

Mark Scheme for January 2012

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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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.









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Annotations

Annotation	Meaning
	Correct point
	Incorrect point
	Benefit of the doubt
	No benefit of doubt given
	Not answered question
	Repeat
	Too vague
	Omission mark
FT, P, E, C	

Question	Answer	Marks	Guidance														
1	<p>Six from:</p> <table border="1" data-bbox="338 296 1106 778"> <thead> <tr> <th data-bbox="338 296 736 331">Task</th> <th data-bbox="736 296 1106 331">Type of software</th> </tr> </thead> <tbody> <tr> <td data-bbox="338 331 736 432">To access a newsfeed</td> <td data-bbox="736 331 1106 432">Web browser/email software/mobile phone software / RSS reader</td> </tr> <tr> <td data-bbox="338 432 736 504">To change the resolution and size of a graphic image</td> <td data-bbox="736 432 1106 504">DTP / Graphics</td> </tr> <tr> <td data-bbox="338 504 736 539">To create a poster</td> <td data-bbox="736 504 1106 539">DTP / Graphics</td> </tr> <tr> <td data-bbox="338 539 736 611">To develop a financial model</td> <td data-bbox="736 539 1106 611">Spreadsheet</td> </tr> <tr> <td data-bbox="338 611 736 711">To send a text message from a desktop computer</td> <td data-bbox="736 611 1106 711">SMS software/network software/Web Browser/email software/ IM</td> </tr> <tr> <td data-bbox="338 711 736 778">To store large amounts of customer data</td> <td data-bbox="736 711 1106 778">Database / spreadsheet</td> </tr> </tbody> </table>	Task	Type of software	To access a newsfeed	Web browser/email software/mobile phone software / RSS reader	To change the resolution and size of a graphic image	DTP / Graphics	To create a poster	DTP / Graphics	To develop a financial model	Spreadsheet	To send a text message from a desktop computer	SMS software/network software/Web Browser/email software/ IM	To store large amounts of customer data	Database / spreadsheet	6	
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2	<p>ONE mark for each correct method eg</p> <ul style="list-style-type: none"> • Passwords • Keeping a backup copy • Locked file <p>The second marks are for an expansion of how their suggested methods would prevent the database being lost eg</p> <p>A password (1) could restrict the people who should not save files. (1)</p> <p>A backup (1) would allow the organisation to return to a previous version (1)</p> <p>If the file is locked/read only (1) it cannot be changed (1)</p>	4															

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3	<p>Seven from:</p> <table border="1" data-bbox="338 389 1149 1078"> <thead> <tr> <th data-bbox="338 389 831 424">Statement</th> <th data-bbox="831 389 981 424">True</th> <th data-bbox="981 389 1149 424">False</th> </tr> </thead> <tbody> <tr> <td data-bbox="338 424 831 496">A blog can be used by anyone to reach a large audience</td> <td data-bbox="831 424 981 496">✓</td> <td data-bbox="981 424 1149 496"></td> </tr> <tr> <td data-bbox="338 496 831 568">A chat is an off line conversation between many computer users</td> <td data-bbox="831 496 981 568"></td> <td data-bbox="981 496 1149 568">✓</td> </tr> <tr> <td data-bbox="338 568 831 639">A Tweet is designed for company communication.</td> <td data-bbox="831 568 981 639"></td> <td data-bbox="981 568 1149 639">✓</td> </tr> <tr> <td data-bbox="338 639 831 767">Online discussion forums are designed to build online communities of people with similar interests.</td> <td data-bbox="831 639 981 767">✓</td> <td data-bbox="981 639 1149 767"></td> </tr> <tr> <td data-bbox="338 767 831 871">When you send an email both people have to be online at the same time</td> <td data-bbox="831 767 981 871"></td> <td data-bbox="981 767 1149 871">✓</td> </tr> <tr> <td data-bbox="338 871 831 975">When you send an email using email software, it is automatically saved on your system</td> <td data-bbox="831 871 981 975">✓</td> <td data-bbox="981 871 1149 975">✓</td> </tr> <tr> <td data-bbox="338 975 831 1078">When you take part in a chat you can set your system so that a record of the chat is saved</td> <td data-bbox="831 975 981 1078">✓</td> <td data-bbox="981 975 1149 1078"></td> </tr> </tbody> </table>	Statement	True	False	A blog can be used by anyone to reach a large audience	✓		A chat is an off line conversation between many computer users		✓	A Tweet is designed for company communication.		✓	Online discussion forums are designed to build online communities of people with similar interests.	✓		When you send an email both people have to be online at the same time		✓	When you send an email using email software, it is automatically saved on your system	✓	✓	When you take part in a chat you can set your system so that a record of the chat is saved	✓		7	
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4	Two complete comparisons										
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2	One complete comparison										
1	One point about either side										
5	<p>ONE mark for including more than 5 of the fields. TWO marks for including all the fields specified.</p> <ul data-bbox="338 1054 1025 1297" style="list-style-type: none"> • including a title • a space for answers • including sufficient space for answers • closed questions with selection from key-words • adding at least one appropriate field • including validation and verification • Interactive feature e.g. "Submit" button 	8	<p>Half marks for paper-based form and not the required on-line form</p>								

Question		Answer	Marks	Guidance	
6		<p>The first TWO marks are awarded for the system</p> <p>Two from:</p> <ul style="list-style-type: none"> • A graphic of letters and/or numbers • A mobile number that is sent a code to enter • An email address that is sent a code to enter <p>Descriptions (2 marks for each).</p> <p>A picture of some letters (e.g.Captcha) would be used. The user would need to type these into a box. An automatic system could not read a picture.</p> <p>The system would send a text with a code. The user would need to read the text and type it into the system. An automatic system could not interact automatically with a SMS message.</p> <p>The system would send an email with a link. The user would need to click on the link to confirm.</p>	6		
7	(a)	<ul style="list-style-type: none"> • customer number is needed because a unique field is required key field, primary key • two names are the same / names can be the same 	2		
	(b)	(i)	sort code / title / post code /	1	
		(ii)	<p>Three from:</p> <ul style="list-style-type: none"> • easy to add to database • less typing • fewer errors • limited number of options • some titles may not be in the list • if there are too many things in a list it is hard to use 	3	

Question	Answer	Marks	Guidance
(c)	<p>Four from:</p> <ul style="list-style-type: none"> • Button to say forgotten password • Email sent to customer • Click on link (in email) • Takes you to secure (https) site • Ask a question, eg favourite colour • Send a text message • Password is sent or • chance to type in new password • Email to confirm or reject new password • Telephone number to contact for help • Add a range statement/enter the minimum, maximum 	4	
8	<p>FOUR marks for identifying the correct four issues:</p> <p>ONE mark for identifying the importance of integration with database</p> <p>ONE mark for identifying the <i>lack</i> of importance of storage size</p> <p>ONE mark for identifying security as an issue</p> <p>ONE for mentioning band width.</p> <p>The next for marks are for saying why:</p> <p>Greene Tec are gathering data for their database so need good integration with it,</p> <p>Greene Tec have 700,000 users so need good bandwidth.</p> <p>The website is small so they do not need large storage size.</p> <p>Greene Tec are keen on security so security is important.</p> <p>The final mark is for a comparison between providers.</p>	9	No marks are given for a simple addition of score comparison. Candidates must pick out the key points for GREENE TEC

Question		Answer	Marks	Guidance
9	(a)	<p>ONE mark for point one for a valid expansion</p> <p>Saving time (1) eg no time lost travelling (1)</p> <p>Faster than traditional post (1)</p> <p>Saves trees/paper (1) as Green Tec are environmental group</p> <p>Saves emissions from delivery vehicles(1)</p>	4	Candidates will gain a mark for the concept and another for expansion. The expansion will depend upon the concept, any expansion adding value to a valid point should gain a mark
	(b)	<p>Two from:</p> <ul style="list-style-type: none"> • Saves transport costs • Saves paper • Highlights the issues to a large audience • Encourages participation 	2	
10		<p>Six from:</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 • Selection • Example given <p>Example must state a plausible use by the company and link it to a macro.</p> <p>eg To insert an environmental standard symbol in a document the company could link a graphic to a hotkey. (2)</p>	6	

Question	Answer	Marks	Guidance
11	<p>ONE mark for each way and ONE mark for each reason.</p> <ul style="list-style-type: none"> • JIT manufacturing, less storage space (2) • Optimum wastage through use of CAD (2) • Optimum wastage through the use of CAM (2) • Monitoring of emissions • Optimum design of production line • Quality control • On-line information • No paper needed • Virtual company • No need for staff journeys to work • Computer journey planning • Use of databases to reduce travel distances and costs • Computer controlled mixed fuel transport • Save on emissions and fuel 	4	

Question	Answer	Marks	Guidance
12	<p>High level response (7-10): The candidate's response will show a well-balance coherent discussion. The context will be clear and based upon how the points made lead to a viewpoint that it promotes stress. To be in this band the candidate must have used the correct technical terms and should mention at least 3 new technologies eg 3g, smart phones, WiFi hotspots, Bluetooth etc.</p> <p>Medium level response (4-6): The candidate's response will provide more than one example and link these to how this has brought about the viewpoint that new technology means you are always contactable. They will have mentioned technologies such as smart phones and how now with email, text etc you are always available.</p> <p>Low level response (0-3): The candidate has identified at least one example of an ICT system eg smart phones and has stated how this has brought about the viewpoint that increased communication leads to more stress.</p> <p>Points may include:</p> <ul style="list-style-type: none"> • users sometimes ignore who they are with • good for sharing information • can get discounts online • never off-line • can share images with friends • live in virtual rather than real world • frustrating when you have no signal • can lead to a digital divide • convergence leads to multi-use devices • never escape from work • work-social life merge into one • pushed advertising can be annoying 	10	
	Total	80	

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