-style-type: none"> • Bullets/numbering • Editing fonts • Border • Justification of text • Any other suitable use. 	12	<p>Notice content - two marks if all items are present, one mark if three items are present, and no mark if two or less items are present. Allow 26th, but must include 'Year'. Allow all sensible variations of time, allow 'staff room', allow 'all staff', does not have to state at Oxford branch.</p> <p>Standard opening items – three marks if all items present, two marks if at least three items present, one mark if two items, and no mark if one or less items present. Allow sensible variations such as 'minutes from last meeting', apologies for absences. Award marks even if in wrong place.</p> <p>Required non-fixed items – two marks if all items present, one mark for two items present, and no mark if one item or fewer present. Non fixed items must be transcribed exactly (allow pay slips). Allow sensible variations such as 'discuss health and safety'. Must be sensible and in context.</p> <p>Standard close items - two marks for all items present, one mark for one item. Allow AOB or Any other business. Award marks even if in wrong place.</p> <p>Correct order – one mark for all items put in the correct order. No particular order to non-fixed items is needed, but they must be in the correct location. All items must be included and correct to award this mark.</p> <p>Software features - one mark for appropriate use of each software feature, to a maximum of two marks. Only allow one mark per feature, eg only one mark is bold and underline.</p>

Question		Answer	Mark	Guidance
(b)	(i)	<p>Master pages...allows the user to save time/be more consistent by setting up the formatting that will appear on all pages.</p> <p>Templates...allows professional ready made backgrounds/layouts to be made.</p> <p>Navigation bar...ready made bar to link to pages/no need to create individual links.</p> <p>Marquee/ticker tape...allows messages/advertising to scroll the screen.</p> <p>Roll over buttons...will display different images when the mouse is rolled over.</p> <p>Hyperlinks...links to other pages/websites can be easily/automatically set up.</p> <p>Help facilities/wizard/tutorials...allow the user to gain help or assistance if there is a problem.</p> <p>Frames... can be used to construct a professional layout so images and text do not overlap.</p> <p>Colour schemes...allows the user to choose colour schemes that work well together.</p> <p>Users can change fonts easily...do not have to waste time writing code.</p> <p>Insert images easily...no need to write code/embed images.</p>	6	<p>All answers must relate the user of the software not the user of the website.</p> <p>Level 1: 1 – 3 (simply states or describes features, no justification).</p> <p>Level 2: 4 – 6 (explains how features could be useful and/or explains what the features do).</p> <p>Example response</p> <p>One feature of web design software is templates (L1), these are ready prepared backgrounds and formatting that will make it easier for the user to create a consistent website (L2). Another feature is the marquee tool (L1), this will allow the user to include advertising that scrolls the screen (L2).</p>

Question		Answer	Mark	Guidance
(b)	(ii)	<p>Positive</p> <ul style="list-style-type: none"> Cheaper than hiring a web designer...making the business more efficient Less complicated than other methods...no code/complicated instructions to learn Can be updated regularly/when needed...do not have to wait for/pay the web designer Can meet exact spec/needs... member of staff will understand the needs of the business better No ongoing expense...as all updates can be done within the business Can easily produce a professional looking website... give the public a positive impression of the business. <p>Negative</p> <ul style="list-style-type: none"> Expense of buying the software...and all the hardware to run the software Expense of buying suitable hardware... and all the software to make the website Training needs to be provided...which may be expensive/time consuming/may be similar price to having a professional make the site Time consuming to create/update...member of staff may fall behind with other tasks Can be complicated to use/technical difficulties...more time consuming/difficult then anticipated May look unprofessional...if creator overuses features/using inappropriate colour/pictures/may make the business look unprofessional and result in a loss of business 	12	<p>Level 1: 1 – 4 (simple no justification, states an advantage or disadvantage).</p> <p>Level 2: 5 – 8 (analyses how the advantage will be useful/disadvantage may not be useful, or further develops the Level 1 point).</p> <p>Level 3: 9 – 12 (fully evaluates the impact the advantage or disadvantage has on the business)</p> <p>Example response – positive</p> <p>It will be much cheaper for a business such as Italia Ltd to use web design software to create their own website (L1), it will also mean that they haven't got the ongoing expense of updating the website as someone in the business will do it (L1) this will make the business more financially efficient (L2). They will also be able to meet the business exact needs in terms of design (L1) as the person designing it will know the business well and be able to make it very specific to the business (L2). It is also quite easy to create a professional looking website with limited IT skills (L1), this professional looking site will make the business look more professional and impress potential customers (L2). This way result in new customers using the business, this may result in the improved success of the business as these customers spend money in the restaurant and help improve the income and profit (L3).</p> <p>Example response – negative</p> <p>There are drawbacks to using web design software. There is the expense of the hardware and software (L1), the cost of maintenance and upgrades (L1), there is also the cost of training the member of staff who will create the website (L1) and the time wasted doing this (L1), all these costs will</p>

Question			Answer	Mark	Guidance
					mean the business will spend more money and make less profit (L2). Staff could also get behind in other tasks as they are too busy working on the website (L2) meaning the quality of the service they offer could suffer (L2). This could result in a loss of customers as they become unhappy with the service they receive. This could result in the business becoming unsuccessful as people go elsewhere and stop using the restaurant (L3).
			Total	30	

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