

Mark Scheme for January 2011

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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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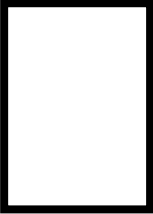

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Question	Expected Answer	Mark	Rationale														
1	<p>Marks awarded for stating software as shown. Do not award marks for brand names</p> <table border="1" data-bbox="371 312 1379 627"> <thead> <tr> <th data-bbox="371 312 875 344">Task</th> <th data-bbox="887 312 1379 344">Type of software</th> </tr> </thead> <tbody> <tr> <td data-bbox="371 352 875 448">To access a blog</td> <td data-bbox="887 352 1379 448">(Internet / Web) browser, social networking software, RSS feed, embedded source.</td> </tr> <tr> <td data-bbox="371 456 875 488">To create a poster</td> <td data-bbox="887 456 1379 488">DTP or graphic</td> </tr> <tr> <td data-bbox="371 496 875 528">To edit a digital photograph</td> <td data-bbox="887 496 1379 528">Photo editing / Graphic</td> </tr> <tr> <td data-bbox="371 536 875 568">To model profit and loss</td> <td data-bbox="887 536 1379 568">Spreadsheet</td> </tr> <tr> <td data-bbox="371 576 875 608">To type a letter</td> <td data-bbox="887 576 1379 608">Word processor</td> </tr> <tr> <td data-bbox="371 616 875 647">To view a website</td> <td data-bbox="887 616 1379 647">(Internet / Web) browser</td> </tr> </tbody> </table>	Task	Type of software	To access a blog	(Internet / Web) browser, social networking software, RSS feed, embedded source.	To create a poster	DTP or graphic	To edit a digital photograph	Photo editing / Graphic	To model profit and loss	Spreadsheet	To type a letter	Word processor	To view a website	(Internet / Web) browser	[6]	Only the software shown should be awarded marks.
Task	Type of software																
To access a blog	(Internet / Web) browser, social networking software, RSS feed, embedded source.																
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2	<p>Marks are awarded for each correct point with further mark for expansion which must relate to the organisation.</p> <p>Blogs</p> <ul style="list-style-type: none"> • members can add entries/commentary (1) of companies they are keeping an eye on (1). • members can add a description (1) of environmental events (1) • two or more way debates/comments (1) on environmental issues (1) • has a message thread (1) so you can see other peoples comments on environmental issues (1) • can contain or other material such as graphics or video (1) taken when monitoring companies (1). <p>NB any of above could have “over a period of time” as expansion</p>	[2]	<p>Do not give marks for general statements. One mark can be given for a valid statement the second mark is awarded for showing this statement in context.</p> <p>There are many possible answers for this question and the statements shown are a guide to acceptable answers and where marks have been awarded.</p>														
	<p>Tweets</p> <ul style="list-style-type: none"> • real-time messages (1) about what members are doing when they are monitoring companies (1). • Short, text-based posts of up to 140 characters (1) • Members can restrict delivery (1) only to those in their circle of friends / members (1) or, by default, allow open access (1) 	[2]															

Question	Expected Answer	Mark	Rationale
	<p>Chat Forums</p> <ul style="list-style-type: none"> • members could post information (1) on a bulletin board showing the worst polluting companies (1) • Anyone can contribute (1) by signing up to the forum (1) • A good way to notify members of news (1) and allow feedback (1) 	[2]	
	<p>Video sharing web sites</p> <ul style="list-style-type: none"> • members could post films (1) of companies damaging the environment (1) • Can be used to raise the profile of <i>Our Future</i> (1) • members can make advertisements for new members(1) and post propaganda / videos.(1) 	[2]	
3	<p>Up to two marks one for each correct point:</p> <ul style="list-style-type: none"> • Fax • One mark for Internet Telephone / VoIP / Skype / landline • Video conferencing • Satellite phone • Chat line • Social networking / Twitter / Facebook / blog • instant messaging • RSS • Text to voice service 	[2]	Accept one word answers but MUST be electronic communication..

Question	Expected Answer	Mark	Rationale
4	<p data-bbox="638 252 741 284">Portrait</p>  <p data-bbox="981 252 1128 284">Landscape</p> 	[2]	Box MUST be drawn.

Question	Expected Answer	Mark	Rationale
5	<p>Marks are awarded for each statement that specifically relates to the needs of the organisation</p> <p>As they are scanning images for the website the following points should be made.</p> <ul style="list-style-type: none"> • Low resolution is important. • System compatibility is very important. • As Our Future is a charity, the price will be also very important • Ease of use is important. <p>A mark is awarded for any description that leads to a conclusion (reasoned choice).</p> <p>Up to two marks can be given for two actual specific comparison between two of the optional scanners.</p> <p>Max 4 marks for choosing D</p>	[6]	The name of the chosen scanner does not achieve any marks. No marks will be awarded where as simple numerical analysis has been conducted.
6	<p>Marks are awarded for referring how each system could be used by non-specialists to ensure consistent house style.</p> <p>Templates can be preset. (1) Can be locked (1) One additional mark can be awarded for an expansion eg mentioning line-spacing, header fonts, type size or graphics.</p> <p>Marks for defining a wizard by stating that it is a set of pre-defined actions (1), that you can apply to any document or a set of step by step choices. (1) One additional mark can be awarded for an expansion eg; an invoice wizard or newsletter wizard.</p> <p>Can gain a mark for stating: "Don't need training for house style".</p>	[4]	Candidates must refer to BOTH templates and Wizards to achieve all 4 marks. Maximum of 3 marks if only one is mentioned.

Question	Expected Answer	Mark	Rationale
7 (a)	<p>One mark for each correct way:</p> <ul style="list-style-type: none"> • Data entry error/entered wrongly/inaccurately/mis-typed/mis-spelled • Incorrect data collected • Out of date/not updated regularly • Person changes name « marriage or divorce » • Death • Person moves address • Data has been changed • Data corruption • Hackers changing data. • Virus attacks. 	[4]	Marking points shown are indicative of the types of points likely to be made. Do not reward repeat points.
(b)	<p>A maximum of three marks if the text is not a discussion. A discussion must make reference to Our Future. Each of the points below can gain one mark. To gain two marks the point must be related to an activity undertaken by <i>Our Future</i>, and the consequence of the erroneous information.</p> <ul style="list-style-type: none"> • letters delivered to the wrong address which would upset members and could lead to prosecution • creates a bad or poor image for the company • it breaches Data Protection Act if the company does not have accurate members details • Company gets into legal problems eg sued or fined. • Sensitive information on companies or individuals could go to the wrong place 	[4]	

Question	Expected Answer	Mark	Rationale
8 (a)	Two marks are available: one keying data twice and one comparing on input.	[2]	No marks are awarded for the choice of field
(b)	One mark is available for each valid point <ul style="list-style-type: none"> • one for demonstrating and understanding a validation method, • one for saying how validation takes place • one for saying it will rejecting data that is unreasonable, • format check, • input mask, • a presence check • length check. 	[3]	
(c) (i)	One mark for stating email address or mobile phone number. The other marks for saying that these are unique and that no other field could be used.	[2]	
(ii)	Marks awarded for saying people often change mobile phone numbers and/or emails and another for saying that they often have more than one email address. Marks for saying that there are therefore no unique fields and it would be better to generate one that will not alter.	[3]	
(d)	Surnames may take many forms, so it is not possible to design a validation check. Another mark is for stating that customers are likely to get upset if their surname is not spelled correctly.	[2]	
(e)	One mark for field (title or member of another organisation) and one mark for explaining that there are a set number of fixed choices. One mark for less chance of input errors.	[3]	
(f)	Marks are awarded for points such as: that a small number of people could have the same postcode eg a series of flats or short street (1). So you would be presented with a drop list (1) from a lookup table (1) Or have to type a house number or name (1) A mark for naming the fields it completes (Address 1 or Address 2) (1)	[3]	

Question	Expected Answer	Mark	Rationale
9	<p>Marks can be awarded for the following up to a maximum of 6.</p> <p>Drawbacks:</p> <ul style="list-style-type: none"> • Computers are not as intelligent in language as humans. • They will be using complex sentences and words. • Many of the words used in environmental issues will not be in the dictionary. • You have to be online. • Cultural differences with literal translations • Some expressions do not translate. <p>Benefits:</p> <ul style="list-style-type: none"> • Online system are easy to access • Online system can cover a wide range of languages. • Online system is cheaper than having a translator / low cost • If you don't speak the language at least you could communicate. <p>One additional mark for a conclusion.</p>	[6]	Maximum of three marks if the response is not a discussion eg only a list of bullet points

Question	Expected Answer	Mark	Rationale
10 (a)	One mark for WIFI or Wireless Ethernet.	[1]	
(b)	Up to two marks one for each of the following ways : <ul style="list-style-type: none"> • set up of access key • use WEP/WAP/WEP2 • MAC/physical address filtering • Don't broadcast SSID • Use a Firewall 	[3]	NOT encryption
(c)	One mark for each of the following up to four: <ul style="list-style-type: none"> • Better bandwidth • Network cable is more reliable • Less risk of interference • Not affected by walls • Greater range • Reduces congestion • Usually faster 	[4]	
11	One mark for having the heading Our Future One mark for having sufficient space to type in details One mark for verification One mark for validation One mark for having space for first name and surname One mark for submit button One mark for any annotations One mark for review / edit button One mark for comment button One mark for RSS feed button	[6]	Form MUST be web based. Mark points could be found in annotation.

Question	Expected Answer	Mark	Rationale																					
12	<table border="1"> <thead> <tr> <th data-bbox="376 256 920 288">Statement</th> <th data-bbox="927 256 1111 288">True</th> <th data-bbox="1117 256 1301 288">False</th> </tr> </thead> <tbody> <tr> <td data-bbox="376 293 920 395">A blog is a real time online conversation between many computer users.</td> <td data-bbox="927 293 1111 395"></td> <td data-bbox="1117 293 1301 395">✓</td> </tr> <tr> <td data-bbox="376 400 920 502">Online discussion forums are designed to build online communities of people with similar interest.</td> <td data-bbox="927 400 1111 502">✓</td> <td data-bbox="1117 400 1301 502"></td> </tr> <tr> <td data-bbox="376 507 920 609">When an email is sent via a browser both people have to be online at the same time.</td> <td data-bbox="927 507 1111 609"></td> <td data-bbox="1117 507 1301 609">✓</td> </tr> <tr> <td data-bbox="376 614 920 716">When an email is sent via a browser it is saved on the senders system</td> <td data-bbox="927 614 1111 716"></td> <td data-bbox="1117 614 1301 716">✓</td> </tr> <tr> <td data-bbox="376 721 920 823">To send an SMS, the receiver has to have their phone switched on.</td> <td data-bbox="927 721 1111 823"></td> <td data-bbox="1117 721 1301 823">✓</td> </tr> <tr> <td data-bbox="376 828 920 930">When you take part in a chat, a record is saved on your system.</td> <td data-bbox="927 828 1111 930">✓</td> <td data-bbox="1117 828 1301 930">✓</td> </tr> </tbody> </table>	Statement	True	False	A blog is a real time online conversation between many computer users.		✓	Online discussion forums are designed to build online communities of people with similar interest.	✓		When an email is sent via a browser both people have to be online at the same time.		✓	When an email is sent via a browser it is saved on the senders system		✓	To send an SMS, the receiver has to have their phone switched on.		✓	When you take part in a chat, a record is saved on your system.	✓	✓	[6]	Deduct one mark for each tick over 6
Statement	True	False																						
A blog is a real time online conversation between many computer users.		✓																						
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When you take part in a chat, a record is saved on your system.	✓	✓																						
	Paper Total	[80 marks]																						

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