Examiners' Report
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GCSE ICT 5IT01 01

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Introduction

This is the fifth time that candidates have sat examinations for this unit, which requires them to explore the impact of current and emerging digital technologies on the lives of individuals, organisations and society.

This is an untiered paper, which has been specifically designed so that questions are easier early on, becoming progressively more difficult later. The paper has been designed to be accessible, so that candidates of all ability ranges will find questions that are both challenging and interesting throughout.

Candidates are introduced to a scenario, within which they can contextualise their responses. Additionally, candidates will find that 'command words' are used consistently in the paper to indicate the type of response expected.

Increasingly, candidates are providing more than just simple statements in their responses, including examples and reasons where expansions or explanations are required.

In the extended questions, candidates demonstrated a better understanding of the requirement to analyse, evaluate, make reasoned judgements and present conclusions.

Question 1 (a)(iii)

Most candidates gained at least 1 mark for this question. Candidates gained both marks when they listed two separate features. Listing two 'portability' features (eg small and lightweight), without giving a second, different feature, restricted candidates to 1 mark. Candidates failed to gain marks when they stated 'portable' without explaining what it is about a smartphone that makes it portable.

(iii) List **two** features of a smartphone that make it more suitable to take on short journeys than a laptop.

(2)

1 Smartphones are pocket sized so they're a lot smaller and more portable than laptops.
2 Smartphones have longer battery life.

ResultsPlus
examiner comment

As in this example, candidates were successful in gaining 2 marks when they listed two separate features.

(iii) List **two** features of a smartphone that make it more suitable to take on short journeys than a laptop.

(2)

1 Small and portable therefore it's much easier to carry around.
2 They also have cameras which can be used to take pictures on a journey

ResultsPlus
examiner comment

This response gained both marks.

ResultsPlus
examiner tip

Candidates should be careful not to restate the question. In both examples, if the candidates had not used the word 'small', they would not have gained the mark for the first part of their answer.

Question 1 (b)

Most candidates gained both marks for this question. 'Chargers', 'USB stick, '3G' and 'Internet connection' were typical responses that did not gain marks.

(b) Smartphones allow the use of peripheral devices.

List **two** peripheral devices that could be used with a smartphone.

(2)

1   Blutooth   headset

2   Speaker   System.

ResultsPlus
examiner comment

A typical response that gained both marks.

(b) Smartphones allow the use of peripheral devices.

List **two** peripheral devices that could be used with a smartphone.

(2)

1   Earphones

2   Charger

ResultsPlus
examiner comment

Although 1 mark was awarded for the first part of the response, 'charger' is not an example of a peripheral device and so the second part of the response was not awarded a mark.

ResultsPlus
examiner tip

Candidates should review the mark scheme for this paper for examples of peripheral devices and examples of other responses that were not acceptable in order to gain a mark.

Question 1 (c)

Many candidates gained both marks for this question. Marks were often gained for responses that showed understanding of the use of GPS. It was also pleasing to note that candidates were gaining marks for responses that referred directly to the negative effect of this action on Tom's privacy.

(c) Tom buys one of the smartphones. When he switches it on for the first time he is asked if he wants to share its location.

My Location

Use wireless networks ☑

Use GPS satellites ☑

Next

Give **one** benefit and **one** drawback to Tom of allowing his smartphone to always share its location.

(2)

Benefit

It can show his friends where he is if they are trying to track him down.

Drawback

Unwanted people can view location and can therefore be consequences i.e. becoming a victim.

ResultsPlus
examiner comment

A typical response that gained both marks.

ResultsPlus
examiner tip

Although the given drawback was enough to gain a mark, this response could have been improved by the candidate stating either what type of 'unwanted people', or by suggesting what Tom might be a victim of.

(c) Tom buys one of the smartphones. When he switches it on for the first time he is asked if he wants to share its location.

My Location

Use wireless networks ☑

Use GPS satellites ☑

Next

Give **one** benefit and **one** drawback to Tom of allowing his smartphone to always share its location.

(2)

Benefit

people know Where It is./you are.

Drawback

people can find out where you are and maby where you live.

Question 1 (d)

Most candidates failed to gain a mark for this question. Typical responses that failed to gain marks often restated the question, sometimes drawing on their own experience of proprietary examples, eg 'synchronised in the cloud', or mentioned 'central server' without including the term 'online'.

Most correct responses mentioned online **storage**. Few candidates mentioned online **applications**.

'Cloud computing' was introduced in the 2011 Technology Update. Centres must be sure to share and review this specification document with candidates.

(d) Smartphones and other devices allow access to 'cloud computing' services.

State what is meant by 'cloud computing'.

(1)
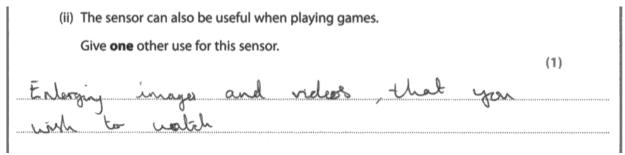
The cloud IS an online Storage and cloud computing is when you use the cloud to use and store information

ResultsPlus
examiner comment

Despite being a little confused, this response was considered good enough to be awarded the mark.

Question 1 (e)(ii)

Most candidates gained the mark for this question, which required candidates to give an alternative use for an accelerometer, other than when playing games. Common rewardable responses included 'switching the device off when dropped', the sensor's use in the camera application, or answers related to the easier viewing of images/pages. Responses that failed to gain marks often referred to 'playing games'. The question clearly states that candidates should give one other use than that stated in the question. Candidates must read the question carefully.

(ii) The sensor can also be useful when playing games.

Give **one** other use for this sensor.

(1)

Enlarging images and videos, that you wish to watch

ResultsPlus
examiner comment

A common response that gained the mark.

Question 1 (f)(i)

Many candidates were awarded only 1 mark for their responses to this question, which required them to give the features that make tablets easier to use than a desktop computer. Candidates failed to gain marks as they gave features that make tablets more portable (eg 'lightweight', 'small'), rather than easier to use.

(f) Tom also has a tablet computer.

   (i) Give **two** features of tablet computers that make them easier to use than desktop computers.

(2)

1   They are hand-held so are portable

2   they have a touchscreen instead of a keyboard and mouse.

ResultsPlus
examiner comment

Although no marks were awarded for the first part of this response (as it relates to portability, rather than ease of use), 1 mark was awarded for the second part of the response.

(f) Tom also has a tablet computer.

   (i) Give **two** features of tablet computers that make them easier to use than desktop computers.

(2)

1   They are small so they can be taken anywhere. e.g work

2   They are more user friendly since they are touch screen

ResultsPlus
examiner comment

This response gained 1 mark for the second part of the response, as it mentions 'touchscreen', which was a common choice.

Question 1 (f)(ii)

Few candidates gained the mark for this question. Wireless (or 'inductive') charging was introduced in the Technology Update document in 2011.

Many responses stated 'no wires needed', which was not enough to gain a mark as it just restated the question.

(ii) Tom decides to buy a 'wireless charging' mat for his smartphone and tablet computer.

Give **one** advantage of 'wireless charging'.

(1)

you dont need two different cables/ chargers e.g. blackberry & ipad have two different ports.

ResultsPlus
examiner comment

It was common for candidates to gain the mark by responding with an answer similar to this.

Although no extra mark could be awarded for expanding this response, it is encouraging to see evidence of candidates doing so, as in this example:

(ii) Tom decides to buy a 'wireless charging' mat for his smartphone and tablet computer.

Give **one** advantage of 'wireless charging'.

(1)

don't need a charger it charges up by the internet and you can still be on the move while it's charging

(Total for Question 1 = 14 marks)

ResultsPlus
examiner comment

It was common to see responses referring to charging 'when out and about' or 'on the move' (as in this response, which gained no marks). Very few candidates knew what a wireless charging mat was; most were incorrectly inferring 'WiFi' from 'wireless'.

ResultsPlus
examiner tip

Candidates must ensure that they are familiar with the Technology Update specification document that is released each spring.

Question 2 (a)(ii)

Most candidates gained both marks from this question for describing how the camera's SD card could be transferred to the tablet computer, or how the two devices could be connected using a USB cable, which was just enough to be awarded the marks. It was also encouraging to see candidates considering the use of cloud storage or internet connectivity to transfer files between the two devices.

(ii) Describe how the images could be transferred from the digital camera to Tom's tablet computer.

(2)

Images could be transferred simply by placing the SD card into the tablet and then saving whatever data is on it.

ResultsPlus
examiner comment

A typical response that gains both marks.

(ii) Describe how the images could be transferred from the digital camera to Tom's tablet computer.

(2)

using The digital camera and tablet computer both are San multifunctional so have USB ports. With this USB you can easily transfer data from the camera to the tablet computer

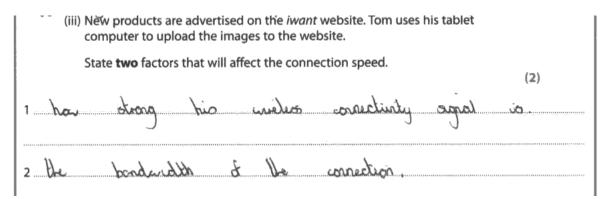**ResultsPlus**
examiner comment

Although this response gains 1 mark, as it mentions USB 'ports', it does not describe how the devices use the ports to 'transfer data', so was not awarded the second mark.

ResultsPlus
examiner tip

Candidates must be sure to expand their answers using appropriate subject-specific language.

Question 2 (a)(iii)

Many candidates gained 1 mark for this question, typically for stating 'distance from router'. Some candidates gained marks for stating 'number of users/devices on the connection'. Typical examples of responses that did not gain marks included 'size of image' or 'lack of [device] memory'.

(iii) New products are advertised on the *iwant* website. Tom uses his tablet computer to upload the images to the website.

State **two** factors that will affect the connection speed.

(2)

1 how strong his wireless connectivity signal is

2 the bandwidth of the connection

ResultsPlus
examiner comment

This response gained both marks.

ResultsPlus
examiner tip

Note that candidates were not required to include a quantifier ('high' / 'low') in their response, as is required in Q5(b)(ii).

Question 2 (b)(i)

Most candidates failed to gain marks from this question. Those candidates who gained marks would often not mention synchronisation, but stated that emails accessed using IMAP can be read online as they are on the server and can also be read by many devices, compared with emails transferred using POP, which can be read offline but are then deleted from the server after download.

Candidates often did not gain both marks as they confused their description of IMAP and POP, or were too vague in their description, often mentioning that emails that use POP are downloaded to any device, but omitting the point that the email is then deleted from the server.

Some candidates incorrectly compared the speed at which they thought the protocols work, or compared the type of data that they thought the protocols handle, eg that one downloads only text with the other being for all media types.

(b) Tom emails Jasmine to let her know that the images have been uploaded.

(i) Jasmine's smartphone uses the IMAP protocol for email.

Describe the difference between IMAP and POP.

(2)

POP% downloads the messages locally on the device your using, and deletes them off the server. IMAP keeps them on the server, so you can access your messages using any device, with internet connection.

ResultsPlus
examiner comment

An exemplary answer that gains both marks.

ResultsPlus
examiner tip

Always try to expand on your points, to enhance the clarity of your response.

(b) Tom emails Jasmine to let her know that the images have been uploaded.

(i) Jasmine's smartphone uses the IMAP protocol for email.

Describe the difference between IMAP and POP.

(2)

IMAP only allows messages, whereas POP allows multimedia.

ResultsPlus
examiner comment

This was a common response that showed no understanding of the difference between these two communication protocols and was not awarded any marks.

ResultsPlus
examiner tip

Candidates must be familiar with commonly used communication protocols, as outlined in the specification.

Question 2 (c)(i)

Most candidates gained the mark for this question, usually for suggesting 'turn the PC off when not in use' or 'lower the screen brightness'.

(c) (i) Jasmine gets an email about reducing *iwant*'s energy usage.

Suggest **one** way the energy usage of a desktop computer could be reduced.

(1)

Shut down instead of hibernate when not in use.

ResultsPlus
examiner comment

A correct response that gained the mark.

(c) (i) Jasmine gets an email about reducing *iwant*'s energy usage.

Suggest **one** way the energy usage of a desktop computer could be reduced.

(1)

By putting the desktop on energy saving mode.

ResultsPlus
examiner comment

Candidates often failed to gain the mark if their responses were too general, as in this example.

ResultsPlus
examiner tip

Candidates should give an example to support their responses. This helps to demonstrate understanding more clearly.

Question 2 (c)(ii)

Most candidates gained the mark for this question, usually for mentioning that one result of the use of computers is the reduced use of paper in correspondence, or a reduction in the need to travel. Some candidates gained the mark for stating that computers helped with raising awareness of environmental issues, with many of those giving an example. However, some general responses about the use of computers in research were seen that did not give enough detail to gain the mark.

(ii) Some campaigners suggest that computer use is damaging to the environment.

Give **one** way that computer use has had a **positive** effect on the environment.

(1)

uses less energy for ... Computer parts can be recycled

ResultsPlus
examiner comment

Candidates sometimes failed to gain the mark as they misinterpreted the question, referring in their response to how computers could be disposed of in a sustainable way, as in this example.

Question 2 (d)(i) and (ii)

Few candidates gained more than one mark for these two questions. Some gained marks for mentioning not needing local storage as a benefit and needing internet connection as a drawback.

(d) Tom suggests *iwant* stores information using an online application.

One benefit is that the business will save money.

(i) Give **two** other benefits of using online applications.

(2)

1 The information can be acsessed anywhere that there is an internet connection

2 The information will not take up any storage space on a computer or device

(ii) Give **one** drawback of using online applications.

(1)

The information could be hacked over the internet

ResultsPlus
examiner comment

An example of a typical response that gained all 3 marks. Unlike in the above example, candidates often failed to gain the mark by saying that online applications 'can be accessed anywhere', failing to qualify their response by adding 'with an internet connection'.

ResultsPlus
examiner tip

Candidates must show understanding that the online world is only available with a connection to the internet. It is not enough for candidates to simply state that it is accessible 'anywhere' or 'by anyone' or 'from any device', etc.

(d) Tom suggests *iwant* stores information using an online application.

One benefit is that the business will save money.

(i) Give **two** other benefits of using online applications.

(2)

1   It's easy to do.

2   It's quick to do.

(ii) Give **one** drawback of using online applications.

(1)

Not always reliable.

ResultsPlus
examiner comment

This response was not awarded any marks because the candidate used 'quick' and 'easy' without expanding the answer to clarify **what** is 'quick' or **what** is 'easy'. Stating 'not always reliable' was also not enough to gain a mark.

ResultsPlus
examiner tip

Use your EEERs:

Expand and **E**xplain using **E**xamples and **R**easons.

(d) Tom suggests *iwant* stores information using an online application.

One benefit is that the business will save money.

(i) Give **two** other benefits of using online applications.

(2)

1 Quick response

2 Saves journey.

(ii) Give **one** drawback of using online applications.

(1)

Can not ask direct answers.

ResultsPlus
examiner comment

A significant number of candidates failed to gain marks because they identified the benefits and drawbacks of online shopping or (as in this example) confused online applications with job application forms.

ResultsPlus
examiner tip

The stem of this question clarifies the term 'online application'. Candidates must read the full question carefully to be clear on the context.

Question 2 (d)(iii)

Most candidates failed to gain the mark for this question. Candidates frequently tried to explain how the legislation works, rather than simply identifying it, as was required.

Question 3 (a)(i)

Most candidates gained the mark, usually for stating 'Paypal'.

Question 3 (a)(ii)

Most candidates gained both marks for this question, usually for stating that a user's details would be remembered, or that they might receive discounts or updates.

Many candidates misunderstood this question to mean the benefits of online shopping. Frequently candidates failed to gain marks because they wrote 'faster' and 'easier' without expansion.

(ii) When customers order goods from *iwant*, they see this screen.

Existing Customers

Email address

Password

Forgotten password?

☐ Remember me

Sign in

New Customers

Ordering from us is easy, but to make your shopping so much easier, why not sign up for an account?

Create Account

Continue as Guest

Give **two** possible benefits to **customers** of creating an account with *iwant*.

(2)

1 Creating accounts with Iwant allows you to gain valid Information from the website.

2 Another benefit is that I want would send you new latest Clothing Information so you would be the first one to know.

ResultsPlus
examiner comment

There is not enough information to be awarded a mark for the first part of this response; however, a mark was awarded for the second part.

(ii) When customers order goods from *iwant*, they see this screen.

Existing Customers

Email address

Password

Forgotten password?

☐ Remember me

Sign in

New Customers

Ordering from us is easy, but to make your shopping so much easier, why not sign up for an account?

Create Account

Continue as Guest

Give **two** possible benefits to **customers** of creating an account with *iwant*.

(2)

1. It is Secure because it needs a password

2. It will Make the shopping easier

ResultsPlus
examiner comment

Some candidates failed to gain marks as they mentioned security, as in the first part of this response. Candidates who repeated items from the stimulus image, as in the second part of this response, also failed to gain marks.

Question 3 (b)(i)

Most candidates gained at least 1 mark from this question. A large number did gain both marks for a linked answer relating to fraud. However, many did not link responses, which denied them full marks.

Candidates who wrote 'sending them promotional offers' were not awarded marks.

(b) (i) When customers create an account, they are sent an email asking them to activate their account.

Explain why this happens.

(2)

This is a measure to make sure that actual people are making accounts rather than computers and to make sure that the person is actually asking for it someone might try and commit indentity theft

ResultsPlus
examiner comment

Candidates often mentioned 'auto sign-ups' or 'bots' but were not awarded the second mark for 'checking it's a real person'. However, this response does contain a linked point and was awarded both marks.

(b) (i) When customers create an account, they are sent an email asking them to activate their account.

Explain why this happens.

(2)

They have to activate the account so that the online store know that the Email address is valid and not a fake. It's to prove that who you say you are is true, and that you're sure you want an account.

ResultsPlus
examiner comment

This response did not give enough detail to be considered a linked response and was awarded 1 mark.

Question 3 (b)(iii)

Most candidates gained both marks on this question, usually for writing 'waiting for delivery', 'cost of delivery' or 'cannot try on'. Some did not read the question properly and gave responses relating to the disadvantages of shopping in the high street.

(iii) Some people are reluctant to shop online.

Give **two** drawbacks to the **customer** of shopping online rather than in the high street.

(2)

1 Quality of the product cannot be witnessed in person until the product arrives

2 A customer may receive delivery charges for the product to be delivered

ResultsPlus examiner comment

An exemplary response that gained both marks.

1 They don't know if the site is reliable.

2 The site is asking for personal information such as bank details.
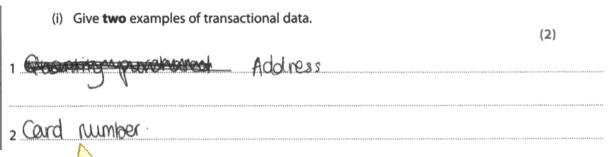
ResultsPlus examiner comment

Neither of these responses gives enough detail and no marks were awarded. This candidate might have gained marks if they had expanded their answer to explain what might be unreliable about an online shopping site, or what the consequential drawback could be of the site 'asking for personal information such as bank details'.

ResultsPlus examiner tip

Candidates should expand their answers, using examples.

Question 3 (c)(i)

Candidates often gained only 1 mark for this question. Many indicated that they did not understand what transactional data is. Responses failed to gain marks if they simply stated 'cookies', 'number of visitors', or referred to online shopping websites / social networking sites. Candidates often gave two responses relating to personal information or two responses relating to payment details, forfeiting the second mark.
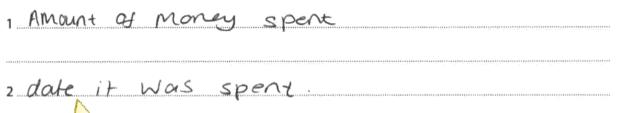
(i) Give **two** examples of transactional data.

(2)

1 ~~Quantity purchased~~ Address

2 Card number

ResultsPlus
examiner comment

This example gained both marks as it provides an example of personal information and a separate example of payment information.

ResultsPlus
examiner tip

When asked to provide more than one response to the same question, candidates should provide responses that are separate and different, not 'more of the same thing'.

1 Amount of Money spent

2 date it was spent.

ResultsPlus
examiner comment

This response gained 1 mark as both responses relate to payment details.

ResultsPlus
examiner tip

Give unique examples when asked for more than one response.

Question 3 (c)(ii)

Few candidates gained the mark for this question. Many tended to describe what transactional data was, rather than how it was used.

(ii) Give **one** way that transactional data is used.

(1)

To allow the business to see where /and with which products they are making more profit with.

ResultsPlus
examiner comment

An exemplary response that gained the mark.

(ii) Give **one** way that transactional data is used.

(1)

To send personalised recommendations

ResultsPlus
examiner comment

This response was awarded 1 mark as it refers to targeted marketing.

Question 3 (d)(i)

Most candidates gained the mark from this question, most frequently for mentioning physical blocks or distance from router. However, quite a number just mentioned poor signal, which was not enough to gain the mark.

(d) Tom and Jasmine regularly update their website from home. They only have a wireless connection.

(i) In some parts of the house the signal is weak.

State **one** cause of weak signals.

(1)

the house block the connection.

ResultsPlus
examiner comment

This response was just enough to gain the mark as it related to 'physical blocks'.

(d) Tom and Jasmine regularly update their website from home. They only have a wireless connection.

(i) In some parts of the house the signal is weak.

State **one** cause of weak signals.

(1)

Other wireless Signals can effect Wifi such as microwaves or Radio waves

ResultsPlus
examiner comment

This response was awarded the mark as it refers to 'interference'.

Question 3 (d)(ii)

The majority of candidates gained 1 mark from this question for 'designed to be portable' or 'limiting the range'; responses that gained 2 marks combined these.

Few responses mentioned that other access points would be needed. Candidates often failed to gain marks by incorrectly mentioning health and safety reasons.

(ii) Tom and Jasmine use mobile devices.

Describe why wired connections may not be suitable when using mobile devices.

(2)

Because mobile devices are meant to be portable and using a wired connection would mean they could only use the device in the place where its connected.

ResultsPlus
examiner comment

An exemplary response that gained both marks.

Question 3 (d)(iii)

Few candidates gained marks for this question. The majority of candidates wrote about WiFi, rather than WiFi Direct. Many responses related to printing from anywhere. Some responses discussed the health and safety implications of wires as trip hazards. NB WiFi Direct is a way of allowing two devices to communicate/transfer data easily and was introduced in the 2011 Technology Update specification document.

Explain the benefits of connecting devices using WiFi Direct.

(2)

It is completely wireless and the devices stay connected and paired together.

ResultsPlus
examiner comment

This response gained 1 mark as it mentioned pairing.

Explain the benefits of connecting devices using WiFi Direct.

(2)

Devices can be accessed/used with the touch of a button, so it is quick and convenient.

ResultsPlus
examiner comment

This response did just enough to be awarded 1 mark.

ResultsPlus
examiner tip

Candidates must be familiar with the Technology Update document, which is released each spring.

Question 4 (a)(i)

Most candidates were not awarded marks for this question as they restated the question by mentioning the use of social networks to promote businesses by the methods of advertising and marketing, rather than how the method of social networking could be used to promote business.

> **4** Jasmine is keen to make use of social networking sites, such as Facebook, to increase business.
>
> (a) (i) Give **two** ways *iwant* could use social networking to promote its online business.
>
> (2)
>
> 1 As more people are aware of it and like/subscribe to it, their friends can also see it and may be interested.
> 2 The business can post about special offers and limited discount codes.

ResultsPlus
examiner comment

This response was awarded both marks.

Question 4(a)(ii)

Most candidates gained the mark for this question, usually for stating 'blogs', 'forums', or 'VLEs'.

(ii) Social networking is one type of online community.

State **one** other type of online community.

(1)

Twitter

ResultsPlus
examiner comment

As Twitter is classed as a microblog and proprietary names are acceptable, this response gained the mark.

(ii) Social networking is one type of online community.
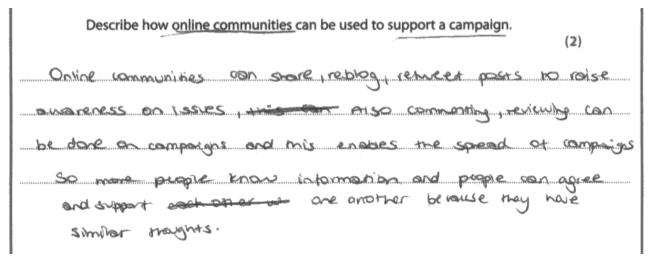
State **one** other type of online community.

(1)

An Online blog.

ResultsPlus
examiner comment

A typical response that gained the mark.

Question 4 (a)(iii)

The majority of candidates did not gain marks for this question. Answers were often vague, referring to joining the campaign, or starting a petition. There were few attempts to 'describe', and little use of subject-specific vocabulary.

Describe how online communities can be used to support a campaign.

(2)

Online communities can share, reblog, retweet posts to raise awareness on issues, this also commenting, reviewing can be done on campaigns and this enables the speed of campaigns so more people know information and people can agree and support each other one another because they have similar thoughts.

ResultsPlus
examiner comment

An exemplary response that gained both marks. The candidate has demonstrated understanding of a feature of online communities ('posts') and related it to the question by describing how this feature is relevant to supporting a campaign ('to raise awareness on issues'). Finally, the candidate has expanded their response by mentioning how people can 'share, reblog, retweet' the posts, thereby demonstrating how communities can facilitate the campaign.

ResultsPlus
examiner tip

Candidates should use the context of the question in their responses. Competent users of ICT must be able to demonstrate understanding in a range of contexts, specific to those contexts.

Describe how online communities can be used to support a campaign.

(2)

They could support a campaign because they have a large audience which is worldwide. Also they could start a blog or facebook g page for people to post news of the campaign on.
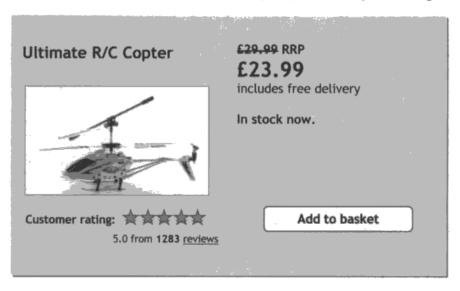
Question 4 (b)(i)

Most candidates did not gain both marks for this question. Some candidates gained both marks by explaining that a good review would lead to increased sales. However, many simply stated that reviews would be used so that customers could see them, without explaining the impact this might have; many did not relate them to the company's needs either, explaining only the benefits to the customer. Some candidates did not give linked responses.

(b) The *iwant* website allows users to add reviews of products that they have bought.

Ultimate R/C Copter

£29.99 RRP
£23.99
includes free delivery

In stock now.

Customer rating: ★★★★★
5.0 from **1283** reviews

Add to basket

(i) Explain why *iwant* displays the customer ratings and reviews for **products**.

(2)

if the feed back is good more people will buy their product.

ResultsPlus
examiner comment

An example of a response that gained both marks.

Question 4 (b)(ii)

Many candidates gained only 1 mark from this question, usually for referring to the prevention of offensive comments. However, few responses were expanded to describe what was being protected as a result. Some responses described what the review pages are for, not why a policy is necessary.

(ii) *iwant* has an acceptable use policy for its review pages.

Describe why this policy is necessary.

(2)

People may be pthing negative things on every ~~wabsta~~ product to bring the company's name down. ALso to prevent foul language.

ResultsPlus
examiner comment

This is an example of positive marking by the examiner. Due to the fact that this response states 'also to prevent foul language', the response was awarded the first mark for 'prevent foul language' and the second mark for '[prevent] bring[ing] the company's name down'.

(ii) *iwant* has an acceptable use policy for its review pages.

Describe why this policy is necessary.

(2)

to make sure there is no foul language and everything the say is within rights of the Policy.

ResultsPlus
examiner comment

Although this response gains 1 mark for 'make sure there is no foul language', the candidate does not expand their response to describe what is protected as a result.

Question 4 (c)

Most candidates gained at least 1 mark from this question, usually for stating 'cheaper price' as the benefit. Responses that gained a mark for the drawback usually mentioned 'condition not as described', 'might not win the item' or 'delay until auction ends'.

Candidates often failed to gain the mark for the drawback by stating that the customer might pay too high a price, perhaps not considering that paying a higher price would be the customer's choice, not a drawback of the technology.

(c) *iwant* also sells products on auction sites.

(i) Give **one** benefit to **customers** of shopping on auction sites.

(1)

They may find a product for cheaper its RRP.

(ii) Give **one** drawback to **customers** of shopping on auction sites.

(1)

It takes a long time.

ResultsPlus
examiner comment

Although this response gained a mark for the benefit, the drawback given was too general to be awarded the second mark.

(c) *iwant* also sells products on auction sites.

(i) Give **one** benefit to **customers** of shopping on auction sites.

(1)

You can sometimes get a product cheaper than in a shop.

(ii) Give **one** drawback to **customers** of shopping on auction sites.

(1)

It might not be up to the standard of what the review says

ResultsPlus
examiner comment

This response gained both marks.

Question 4 (d)

Most candidates were awarded at least 3 marks for this question. Extended writing questions are designed to assess AO3, which requires candidates to analyse, evaluate, make reasoned judgements and present conclusions.

It is worth noting that more successful candidates produced a plan. However, some planned for and against and gave too much against online shopping and not enough for. Indeed, some candidates appeared to have misread the question, providing a full discussion about why high street shops are better than shopping online.

Common responses discussed how online shopping is convenient, rather than developing further points or giving their reasons. Some candidates also repeated themselves, resulting in lower marks.

Overall, quality of written communication (QWC) was poor. However, there was good evidence from some candidates of the use of connectives to help achieve a logical flow to their discussion, retaining focus and supporting better organisation.

Spelling, punctuation and grammar, as well as the use of specialist language, were often inappropriate for the level achieved in the responses' content and its subsequent discussion.

*(d) Many people blame online shopping for the demise of the high street.

Discuss why high street shops find it difficult to compete with online shops.

(6)

High street shops find it difficult to compete with online shops as online shops have the upper hand. They don't need as much staff, or even a physical shops meaning they save money. They can also ship items world wide, meaning they have a much wider customer community. A high street shop can only sell to the people who enter their shop, limiting their sales. They also have a limited stock before they need to order more. Online shops can ship directly out of the warehouse as fancy looking display needed. Online shops can also have a website where people can review products and give their opinion. most of this you can't do at a high street shop.

This response's content meets the descriptor for Level 2, as it mentions a number of accurate reasons: overheads, worldwide reach (and also restates it) and 'just in time' ordering. Justifications are presented for the reasons (no physical shop/just in time – 'no fancy looking display needed') and meet the Level 2 descriptor. The response was provisionally awarded 4 marks. As the mark is at the top of a level, quality of written communication (QWC) needed to be considered. The response met the descriptor for QWC at this level and a final mark of 4 was awarded.

*(d) Many people blame online shopping for the demise of the high street.

Discuss why high street shops find it difficult to compete with online shops.

(6)

High street shops find it difficult to compete with online online shops as online shops may get more shoppers as people don't want to leave the house to get their clothes, also online shopping is avaliable 24/7/365 therefore you can do it whenever and high street shops are only open until certain days. Next, people find it quicker and easier as they dont have the hassel of shopping assistants. More High streets also find it difficult to compete with online shops as some people dont want to walk or waste petrol money on going to a shop when you can do it from home. People also find online shopping easier as there may be a under stock as it can come from all over the country however in high street shops theres only so many clothes that can be put out and sold. People can also compare prices on the internet when online shopping so they get the cheapest but on the high street you cannot do this.

Question 5 (a)(i)

Most candidates gained at least 1 mark from this question, usually for mentioning 'flexible hours' or 'no need to travel'.

5   Jasmine does a lot of her work from home.

   (a) (i) Give **two** benefits to **Jasmine** of working from home.

                                                                             (2)

1   She can see her family more.

2   She doesn't have to drive to work everyday.

ResultsPlus
examiner comment

This response gained both marks.

5   Jasmine does a lot of her work from home.

   (a) (i) Give **two** benefits to **Jasmine** of working from home.

                                                                             (2)

1   She does not need to leave her house to go to work so it is more convinient.

2   She may feel more comfortable in her home.

ResultsPlus
examiner comment

Perhaps due to a poor understanding of teleworking, many candidates responded superficially, by referring to workers being 'more comfortable' (as in this example, which was only awarded 1 mark, for the first part of the response), able to 'work from the sofa', 'work in their own clothes' or 'know where everything is'.

Question 5 (a)(ii)

Few candidates gained more than 1 mark from this question. Candidates often failed to gain marks because they gave incomplete responses, eg 'the worker may not work as hard', failing to add 'without supervision', thereby qualifying it as an issue specific to teleworking.

(ii) *iwant* allows some employees to work from home.

Give **one** drawback to the **business** of allowing people to work from home.

(1)

Some employees may not work as hard when without supervision and this can cause the business to slack and lose money.

ResultsPlus
examiner comment

This response gained the mark.

ResultsPlus
examiner tip

Candidates must ensure they are relating their responses to the context of the question.

Question 5 (a)(iii)

The majority of candidates gained the mark for this question.

Question 5 (a)(iv)

Most candidates did not gain more than 1 mark for this question, usually for mentioning that Apps are sometimes free. Candidates would typically go on to mention that there is 'an App for everything' and then list what 'everything' could be. Candidates sometimes gained a second mark for identifying that Apps could facilitate convergence, replacing the need for several devices with just one.

(iv) Explain why mobile Apps have become so popular.

(3)

They're very easy to obtain, and cheap as well. Digitally downloading them onto one device so the mobile has more functions, is very appealing & cheaper than buying seperate devices for too far more money. Has everything in one place, so only need phone.

⭐ ResultsPlus
examiner comment

This response gained all 3 marks because it mentions 'cheaper than buying separate devices', which gets the marks for 'cheaper' and 'convergence'. Also, 'mobile has more functions' relates to increasing the functionality of the host device.

Question 5 (b)(i)

A very high proportion of candidates gained the mark for this question.

Question 5 (b)(ii)

A very low proportion of candidates was awarded the mark for this question. Marks were often awarded for responses indicating 'interference' or 'other apps/people using connection'. Fewer responses gained marks for indicating 'low bandwidth' or 'high latency'. The majority of responses that did not gain marks just mentioned 'bandwidth' (rather than 'low bandwidth') or 'latency' (rather than 'high latency').

(ii) Tom can also use his smartphone to make VoIP calls.

The call quality is often poor when he connects using 3G.

Give **one** reason for this.

(1)

The bandwidth is decreased as he isn't connected to wifi.

ResultsPlus
examiner comment

This response gained the mark.

(ii) Tom can also use his smartphone to make VoIP calls.

The call quality is often poor when he connects using 3G.

Give **one** reason for this.

(1)

because of the low signal connection.

ResultsPlus
examiner comment

A high number of responses that did not gain marks simply referred to a poor/weak connection, as in this example.

Question 5 (b)(iii)

The majority of candidates did not gain the mark for this question, usually because their responses simply stated 'real time', or that IM is free compared to SMS, or even just that IM is free.

(iii) Tom uses the chat (instant messaging) feature on a social network site to communicate with employees.

State **one** advantage of using chat rather than SMS.

(1)

It is Faster and cheaper

ResultsPlus
examiner comment

This response did not gain the mark. Candidates must be aware that both data (for IM) and 'SMS' (for 'texting') allowances are paid-for services. Even if that allowance is 'unlimited', it is still provided at a cost to the user.

(iii) Tom uses the chat (instant messaging) feature on a social network site to communicate with employees.

State **one** advantage of using chat rather than SMS.

(1)

Multiple people can view one message and discuss as a group rather than coordinating multiple conversations

ResultsPlus
examiner comment

An exemplary response that gained the mark.

Question 5 (b)(iv)

The majority of candidates did not gain both marks from this question. Candidates often failed to gain marks because they referred to passwords, or did not use the correct terminology.

(iv) The chat feature he uses is encrypted.

Describe what is meant by encryption.

(2)

When data is translated into a secret code which can only be translated back to normal text using a special key.

ResultsPlus
examiner comment

An example of a response that gained both marks.

Question 5(c)

Most candidates were awarded at least 3 marks for this question. It was pleasing to note that very few candidates failed to gain any marks. The mean mark was slightly lower than for Q4(c), perhaps due to the fact that this was the last question on the paper and candidates might have been running out of time or have been feeling tired.

Extended writing questions are designed to assess AO3, which requires candidates to analyse, evaluate, make reasoned judgements and present conclusions.

It is worth noting that candidates who drew up a plan tended to produce successful answers. However, some planned advantages and disadvantages and wrote too much about disadvantages. It is clear that a number of candidates did not have a suitable understanding of the term GPS, as some candidates wrote that GPS-enabled phones would be useful if the driver got lost, so that they could ring the office for directions.

Many candidates made a good number of individual points without expansion and so restricted themselves to marks from the lower levels.

Most candidates discussed 'the importance of finding how to get to a destination' and many had views regarding the employer being able to track the delivery van to keep a check on whether or not the driver was taking too many breaks or if he was simply off-task altogether. Another common theme in responses was 'to see if the employees were stealing from the employer and then track the van', which was usually considered just enough detail to gain marks when put in context with the rest of the response.

Overall, quality of written communication (QWC) was poor. However, there was good evidence from some candidates of the use of connectives to help achieve a logical flow to their discussion, retaining focus and supporting better organisation. Spelling, punctuation and grammar, as well as the use of specialist language, were often inappropriate for the level achieved from the responses' content and its subsequent discussion.

*(c) Some businesses give their delivery drivers GPS-enabled smartphones.

The smartphones are used to monitor drivers' movements and for communication.

Discuss the advantages of the use of GPS-enabled smartphones to businesses.

(6)

The advantages of the use of GPS-enable smartphones to buisnesses are that the GPS system can be used as a Satnav. Which is useful for both drives delivering products and workes who are marketing or going on buisness pitches. The convergence also means buisness' don't need to wase money on both phones and satalite navigasion systems therefore saving money. Futhermore, the GPS smartphones allow buisness to track drives so can be used to monitor delivery therefore helping organise deliveies, delivery time schedules and customer updates (eg predicted delivery ames). Futhermore, it allows buisness' to cheaply and easily contact their delivery drives and workes without too of hassle. Futhermore, GPS-enabled smartphones allow workes and drives to do things on the go for example. checking emails with important bhisness informasion on meaning less paper and manual work for businesses therefore saving money for materials and time for them. Moreover, GPS-enabled smartphones allow geo-tagging so buisness can locasion tag picures which can then be used for marketing. Also, GPS-enabled smartphones can be tracked using the GPS if lost or stolen, saving money for buisnesses for replacement phones. **(Total for Question 5 = 18 marks)**

ResultsPlus
examiner comment

This response was initially awarded 6 marks for content and its subsequent discussion. However, it did not meet the Level 3 descriptor for QWC, so the mark was reduced to 5.

ResultsPlus
examiner tip

Candidates should practise their responses to extended questions using a range of connectives to link their planned content and associated discussion points.

Discuss the advantages of the use of GPS-enabled smartphones to businesses.

(6)

There are many advantages as to giving drivers of the delivery trucks GPS enabled smartphones.

In fact there are many benefits of using GPS enabled smartphones to businesses.

Some of the benefits include:

* it allows the delivery drivers to find the location of the house they are about to deliver to fast and easily.

* it allows the delivery drivers to be monitored for health and safety reasons. For instance, if they got attacked, it would make it easier for the police to track the trucks location and if they stole the phones, to track the phones location too.

* its also basically a security procedure, if the delivery drivers decided to steal the truck and run, they would be tracked down instantly by the police.

ResultsPlus
examiner comment

This response contains three main points:

1) Delivery drivers can find their destination more easily, but then there is no expansion or discussion of this.

2) Monitoring drivers for Health and Safety reasons, but then this is qualified by talking about drivers being saved from physical assault by automatically notifying the police.

3) The police being able to track the van in case a driver stole it.

The first point is accurate and relevant.

The second point is not appropriate because, although the candidate could have developed the reference to Health and Safety into a discussion about monitoring drivers' time and distance to notify when breaks are due (as other candidates did), the given expansion is not rewardable.

The third point was considered just enough, but the expansion was poorly constructed.

The response was provisionally awarded 2 marks. Although the response's QWC is poor, it meets the Level 1 descriptor and the mark is not reduced. A final mark of 2 was awarded.

Summary

Based on their performance on this paper, candidates should:

- develop their use of subject-specific language

- make better use of the Technology Update document, which is published every spring and clarifies what technology they are expected to learn about

- allocate time to plan the two 6-mark extended questions

- pay attention to key words in the question to ensure that their responses reflect the requirements

- continue to provide examples and reasons in their responses, especially to open and extended questions.

Grade boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx