

# **GCSE**

# **Business and Communication Systems**

General Certificate of Secondary Education

Unit A267: ICT skills for business communication systems

# Mark Scheme for June 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
<b>V</b>	Correct
×	Incorrect
1105	Benefit of Doubt
<b>}</b>	Irrelevant

Task 1

C	Question		Answer	Marks	Guidance
1	(a)	(i)	One mark for the correct insertion of each of the six items.  (Duane Clifford), (Yes,19/11/2002) (Mrs Clifford), (12 New Street, Leeds), (LS1 8RV), (0113 8710281).	6	All details must be exactly transcribed. Allow phone number if no space.
		(ii)	One mark to be awarded for the correct deletion of Fiona Hill's record.	1	Mark <b>not</b> to be awarded if the words are simply deleted.
		(iii)	One mark for the correct insertion of each of the three items in Reena Ahmed's record.  (28 Dawson Road), (Leeds), (LS2 8NP).	3	All details must be exactly transcribed.
		(iv)	One mark for the correct insertion of the field Email.  One mark for putting the field in the correct place, ie between the Postcode and Phone no.	2	The word Email must be seen in full. If field is incorrectly named, marks can still be awarded for inserting the new field in the correct place.
		(v)	One mark for the correct insertion of each of the following details in the correct place.  Chloe Thomas – fthomas@webmail.com Tyler Brentwood – jane1979@email.co.uk	2	All details must be exactly transcribed. The email address must be seen in full.
		(vi)	One mark if there is evidence of a sort in the database.  Two marks if the database is sorted on the correct field and in descending order.	2	One mark can be awarded if sort is on another field or ascending rather than descending (on any field). If the candidate has shown they are able to do a sort they can be awarded this first mark.  Two marks can be awarded for the correct descending sort of the correct field.

Question		Answer	Marks	Guidance
(b)	(i)	One mark for use of First name, Surname, Medical.  One mark for correct search criteria used, ie a tick (representing 'yes').  One mark for query sorted in ascending order by surname.	3	Accept if it is clear 'Medical' has been hidden i.e. the correct names are shown. Accept any order of fields.
	(ii)	One mark for creating a report of the correct information.  One mark for a suitable title in a report.	2	Do not penalise for incorrect query in (b)(i). As long as the information included matches the previous task award first mark.  Accept if it is clear 'Medical' has been hidden i.e. the correct names are shown.  Accept suitable title mark even if incorrect data is included.  Award 'sort' mark here if not awarded in previous task and candidate has not already achieved maximum marks.
(c)		<ul> <li>use of the letterhead template</li> <li>fully blocked style and open punctuation</li> <li>correct date in correct format in correct place</li> <li>addressed to the parent not the pupil</li> <li>correct salutation and correct complimentary close</li> <li>letter from Mrs Nash</li> <li>a reminder to parents that there will be a school fair on 10 July 2012</li> <li>parents' evening has been rescheduled to 2 July 2012 instead of 29 June 2012</li> <li>evidence that mail merge was used, ie printed unmerged letter</li> <li>evidence that letter was merged, ie first merged letter</li> </ul>	12	Date format accepted 22 June 2012 or 22/06/12 (or 22/06/2012) <address block="">&gt; and &lt;<greeting line="">&gt; not sufficient to give blocked style mark.  Addressed to parent — &lt;<parentguardian>&gt; must include the field to gain this mark.  Correct Salutation would be Dear &lt;<parentguardian>&gt; or e.g. Dear Mrs J Collins. Correct complimentary close would be Yours sincerely.  Allow 10<sup>th</sup> July 2012 in body of letter, same format allowed with other specified dates with body of the letter. Allow if pupils have put e.g. 10<sup>th</sup> of July 2012</parentguardian></parentguardian></greeting></address>

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Question	Answer	Marks	Guidance
	Up to two marks for tone and style.		Allow 'details' to be worded differently as long as in
	<b>2 marks</b> to be awarded for fully appropriate tone and style, including opening and closing sentence, and letter uses a		correct context and important details such as the type of event and date are included.
	professional manner.		Evidence of mail merge must include evidence of fields from the database. Do not allow < <addressblock>&gt; or</addressblock>
	<b>1 mark</b> to be awarded for general good style, it may have a few errors which do not affect the professionalism of the letter.		<pre>&lt;<greeting line="">&gt;etc. They must show they have used the actual fields from the database.</greeting></pre>
	0 marks for a list of points reproduced.		Do not penalise if first merged letter is not Mrs J Collins, they must have unmerged letter and the merged letter to gain the evidence of merged letter.
	Total	33	

Task 2

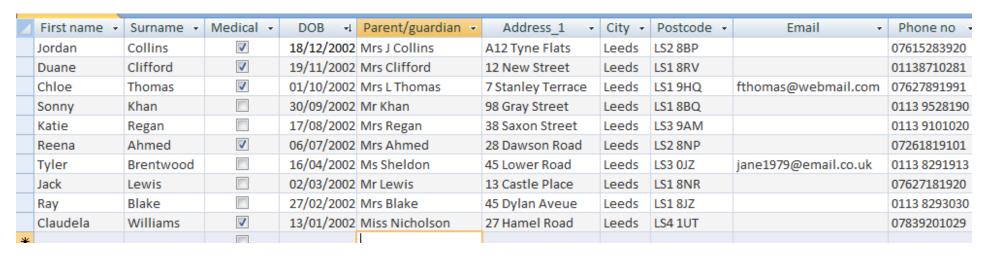
Question	Answer	Marks	Guidance
2 (a) (i)	<ul> <li>One mark for each of the following</li> <li>The school logo (LOGO.jpg)</li> <li>The fair logo which must be cropped to a suitable size (FAIR.jpg)</li> <li>Date of event (10 July 2012), start time (4.00pm)</li> <li>Venue (the Playground)</li> <li>Details of activities – raffle, cake stall, bouncy castle, book sale.</li> <li>One mark for the following suitable formatting techniques (up to 4 marks)</li> <li>evidence of font styles/sizes used</li> <li>border</li> <li>Word art</li> <li>backgrounds</li> <li>auto shapes (accept a line if suitably placed)</li> <li>suitable sized document/good use of space.</li> </ul>	9	Any other suitable formatting accepted. Maximum <b>five</b> marks for the required items. Maximum <b>four</b> marks for formatting.  Do not allow insert logo mark if it is part of the letterhead template from the previous task.  Allow 10 <sup>th</sup> July 2012 for date. Allow 4:00 pm.  Accept play ground.  Allow suitable capitals to be used when stating details of activities.  Suitably sized document – do they make suitable use of the space they have?

Question	Answer	Marks	Guidance
(b) (i)	<ul> <li>Ability to synchronise with mobile/smart phone etcwhich makes it more convenient for Mrs Nash to track appointments on the goMrs Nash is less likely to miss an appointment because she has access to her diary from various places</li> <li>Contact lists/address book can be createdso Mrs Nash has easy access to her contactsmore convenient to have all contact details in one placedo not have to write out contact details just click on the linkcontact lists can be easily edited</li> <li>Reminders can be createdso events are not missedhelps Mrs Nash organise her time efficiently</li> <li>Calendars can be publishedso staff can see Mrs Nash's schedule so Mrs Nash does not get interrupted when she is in a meeting</li> <li>File storagecan store files relating to a meeting/appointment so she knows exactly where things are/more organised for meetings/appointments</li> <li>Emailso Mrs Nash can invite staff to meetings/can receive emails about meetingsmeetings can be more easily arranged</li> <li>To do/task lists can be createdso Mrs Nash can prioritise tasksit will help Mrs Nash meet deadlines/be more efficient</li> <li>Create/sharing events</li> </ul>	6	One mark for each correct feature identified up to a maximum of three features. Candidate can be awarded the first 'feature' mark if they clearly describe the feature. Plus a further one mark for each of three appropriate explanations. Explanations must include details of how the feature is useful when organising appointments/schedule.  Where there is cross over between tasks (b)(i) and (b)(ii) do not award twice for the same/similar points. Award marks where the candidate will gain most marks.

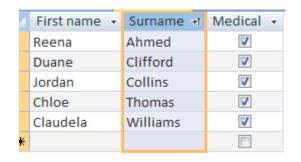
Question	Answer	Marks	Guidance
(b) (ii)	Benefits of diary management software:	12	Level 3 (9-12 marks): Relevant analysis of both methods (benefits and drawbacks of DMS and benefits and drawbacks of a handwritten diary) to reach a balanced judgement which analyses the helpfulness to Mrs Nash/School.  Level 2 (5-8 marks): Analyses diary management software and/or handwritten diary, but only analyses the benefits/drawbacks of one method in order to reach a one sided judgement.  Level 1 (1-4 marks): Simply states benefits/drawbacks of diary management software, or/and the benefits/drawbacks of a handwritten diary with no analysis.  Example response:  Diary management software will be more useful to Mrs Nash because it can allow her staff to access her schedule (L1) which will allow them to make appointments with her easily (L2), although the software can be expensive to purchase (L1) compared to a hand written diary which is relatively cheap (L1) and does not need upgrading or maintenance which takes time and money (L2). However, in a meeting a handwritten diary does not look very professional (L1), which means colleagues may get a bad impression of Mrs Nash (L2). They may also find it difficult to access her schedule in her handwritten diary (L1) leading to clashes with meetings (L2). Whereas using DMS will prevent clashes (L1) which means Mrs Nash can organise her time better and not have people turning up at her office for different meetings at the same time, which could be embarrassing (L2).

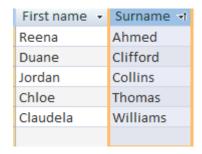
Question	Answer	Marks	Guidance
			Therefore, I think Mrs Nash would be better off sticking to her written diary as she will not have to spend money on the hardware and software, this money can be better spent in other more important areas of the school (L3), she will not have to waste time learning how to use the software, her time is very precious and will end up spending more time working out how to use it than she saves (L3).  This answer has analysed all areas. It has analysed the benefits and drawbacks of both methods and made a judgement which also analyses the helpfulness of the chosen method to Mrs Nash/School.  Where there is cross over between tasks (b)(i) and (b)(ii) do not award twice for the same/similar points. Award marks where the candidate will gain most marks. NB do not award marks in this task for stating/describing features.
	Total	27	

Task 1 (a) completed example



Task 1 (b) Completed examples - accept either





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