

Business and Communication Systems

General Certificate of Secondary Education

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

Mark Scheme for June 2013

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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.

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Question		Answer	Marks	Guidance
1	(a)	(i)	1	The mark can only be awarded for deleting the actual row, if the words are simply deleted leaving spaces in the row the mark cannot be awarded.
		(ii)	8	Do not allow incorrectly spelt words. Do not allow incorrect use of capitals. Decimal point is required for the cost field but allow 3.6 as well as 3.60.
	(b)	(i)	1	Do not allow incorrectly spelt words. Do not allow incorrect use of capitals.
		(ii)	1	If the candidate uses =SUM(C2*D2) or =SUM(D2*C2) award the mark. Ensure the content of the relevant cell can be seen in full, no exceptions.
		(iii)	1	Do not penalise if the candidate has used the incorrect formula in a(iv) as long as it is clear that they have replicated. Ensure the content of the relevant cells can be seen in full, no exceptions.
		(iv)	1	Do not allow incorrectly spelt words. Do not allow incorrect use of capitals. Do not penalise for not inserting/deleting correctly in previous questions.
		(v)	1	Ensure that the content of the relevant cell can be seen in full, no exceptions.
	(c)	(i)	1	Columns C and E.

Question		Answer	Marks	Guidance
	(ii)	<p>One mark to be awarded for the suitable use of three of the following features (maximum of three marks).</p> <ul style="list-style-type: none"> • Editing fonts (bold/italic/style/size) • Text control, eg wrap text • Borders • Fill colour • Justification • Orientation 	3	Allow up to two formatting text marks. Original Arial, 11.
	(iii)	One mark to be awarded for correct sort in correct order.	1	Do not penalise for previous mistakes as long as the data is in descending order.
	(iv)	One mark to be awarded for printing in landscape.	1	
	(d)	<p>One mark to be awarded for each of the following (maximum five marks).</p> <p>One mark for correct chart type</p> <p>One mark for including just the correct data</p> <p>One mark for correct axis</p> <p>One mark for suitable chart title</p> <p>One mark awarded for printing on one sheet</p>	5	Allow printing mark if chart is the sole item on a sheet, even if not printed as a full sheet. Do not allow Total Cost as a chart title.
	(e) (i)	<p>One mark for each of the following (maximum three marks).</p> <p>One mark awarded for using cell I1 in the formula.</p> <p>One mark awarded for using the correct formula using absolute cell referencing. Either $= (C2 * \\$I\\$1) / 100$ or $= (\\$I\\$1 * C2) / 100$.</p> <p>One mark to be awarded if the formula for e(i) is correctly replicated down to the correct cells (F3 to F7). For example $= (C3 * \\$I\\$1) / 100$, etc.</p>	3	Brackets are not necessary. Allow any replication.

Question		Answer	Marks	Guidance
	(ii)	One mark for each of the following (maximum two marks). One mark awarded for printing spreadsheet on one sheet. One mark awarded for printing in formula view.	2	Do not penalise if the content of each cell is not clear for formula view mark.
2	(a)	<p>One mark for each of the following (up to a maximum of ten marks):</p> <ul style="list-style-type: none"> • use of the letterhead template • fully blocked style • open punctuation • correct date in appropriate place • correct salutation • correct complimentary close • correct sender's name. <p>Details to be included in body of letter.</p> <ul style="list-style-type: none"> • The products used in the salon will be sold there starting at the end of June. • Customers can ask staff for more details or a price list. • There is a change to the opening times. The shop will be open until 9pm on Thursdays, starting from 4 July 2013. <p>2 marks to be awarded for fully appropriate tone and style, including opening and closing sentence. Letter uses a professional manner.</p> <p>1 mark to be awarded for general good style. May have a few errors which do not affect the professionalism of the letter.</p> <p>0 marks for a list of points reproduced.</p>	12	<ul style="list-style-type: none"> • Provided letterhead must be used. Do not award for reproduction. • Do not penalise block style mark if not all data is included or if candidate uses a greetings line. • Date must be either above address or below address (accept either). It must be in one of the following formats: 19 June 2013, 19.06.13 or 19/06/2013 (but allow '13'). • Dear Sir or Madam (capitals necessary). Accept Dear Sir/Madam, Dear Customer. • Accept Yours faithfully as complimentary close. Do not penalise if salutation incorrect. Must include The Manager under the name. Do not accept capital 'f' for faithfully. Must have a capital 'y' for Yours. • Accept (The Manager) in brackets. Must be The Manager not Manager.

Question		Answer	Marks	Guidance
	(b) (i)	<p>Examples</p> <p>Open/create the database (Level 1)...the database will include the information to be included in the letter such as name and address (Level 2).</p> <p>By clicking mailings in a Word document (Level 1)...then click on the wizard/select recipients which will allow you to follow steps to attach the Word document to the database (Level 2). (Allow the candidate to explain this process in reverse, ie open the Word document and retrieve the data from the database.)</p> <p>By using the mail merge Wizard (Level 1)...which you can use to link your Word document/letter to a fields in a database (Level 2).</p> <p>Link the database to a letterhead/Word document (Level 1)... it then allows you to insert the specific fields required into the database – example must be given (Level 2) accept explanation of use of address block and greetings line (Level 2).</p> <p>You can look for/browse for the database (Level 1). You can then insert the suitable fields into the database (Level 2).</p> <p>Insert suitable fields/address block into your database (Level 1), you can then select suitable fields from your database, which will appear as customer’s details once you have merged the letter (Level 2).</p> <p>Write your letter (Level 1)...you will then need to link your letter to a database of customer details to insert into the database (Level 2), or if candidate has already explained linking to the database they may explain how they will complete their merge to create the merged letter (Level 2).</p> <p>Preview your letter (Level 1) to make sure all the mail merge details are correct/accurate or formatting is correct (Level 2).</p> <p>Merge your letter (Level 1)...this will then bring in the details from the database to produce a personalised letter (Level 2).</p>	6	<p>Level 1 (1 – 3 marks) Candidate states the stages of a mail merge letter.</p> <p>Level 2 (4 – 6 marks) Candidate explains the stages in further detail.</p>

Question	Answer	Marks	Guidance
	<p>Save/print your letter (Level 1)...this can then be sent/this can be recalled in the future (Level 2).</p> <p>NB: Accept any plausible main step for Level 1 and a clear explanation for Level 2.</p>		
	<p>(ii) Allows personalised letters to be created (Level 1)...which allows Nigela's Salon to include the customer's name in the letter (Level 1)...this should make the customer feel more valued and it is more likely that they will use the business, this could in turn result in repeat custom and a more successful business (Level 2).</p> <p>However, it relies on the data being up-to-date (Level 1)... If the data is not up-to-date, incorrect data might be included (Level 1)...This may result is customers feeling undervalued and may result in them going elsewhere and the business losing customers (Level 2).</p> <p>It allows letters to be created more quickly (Level 1)...as the letter can be created and details obtained electronically from a ready prepared database (Level 1)...This will save the staff time when creating letters, allowing staff to work on other projects (Level 2).</p> <p>However, creating a mail merge letter can be quite tricky (Level 1)...it may need specialist training in order to create the documents quickly and professionally (Level 1)...This could result in time being wasted as the staff are being trained or creating the documents, which could mean other more important tasks are not completed and the business begins to fall behind in its everyday tasks (Level 2).</p> <p>Allows specific details to be included (Level 1)...the software can allow the user to pick certain fields that will make the letter appear even more personalised (Level 1)...This should make the customer feel valued and it is more likely that they will use the business in the future (Level 2).</p>	12	<p>Level 3 (9 – 12 marks) Candidate makes a valid judgement/recommendation and has clearly analysed both benefits <u>and</u> drawbacks and fully analyses the impact on the business.</p> <p>Level 2 (5 – 8 marks) Candidate clearly analyses either benefits and/or drawbacks.</p> <p>Level 1 (1 – 4 marks) States relevant advantages and/or disadvantages of using the mail merge facility.</p>

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	<p>Allows Nigela's Salon to send specific letters to specific people (Level 1)... through the use of queries, for example, a letter could be sent to specific groups such as males (Level 1)...This will allow Nigela's Salon to target markets and gain more customers/this will prevent Nigela's Salon wasting time/money sending irrelevant letters out to customers/ prevent customers getting annoyed with irrelevant letters and considering them as junk mail which could have a negative effect on the business (Level 2).</p> <p>However, unless Nigela is specific, she may send out letters to all customers and they may start to view them as junk mail (Level 1) which could potentially annoy and lose her customers (Level 2).</p> <p>Level 3 can then be achieved if the candidate has made a judgement about mail merging. They must have analysed both advantages and disadvantages to get to this stage. Their judgement must clearly show the benefits/drawbacks to the business.</p> <p><i>NB: This list is not exhaustive, allow other relevant answers.</i></p> <p><i>Do not accept mail merge is easy to do and does not require training.</i></p> <p><i>Do not allow benefits/drawbacks of databases or benefits/drawbacks of ICT, such as back ups, unless clearly linked to the advantage of this for storing mail merge letters.</i></p> <p><i>To award Level 3 marks the candidate should not simply repeat what they said before, they must clearly demonstrate how it will be better for the business.</i></p>		

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001