OCR
RECOGNISING ACHIEVEMENT

GCSE

ICT

General Certificate of Secondary Education

Unit **B063/02:** ICT in Context

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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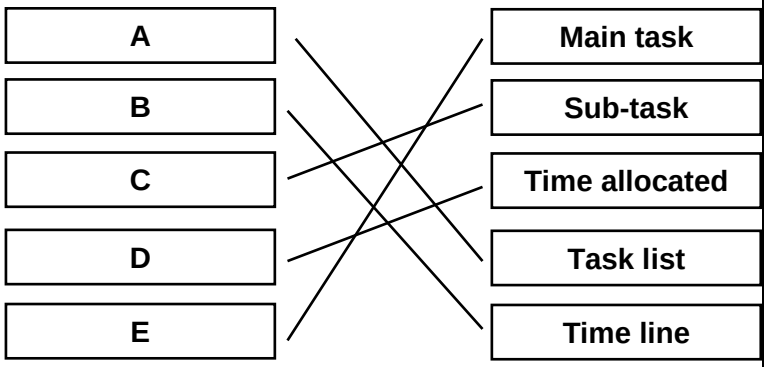
<table>
<tr><th colspan="3">Question</th><th>Answer</th><th>Marks</th><th>Guidance</th></tr>
<tr><td>1</td><td></td><td></td><td>
<table>
<tr><th>Statement</th><th>True</th><th>False</th></tr>
<tr><td>CAD/CAM is more accurate than manual methods</td><td>✓</td><td></td></tr>
<tr><td>It is more difficult to send manufacturing instructions to a machine in another part of the world using CAD/CAM than manually</td><td></td><td>✓</td></tr>
<tr><td>It is much harder to edit a drawing using CAD than using paper and pencils</td><td></td><td>✓</td></tr>
<tr><td>CAD drawings take up more storage space than manual drawings</td><td></td><td>✓</td></tr>
<tr><td>With CAD two people in different countries can easily work together on the same drawing</td><td>✓</td><td></td></tr>
<tr><td>You can design in both 2D and 3D using CAD</td><td>✓</td><td></td></tr>
</table>
</td><td>6</td><td>One mark for each correct tick. No mark for a line if more than one option chosen.</td></tr>
</table>

Question			Answer	Marks	Guidance
2	(a)		1 mark for software type, 1 mark for use Max **three** matching pairs eg Type: word processing software(1) Use: To create letters to (suppliers) (1) Type: Spread sheet software (1) Use: To calculate the cost of materials (1) Type: Graphics software (1) Use: To design posters for advertising the (boats) (1)	6	Accept Bespoke/Proprietary/Open Source for type of software.
	(b)		One mark per point (max 3): eg • the company will get the exact software/system that it needs(1) • the software will have a user interface to match the functionality required by the company (1) • the software will only have the features that they specifically need in the company (1) • once bought, it can be freely distributed amongst staff. (1)	3	
	(c)		Two from: eg • it takes a long time to develop such a system, between a few months to years (1) • it costs a great deal of money to develop such a system (1) • there will be little in the way of user support and online help unless they commission these too (1) • need for training (new) staff. (1)	2	

Question			Answer	Marks	Guidance
3	(a)		Up to two marks for explanation Up to two marks for reason/use Max 3 marks in total Explanation eg • Cloud storage method of saving data to off-site system (1) • using internet(1) • maintained by third party. (1) Reason/Use eg: • Need extra storage with no hardware costs(1) • Remote work force all access same area.(1)	3	
	(b)		Up to two marks for explanation Up to two marks for reason/use Max 3 marks in total Explanation eg • Computer or software that uses a remote system to do the processing (1) • many systems sharing computer operations on the same server(1) Reason/Use eg • (saves money) since cheap clients or low power clients can share powerful server processing capacity/resources (1) • Remote access to central resources/software not needed on client.(1)	3	

Question			Answer	Marks	Guidance
4			Max two marks per matched answer (max 2 advantages and 1 disadvantage.) Advantages eg • No need to produce own videos (1) Can use customer videos on, for example, you tube.(1) • Quick to use(1) Access by link to existing web site resource(1) • No copyright issues (1) Videos already in public domain. (1) Disadvantages eg • No control over external site (1) Link may be lost/deleted/changed/Content may become inappropriate.(1)	6	
5			Four marks for a complete explanation. Points may include: Use of Blogs: eg • To give information to customers (one to many) • Postings can be longer and more detailed • For marketing purposes Use of Forums: eg • Sharing customer thoughts • Postings are brief • Discussions • Product reviews • Technical help	4	Max 3 marks unless the use of both blogs and forums have been addressed.

Question			Answer	Marks	Guidance
6			Points may include: Advantages: eg • flexible homeworking for parents • widens choice of staff beyond location of business headquarters • reduces cost to business • environmental benefits in fuel saving, carbon emissions • reduces time spent travelling for employees Disadvantages: eg • employee isolation • reduced employee support • less able to keep track of employee work patterns	8	**Level 3 (7–8 marks)** Candidates will address **both** positive and negative effects of Aqua-Inflatable's staff working from home. The discussion may contain a positive **and** a negative effect in depth or a number of positive and negative effects in less depth. Information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling. **Level 2 (4–6 marks)** Candidates will address positive and/or negative effect(s) of Aqua-Inflatable's staff working from home. Information will be, for the most part, relevant, and presented in a structured format. Specialist terms will be used correctly and, for the most part, appropriately. There may be occasional errors in grammar, punctuation and spelling. **Level 1 (1–3 marks)** Candidates may only address some aspects of working from home. Examples, if used, may not be related to Aqua-Inflatables. Answers may be in the form of a list. There will be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive. **Answer not worthy of credit. (0 marks)**

Question			Answer	Marks	Guidance
7				5	One mark each correct line.
8			Points may include(max two) eg • data integrity(1) • complexity(1) • lack of efficiency (1) • security issues(1) • version control(1)	2	
9			Points may include (max two) eg • to allow the company producing the software to make money (1) • to pay development staff (1) • to protect the rights (Intellectual Property Rights (IPR)) of the company (1).	2	

Question			Answer	Marks	Guidance
10			Max 2 for paired response eg • put files into a new folder(1)compress the files.(1) • upload to cloud(1) send link in email(1)	2	Accept valid trade names: rar; zip; winzip; stuffit

Question			Answer	Marks	Guidance
11			Points may include: • data changes over time due to fashions trends and technology changes • data old, so redundant • technology changes will alter the questions being asked • changes in the market and competition • product changes • May be better to re-survey • Market research expensive • Boats don't change that rapidly • Customer preferences may be quite similar • Could be used with updated data to look at trends.	8	**Level 3 (7–8 marks)** Candidates will address **both** the positive and negative factors of Aqua-Inflatable's using older market research data to make predictions. The discussion may contain a positive **and** a negative factor in depth or a number of positive and negative factors in less depth. Information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling. **Level 2 (4–6 marks)** Candidates will address positive and/or negative factor(s) of Aqua-Inflatable's using older market research data to make predictions.. Information will be, for the most part, relevant, and presented in a structured format. Specialist terms will be used correctly and, for the most part, appropriately. There may be occasional errors in grammar, punctuation and spelling. **Level 1 (1–3 marks)** Candidates will only address some aspects of relating to the use of market research data. Examples, if used, may not be related to Aqua-Inflatables. Answers may be in the form of a list. There will be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive. **Answer not worthy of credit. (0 marks)**

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