

Mark Scheme for June 2010

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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	Additional Guidance												
(1)	<table border="1"> <thead> <tr> <th data-bbox="360 288 719 323">Task</th> <th data-bbox="719 288 1167 323">Type of software</th> </tr> </thead> <tbody> <tr> <td data-bbox="360 323 719 395">to store customer data for mail merged letters</td> <td data-bbox="719 323 1167 395">Database</td> </tr> <tr> <td data-bbox="360 395 719 467">to develop a website</td> <td data-bbox="719 395 1167 467">Web design / authoring / publishing / creating software</td> </tr> <tr> <td data-bbox="360 467 719 539">to calculate cost savings</td> <td data-bbox="719 467 1167 539">Spreadsheet</td> </tr> <tr> <td data-bbox="360 539 719 611">To access a web log</td> <td data-bbox="719 539 1167 611">Web browser / Internet browser</td> </tr> <tr> <td data-bbox="360 611 719 678">to produce colour separations for a leaflet</td> <td data-bbox="719 611 1167 678">Graphics software / DTP</td> </tr> </tbody> </table>	Task	Type of software	to store customer data for mail merged letters	Database	to develop a website	Web design / authoring / publishing / creating software	to calculate cost savings	Spreadsheet	To access a web log	Web browser / Internet browser	to produce colour separations for a leaflet	Graphics software / DTP	[5]	One mark for each correct package, NO marks for brand names.
	Task	Type of software													
	to store customer data for mail merged letters	Database													
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to produce colour separations for a leaflet	Graphics software / DTP														
(2)	<p>Company staff working practices One mark for each correct policy point e.g.</p> <ul style="list-style-type: none"> • At the end of the working day / when not in use PCs and monitors should be switched off • Share computers / hot desk • Limit printing 	[2]	Candidates may use their own terms for this, look for the two concepts e.g. power consumption and purchasing policy. The candidate can gain two marks for two statements in the same concept category. Candidates may use their own terms for this, look for ways of making computers last longer or upgrading.												
	<p>Computer settings One mark for each correct policy point e.g.</p> <ul style="list-style-type: none"> • By adjusting power management settings in the operating system, you can adapt a computer's power usage • It is important that the monitor deactivates when not in use. • Use auto-standby when computer is idle. • The power management values for any PC or notebook should also be set manually: • Lower screen brightness • set screensaver to BLANK the screen 	[2]													

Question	Answer	Marks	Additional Guidance
	<p>Hardware replacement One mark for each correct policy point e.g.</p> <ul style="list-style-type: none"> • Upgrade only what / when absolutely necessary • Recycle computers / donate to another user • Recycle as much as you can e.g. mice etc • Recover and sell components • Don't buy desktops that are far more powerful than necessary to perform typical office applications. • New hardware should have energy star rating • Do not dispose of your old computers in landfill sites 	[2]	
(3)	<p>Up to four marks are awarded for any of the following:</p> <ul style="list-style-type: none"> • A sequence of instructions ... • ... Which are defined as a single element • ... That performs a task • Required on a regular basis • Provides ability to store/record/define a sequence of instructions • Actuated by a single instruction/key sequence/hot key/button/icon <p>Two marks for any example first for stating a plausible use by the company and the second for linking it to a macro use e.g. To insert an environmental standard symbol in a document the company could link a graphic to a hotkey.</p>	[6]	<p>Candidates can gain a mark for each valid point. They may also gain a mark for a valid concept and another for an appropriate expansion. The expansion will depend upon the concept; any expansion adding value to a valid point should gain a mark</p> <p>Candidates will use a number of phrases to express these methods; accept any valid description but do not accept duplicates</p>

Question		Answer	Marks	Additional Guidance
(4)	(a)	One mark for stating desktops use more energy / laptops can run off battery (have been made more energy efficient)	[1]	One mark for each point; do not award marks for repeat answers. No mark for "laptops to not have to be plugged into the mains".
	(b)	(i) Benefits saves time of travel/saves cost of travel (1) meetings can be organised with less notice (1)	[2]	
		(ii) Limitations lack of face to face interaction (1) technical problems e.g. system may fail/slow response time (1) availability / cost of suitable hardware (1)	[2]	
5	(a)	One mark for valid point second for expansion statements but must relate to staff e.g. videoconferencing (1) interactive discussion conducted over a distance using audio visual links (1) e-mail (1) sending and receiving of electronic messages (1) instant messaging (1) talk in real time between two or more participants(1) Skype / VoIP (1) staff communicating with clients/colleagues Social networking (1) interest groups / discussions	[6]	The answers shown are example answers. Candidates may come up with others. Look for each valid expansion.
	(b)	One mark for a valid point another for expansion. Publish information on their website (1) + expansion (1) retrieve information using a search engine (1) + expansion (1) Put online questionnaire on website (1) to get feedback from customers (1) e-mailing lists (1) to send e-newsletters / news updates	[4]	
	(c)	One mark for any of the points shown up to two marks website address (1) date of access (1) date of last update/publication (1)	[2]	Only these answers are acceptable points. Candidates may use other words.

Question		Answer	Marks	Additional Guidance
6	(a)	<p>One mark for any of the following methods plus one mark for valid expansion / explanation:</p> <ul style="list-style-type: none"> • in writing to the organisation that holds the data • in person to the organisation that holds the data • email/online/electronically 	[2]	<p>Do not accept any answers which refer to requesting data from the Information Commissioner</p> <p>Only accept these answers.</p>
	(b)	<p>One mark for each valid point up to two:</p> <ul style="list-style-type: none"> • the person's identity • that it is the correct person • that they are sending the right details • that they have removed the details of other people 	[2]	
	(c)	<p>One mark for</p> <ul style="list-style-type: none"> • to cover any administration cost (1) 	[1]	
7		<p>One mark for each point up to two:</p> <ul style="list-style-type: none"> • save on packaging disposal costs • Recycling / pollution as an issue • Cost of replacement 	[2]	
8		<p>Marks awarded for including the elements listed (all elements 3 marks, 4 elements 2 marks, 3 elements 1 mark, 0-2 elements zero marks. Space for replies to questions (1) Use of elements such as drop down lists up to two marks one for use and one for appropriateness Each valid additional question (up to two) one mark</p>	[8]	<p>No marks for colour etc. Name Number of computers in the business Age of computers Type of monitors used Average number of hours used per day</p>

Question		Answer	Marks	Additional Guidance
9	(a)	<p>One mark for a valid point and another for example (2 max).</p> <p>Verification Checking by comparison that no alterations (allow mistakes) are made to data on entry into the computer system Specific example e.g. keying data twice and [2] comparing on input, checking contents of completed input screen with input document</p>	[2]	These are sample up to two points. Do not award marks for one word answers.
	(b)	<p>Validation Checking that data is sensible (allow suitable alternative word)/rejecting data that is unreasonable Specific example e.g. Range check, Presence check, Format check etc or description</p>	[2]	
	(c)	<p>One mark for each valid point and another for expansion up to three points.</p> <p>Can only take one form, must be numeric/ use of type check/ALLOW use of format check (1) explanation in context (1) Must be present/use of presence check (1) explanation in context (1) and within a specific range/use of range check (1) explanation in context (1) Provide correct choices (1) explanation in context (1)</p>	[3]	
	(d)	<p>Surnames may take many forms so difficult to design suitable validation checks Customers upset by misspelling etc/right person identifiable</p>	[2]	
	(e)	<p>Two marks are available for: Title (1), ProductCode (1), Quantity (1) The third mark is for stating that <i>either</i> there is a fixed number of correct choices (1) or Quicker to enter data or Ensures only valid entries are used (1)</p>	[3]	

Question		Answer	Marks	Additional Guidance	
	(f)	(i)	Trigger: Postcode or ProductCode	[1]	Only these answers are acceptable.
		(ii)	For Productcode <ul style="list-style-type: none"> • ProductPrice • ProductDescription For Postcode <ul style="list-style-type: none"> • AddressOne (or Street) • AddressTwo (or County) 	[2]	
		(iii)	Fewer errors by data entry Data entry takes less time E.g. Address chosen from list of correct addresses	[2]	
10	(a)		One mark for each valid point: To protect the individual's rights/privacy/personal data (1) To control what data is stored/passed on/used on individuals (1)	[2]	Only accept the points shown not junk mail answers
	(b)	(i)	One mark for: Individual /person (1) whose personal data is stored (1)	[2]	Only accept the points shown
		(ii)	One mark for each valid point: Person in the organisation or company who determines the purpose in which data is processed (1) or controls the data processing (1) responsible for company policy (1)	[2]	Only accept the points shown
	(c)		Oversees and enforces the Data Protection / Freedom of Information Act (1) reports directly to UK parliament (1) promotes good handling of information (1) Companies must register (1) Educates and influences (1) Resolves problems (1)	[2]	Only accept the points shown

Question		Answer	Marks	Additional Guidance
11	(a)	One mark for screens are naturally black and another for stating that white light needs more energy.	[2]	Only accept the points shown but candidates may use their own words.
	(b)	Mistakes reduced as only correct choices displayed (1) Can select with single key stroke (1) Hierarchical menu structure aids navigation (1) Little or no training required as intuitive to use / once one menu driven interface is understood then others are very similar to use (1) No need to remember commands (1) speed of use (1)	[2]	
	(c)	GUI (1) example e.g. QBE, KDE, GNOME, Internet browser, operating system (1) Command driven (1) example e.g. operating system (1) Natural Language (1) example e.g. search engine(1) Form based interface (1) example e.g. online shopping (1)	[2]	NOT WIMP by itself.

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