

GCSE

Business and Communication Systems

Unit **A265**: Businesses and their Communication Systems

General Certificate of Secondary Education

Mark Scheme for June 2015

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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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Annotations

Annotation	Meaning	Guidance
L1	Level 1 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
L2	Level 2 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range eg 1 st stamp for valid analysis, 2 nd stamp for valid use of context
L3	Level 3 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
BOD	Benefit of Doubt	Where you have just awarded a mark, eg for slightly vague/poorly worded responses.
^	Missing required information necessary to award mark	eg on the agenda where part of required detail is missing, eg “a proposal for a new consultant of the month award”. A ^ at the beginning of the phrase will indicate that “discussion of” is missing and so the mark point has not been met in full.
REP	Repeats earlier point where mark was awarded	
Highlight tool	Highlights any area of the mark screen	eg to highlight a phrase in the question the candidate failed to address, eg explain two benefits to customers when the answer discusses employees.
Tick	Correct point, eg identifying	
Cross	Incorrect point/reason	
BP	Blank Page	Use to indicate no attempt of a question or unused additional answer pages

Subject-specific Marking Instructions

Awarding marks for explanations:

The explanation must relate to what is being asked.

Do not accept as explanations statements which have not been substantiated, eg 'quicker, cheaper, easier' etc

eg "Explain one benefit of sending information to a remote worker by email" 2 marks

A benefit of sending message by email is that it is quick = 0 marks **on its own.**

A benefit of sending message by email is that it is quick so if the remote worker needs to be told something today they will be able to receive the message today = 2 marks

A benefit of sending message by email is that if the remote worker needs to be told something today they will be able to receive the message on time (1); this could mean that the worker does not waste time visiting a customer who has cancelled their appointment (1) = 2 marks.

Some questions have a 'Level of Response' mark scheme. Specific details about these are given in the Mark Allocation. What follows is general guidance about marking level of response type questions.

There are two types of levels of response questions on this paper.

Type A carries six marks and is marked as follows:

Level	Marks	Awarded for	Guidance	Examples:
1	1-2	Demonstrating relevant subject knowledge	<p>Marks are awarded for stating/listing relevant knowledge that helps to answer the question set. Demonstrating one item of relevant knowledge will gain one mark, demonstrating two or more items of relevant knowledge will gain the maximum two marks.</p> <p>Marks must not be awarded for irrelevant or incorrect knowledge.</p>	<p>“A laptop is portable so it could be used when visiting a customer’s home.”</p>
2	3-4	Demonstrating analysis	<p>Marks awarded for analysing relevant knowledge to help answer the question set. This includes: explaining ideas by giving relevant examples; linking ideas to develop a coherent argument (eg, by using because) and, using evidence to support assertions.</p> <p>Marks must not be awarded for analysis that is irrelevant or factually incorrect.</p>	<p>“A laptop could be used by the consultant when visiting a customer’s home to show them what the colours will look like (L1). This will help make the business look more professional (L2).” <i>This response will achieve 3/6.</i></p> <p>“Laptops increase productivity (L1) because the employee can work away from the office, (L2) for example, when travelling on a train (L2).” <i>This response will achieve 4/6.</i></p>
3	5-6	Demonstrating evaluation	<p>Marks are awarded for making judgements and justifying conclusions to help answer the question set. This includes: making a judgement based on reasoned argument; providing improvements; or alternatives that are justified.</p> <p>It is the justification that triggers the award of Level 3, not the judgement itself.</p> <p>Marks must not be awarded for judgements that are unjustified, are irrelevant or are based on incorrect/irrelevant reasoning.</p>	<p>(In answer to the question: How effective is a hierarchical organisation structure?)</p> <p>“Overall I think the business should change to a flatter organisation structure.” <i>This response will not achieve Level 3 – a valid improvement has not been justified.</i></p> <p>“Overall I think the business should change to a flatter organisation structure because it can result in improved communication (L3).” <i>This response will achieve 5/6 – the improvement has been justified.</i></p> <p>“Overall I think the business should change to a flatter organisation structure because it can result in improved</p>

Level	Marks	Awarded for	Guidance	Examples:
				<p>communication (L3) and this will result in improved business performance (L3).” <i>This response will achieve 6/6 – the improvement has been well justified.</i></p>
				<p>(In answer to the question “Assess the benefits and drawbacks of issuing laptop computers to staff”.)</p> <p>“In conclusion I think that laptops should be given to staff.” <i>This response will not achieve L3 – a valid judgement has been made but the conclusion has not been justified.</i></p> <p>“In conclusion I think that laptops should be given to staff because the benefits outweigh the drawbacks.”” <i>This response will not achieve L3 – the conclusion has not been justified using any reasoning but with a rehearsed phrase that is not worthy of credit..</i></p> <p>“In conclusion I think that laptops should be given to staff because they make them more productive (L3), and this justifies the money spent buying them (L3).” <i>This response will achieve 6/6 – the conclusion has been justified well.</i></p> <p>(In answer to the question “Assess the impact of sending a poorly worded letter to potential customers.”) “I don’t think that the impact on the business of a badly worded letter will be very significant provided it takes action to correct the problem and makes sure it doesn’t happen again (L3).” <i>This response will achieve 5/6 – a valid judgement about the severity of impact has been made and a circumstance under which the judgement is valid has been given.</i></p>

MARK SCHEME :

Question		Answer/Indicative content	Mark	Guidance																						
1	a	<p>Errors are underlined:</p> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;"> <p>We will begin <u>puting</u> the <u>knew</u> equipment into our fitness centres during <u>Septembre</u>. We will <u>hopfully</u> keep the disruption to a <u>minnimum</u> during this period. We hope that <u>u</u> will enjoy using the equipment.</p> </div>	5	<p>One mark for each correct identification up to a maximum of five identifications – as shown underlined on the left.</p> <p>If a candidate has marked more than five errors, mark the first five unambiguous circles. Stop marking after their fifth circle.</p> <p>NB Do not award a mark for “hopfully” as this error is circled in the question</p>																						
1	b	i		<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 20%;">Device</th> <th style="width: 20%;">Activity 1 Create a new photograph</th> <th style="width: 20%;">Activity 2 Create a new sound-clip</th> <th style="width: 20%;">Activity 3 Create a digital copy of an existing drawing</th> </tr> </thead> <tbody> <tr> <td>Camera</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>Concept keyboard</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Microphone</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Scanner</td> <td></td> <td></td> <td>✓</td> </tr> </tbody> </table>	Device	Activity 1 Create a new photograph	Activity 2 Create a new sound-clip	Activity 3 Create a digital copy of an existing drawing	Camera	✓			Concept keyboard				Microphone		✓		Scanner			✓	3	<p>One mark for each correct response up to a maximum of three identifications.</p> <p>There should be only one tick in each of the three columns. If there is more than one tick in a column then mark only the first tick.</p>
Device	Activity 1 Create a new photograph	Activity 2 Create a new sound-clip	Activity 3 Create a digital copy of an existing drawing																							
Camera	✓																									
Concept keyboard																										
Microphone		✓																								
Scanner			✓																							

Question			Answer/Indicative content				Marks	Guidance
1	b	ii	Device	Activity 1 Listen to a sound clip	Activity 2 View a video clip	Activity 3 Create a paper copy of the website	3	One mark for each correct response up to a maximum of three identifications. There should be only one tick in each of the three columns. If there is more than one tick in a column then mark only the first tick.
			Alarm system					
			Monitor		✓			
			Printer			✓		
			Speaker	✓				

Question		Answer/Indicative content	Marks	Guidance
1	c	<p>Indicative content</p> <p>A voice recognition system consists of an input device (microphone) and software which analyses the sound captured and matches it with known text or commands – basic systems (such as those used by in-car entertainment systems) have a specific list of commands which the user must give and the system matches the voiced instruction to one of those held in its library.</p> <p>Other systems store the user’s voice pattern data in a library to compare with the voice in order to verify the identity of the speaker.</p> <p>Candidates are likely to describe in simple terms how a microphone captures sound and software then analyses it.</p> <p>Exemplar response: Shawaz speaks (1) into a microphone (1) The instructions are then analysed by voice recognition software (1), and converted into instructions/text/words (1) by the software (1) which the computer recognises (1) as commands to be carried out (1).</p> <p>The employee speaks (1) into the system (too vague) and the system compares his voice (1) with a saved record of his voice (1).</p>	4	<p>One mark for each correct descriptive statement up to a maximum of four such statements, but allow development marks.</p> <p>If the response is a list of features with no valid description, then award a maximum of two marks.</p> <p>Do not accept conversion to text/other output as the question focuses on voice recognition.</p>
2	a	<p>Indicative content:</p> <ul style="list-style-type: none"> • Lack of alternatives following redundancy • To provide source of income/to make a profit • To be own boss/be in control of own business • Desire to implement a potentially successful business idea • As a way to use her redundancy money <p>Allow other valid reasons.</p> <p>Exemplar response: Shareen may have wanted to give herself a source of income following her redundancy (1). There may not have been many job opportunities available to her (1) and for her the best way to receive an income would be if she owned a profitable business (1).</p>	3	<p>One mark for a correct identification, plus up to a further two marks for an explanation.</p> <p>Do not reward responses which repeat the points in the question (eg do not accept “because she was made redundant” or “because she lost her job”).</p> <p>Do not accept “for stability/job security” as new business start-ups have a high failure rate</p>

Question		Answer/Indicative content	Marks	Guidance
2	b	<p>Indicative content:</p> <ul style="list-style-type: none"> • to benefit from limited liability • to raise finance from other shareholders • fewer disclosure requirements than a plc • less expensive to set up than a plc • did not want to have any partners • less risky than a sole trader • more control over ownership than a PLC <p>Credit any valid comparison with another form of business ownership eg sole trader, partnership, PLC</p> <p>Exemplar response: Shareen benefitted from having limited liability (1) so that if the business became bankrupt she would only lose the money she had invested in the business (1), so it was less of a risk for her when starting the business (1).</p> <p>“People can buy shares (1) so more money can be raised (1)”</p> <p>Shareen has more control over the business (1) because she can influence who owns shares (1)</p>	3	<p>One mark for a correct identification, plus up to a further two marks for an explanation.</p> <p>Do not accept “Easy to set up”</p>
2	c i	<p>Indicative content:</p> <ul style="list-style-type: none"> • Planning promotional activity • Carrying out market research • Analysing results of market research • Secret shopper activities • Helping to design packaging <p>Allow other valid activities which clearly relate to marketing.</p> <p>Exemplar response: The Marketing department will plan an advertising campaign (1); for example to put leaflets promoting the gym in the local newspaper (1).</p>	2	<p>One mark for a correct identification, plus one further mark for a description.</p> <p>Do not reward activities which relate to selling such as:</p> <ul style="list-style-type: none"> • selling products • operating the tills at reception • negotiating with potential customers • customer service (accept research into improving) <p>The description mark will be awarded for any statement which demonstrates that the candidate has valid knowledge about the marketing activity which they have given.</p> <p>DNA benefits of the activity.</p>

Question			Answer/Indicative content	Mark	Guidance
2	c	ii	<p>Indicative content:</p> <ul style="list-style-type: none"> • recruiting staff • interviewing staff • maintaining staff records • organising staff training • dealing with disciplinary issues • dealing with redundancy/dismissal • health and safety (of employees - not safety of gym equipment for customers) <p>Allow other valid activities which clearly relate to human resources.</p> <p>Exemplar response: The Human Resource department will help to recruit new staff (1). It will do this by helping to interview people who have applied for the job (1).</p>	2	<p>One mark for a correct identification, plus one further mark for a description.</p> <p>The description mark will be awarded for any statement which demonstrates that the candidate has valid knowledge about the HR activity which they have given.</p> <p>DNA benefits of the activity.</p>
2	c	iii	<p>Indicative content:</p> <ul style="list-style-type: none"> • keeping records of money entering and leaving the business • handling petty cash • producing financial statements • monitoring spending by the business • managing the bank accounts of the business • managing payments (eg paying suppliers) • credit control (eg chasing unpaid bills from customers) <p>Allow other valid activities which clearly relate to finance.</p> <p>Exemplar response: The Finance department will help to keep records of what is received and spent (1); for example by keeping ledgers for sales and expenses (1).</p>	2	<p>One mark for a correct identification, plus one further mark for a description.</p> <p>The description mark will be awarded for any statement which demonstrates that the candidate has valid knowledge about the finance activity they have given.</p> <p>DNA benefits of the activity.</p> <p>DNA calculating costs/setting prices as these are usually management/marketing decisions not finance activities.</p>

Question		Answer/Indicative content	Mark	Guidance
2	d	<p>The question asks why customer satisfaction is important to the business - not why measuring it is important.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Customers are the main source of income • Satisfied customers will use the fitness centres again • Satisfied customers will help improve the reputation of the business <p>Allow other valid reasons.</p> <p>Allow reverse arguments ie explaining consequences of low customer satisfaction.</p> <p>Exemplar response: Customer satisfaction is important because satisfied customers will want to use the fitness centre again (1). This means they will continue to spend money at the business (1) and this will help to make the business more profitable (1).</p>	3	One mark for a correct identification, plus up to a further two marks for an explanation.

Question		Answer/Indicative content	Mark	Guidance
3	a	<p>Indicative content:</p> <ul style="list-style-type: none"> • assigns ownership • of an original work (image, text etc) - DNA Company or brand name as these are examples of trademarked • giving the owner rights over how the work is reproduced <p>Exemplar response: Copyright means that the creator of new information such as website text can own it (1). This means that they can prevent other people from copying it without permission (1).</p> <p>It means it is illegal to use an image (1) without the permission (1) of the owner (1)</p>	2	<p>Up to two marks.</p> <p>Do not award the second mark if the response consists of two or more unconnected statements of fact.</p> <p>An explanation will provide more than a statement of fact but will demonstrate understanding of the concept of copyright by, for example, demonstrating why it exists or how it is used.</p>
3	b	<p>Indicative content:</p> <p>The rights of data subjects under Principal 6 of the Data Protection Act are:</p> <ol style="list-style-type: none"> 1. a right of access to a copy of the information comprised in their personal data; (“can see the data”) 2. a right to object to processing that is likely to cause or is causing damage or distress; (“the information must be used properly”) 3. a right to prevent processing for direct marketing; (“ask not to receive junkmail”) 4. a right to object to decisions being taken by automated means; (“can ask for a person to check that the computer took the right decision” “right to appeal against a computerised decision”) 5. a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; (eg “can <u>edit</u> the data if it is <u>wrong</u>”, “data must be accurate/up to date”) 6. a right to claim compensation for damages caused by a breach of the Act. (“can sue if their data is misused”) 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Do not expect these rights to be quoted correctly by candidates. The statements in brackets indicate examples to which marks can be awarded.</p> <p>Do not accept “can ask for data to be deleted” unless it clearly refers to point 5 ie inaccurate.</p>

Question		Answer/Indicative content	Mark	Guidance
3	c	<p>Indicative content:</p> <ul style="list-style-type: none"> • carry out risk assessments (nb risk assessment involves identifying and analysing risks, taking action to reduce risk is a separate action) • provide appropriate facilities • ensure equipment/working environment (used by staff) is safe eg electrical equipment, trip-hazards • provide training • provide information and guidance • keep records (eg accident book) • appoint a Health and Safety officer • monitor and act on anti-social behaviour towards staff by gym members/visitors <p>Actions must relate to safety (eg reducing risk of accidents) not employee health (eg adequate heating, providing regular breaks).</p> <p>Exemplar responses: Fitness4Good Ltd must make sure that fitness staff who have minor injuries are not required to give classes (1) ;for example by always having other staff who can step in and provide classes (1).</p> <p>Fitness4Good Ltd must ensure that lighting in the head office is adequate (1) so that computer users do not strain their eyes when looking at their screens (1).</p>	4	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.</p> <p>Expect and reward contextualised responses: some may be for fitness staff and others may be for office staff, etc.</p> <p>Do not accept actions directed at the safety of gym members eg testing that gym equipment works properly.</p>

Question		Answer/Indicative content	Mark	Guidance	
3	d	<p>Quality of written communication is assessed in this part of the question. Use the levels of response descriptor to make a judgement as to the correct level in which to place the candidate, then award a mark at the bottom of the level to a candidate who just meets the descriptor and a mark at the top of the level to a candidate who comfortably meets the descriptor.</p> <p>Indicative content: Benefits:</p> <ul style="list-style-type: none"> improved reputation/corporate image possible increase in customers/customer loyalty fewer problems to deal with/issues to manage <p>Drawbacks:</p> <ul style="list-style-type: none"> increased financial costs of operations costs involved in auditing performance/publishing results slower decision making <p>Reward other valid benefits/drawbacks. Example response (Level 1): Fitness4Good Ltd will gain an improved corporate image (L1) but its costs will rise because it will cost more (L1) to do things such as sponsor local charities (L1).</p> <p>Exemplar response (Levels 2 and 3): Fitness4Good Ltd will face an increase in costs (L1). This is because it will need to appoint a member of staff to promote socially responsible behaviour in all of its fitness centres. It may need to increase the fees paid by fitness centre members to cover these costs (L2 as one-sided analysis/example). On the other hand being seen to be socially responsible will make the business seem better in the eyes of the public (L1) and this may result in an increase in leisure centre membership, particularly if people join the gym from other less socially responsible gyms in the area. This will increase their income and, hopefully, result in an increase in profit (two-sided analysis with a clear example raises the response to L3).</p>	6*	<p>Content</p> <p>Level 3: Detailed analysis of both benefits and drawbacks with at least one example of how Fitness4Good Ltd might be affected for each.</p> <p>Level 2: Analysis of either benefits or drawbacks with limited reference to Fitness4Good Ltd ie analysis supported by at least one example of a benefit or drawback</p> <p>Level 1: Relevant issues are identified. Fitness4Good Ltd may be referred to by name, but lacking clear examples of how it would be affected.</p>	<p>Levels of response</p> <p>Level 3 (5-6 marks): Detailed two-sided analysis making good use of the context, with good written communication</p> <p>Level 2 (3-4 marks): Limited and one-sided analysis with limited reference to context, with adequate written communication. For 3/6 there may be no use of the context in the analysis. For 4/6 there must be some use of context in the analysis.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied with limited written communication.</p> <p>0 marks – no response worthy of credit.</p> <p>Answers must relate to the impact on the organisation and not, for example, on its suppliers or employees.</p> <p>Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved/rewarded.</p>

Question			Answer/Indicative content	Mark	Guidance
4	a	i	<p>Indicative content:</p> <ul style="list-style-type: none"> • small/portable • (relatively) large data capacity • (relatively) cheap • can be used on many different devices <p>Exemplar responses: The devices are small (1) so will be easy to carry from one gym to another (1). Device is has relatively large capacity (1) so staff can use it to work from home (1) The devices can be used on many different devices (1), so data can be transferred easily from one gym to another (1).</p>	2	Award up to two marks for quality of explanation.
4	a	ii	<p>Indicative content: CD(ROM/RW) DVD(ROM/RW) Blu-ray</p>	1	<p>One mark for a valid storage device.</p> <p>Do not accept 'optical disk' as this is a generic 'family' name for different types of storage device.</p>
4	a	iii	<p>Indicative content:</p> <ul style="list-style-type: none"> • slow writing/reading speed • tape vulnerable to damage • need for a dedicated device to write/read the data <p>Exemplar response: It can take a long time to write back-up data to the tape (1) which means that the back-up process will take longer than if a hard-disk drive was used (1).</p> <p>Easily damaged (1) by water (1). Easily damaged (1) meaning the data could be destroyed (1)</p>	2	<p>One mark for a correct identification, plus a further one mark for a description.</p> <p>The description mark will be awarded for any statement which demonstrates that the candidate has valid knowledge about the drawback which they have stated.</p> <p>Do not accept "takes up a lot of space"; "easy to lose", "easy to steal"; "expensive"</p>

Question	Answer/Indicative content	Mark	Guidance
4	<p>b</p> <p>Assume that the business can afford and has internet access.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • (financial) cost of using the service • reliance on stable/fast Internet connection (DNA “internet might stop working”) • reliance on security measures to protect data during transfer to and from the back-up provider (DNA “easy to hack” as too vague unless specifically referring to data transfer) • reliance on the service provider to keep data secure/need to trust that the service provider stores the data securely (DNA “easy to hack”) • reliance on service provider to remain operational/in business • speed of data transfer slower than if writing to a local device <p>Exemplar responses:</p> <p>A drawback will be the reliance on a stable Internet connection (1). If the Internet connection is lost then Fitness4Good Ltd’s data may not be saved (1).</p> <p>Data can be intercepted during transfer (1) so needs to be encrypted (1)</p> <p>Another drawback is that free services have only a small memory capacity (1) and the gym may not wish to pay for extra storage capacity (1).</p>	4	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>Only award an explanation mark for development of the drawback. If the candidate provides no explanation of the drawback but instead provides an additional drawback or other statement of fact unrelated to the drawback, do not award the explanation mark.</p> <p>Do not accept “System/servers/internet may not be working” (true of any system)).</p>

Question		Answer/Indicative content	Mark	Guidance	
4	c	<p>Quality of written communication is assessed in this part of the question. Use the levels of response descriptor to make a judgement as to the correct level in which to place the candidate then award a mark at the bottom of the level to a candidate who just meets the descriptor and a mark at the top of the level to a candidate who comfortably meets the descriptor.</p> <p>Indicative content:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • large storage capacity • can be read/written-to many times • fast read/write speed • low cost product • size/portability (eg takes up limited space) • can be stored in a secure location eg safe <p>Drawbacks:</p> <ul style="list-style-type: none"> • size/ portability (eg potential for loss/theft of device) • can fail unexpectedly (DNA “is fragile” “can break easily”) • can be damaged if dropped/overheated <p>Reward other valid benefits/drawbacks.</p> <p>Example response (Level 1): The product is small so it will not take up much space (L1) but it could easily be lost (L1).</p> <p>Example response (Level 2 and 3): The small size makes it easy for an employee to take it without authorisation so it is a potential security risk which could make Fitness4Good Ltd in breach of data protection legislation (L2 drawback) which would harm its reputation (L2 drawback). However, it has a very large capacity for relatively low cost and so it could be a very cost-effective way to back-up data which would be good for the business leaving it more money to invest in its gyms (L2 analysis of a benefit which would trigger L3 if analysis of drawbacks also covered).</p>	6	<p>Content</p> <p>Level 3: Detailed analysis of both benefits and drawbacks with at least one example of how Fitness4Good Ltd might be affected for each.</p> <p>Level 2: Analysis of either benefits or drawbacks with limited reference to Fitness4Good Ltd ie analysis supported by at least one example of a benefit or drawback</p> <p>Level 1: Relevant issues are identified. Fitness4Good Ltd may be referred to by name, but lacking clear examples of how it would be affected.</p>	<p>Levels of response</p> <p>Level 3 (5-6 marks): Detailed two-sided analysis making good use of the context, with good written communication</p> <p>Level 2 (3-4 marks): Limited and one-sided analysis with limited reference to context, with adequate written communication. For 3/6 there may be no use of the context in the analysis. For 4/6 there must be some use of context in the analysis.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied with limited written communication.</p> <p>0 marks – no response worthy of credit.</p> <p>Answers must relate to the impact on the organisation and not, for example, on its suppliers or employees.</p> <p>Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved.</p>

Question		Answer/Indicative content	Mark	Guidance
5	a	i A username provides access to a specific user account. A password helps to restrict unauthorised access to that account. Indicative content: <ul style="list-style-type: none"> • to restrict access • reduce unauthorised access • to (help) protect/secure data 	1	DNA “so nobody can hack into the system” “so only you can access your account”
5	a	ii Indicative content: <ul style="list-style-type: none"> • (too) easy to guess • (too) obvious • (very) weak • contains only lower case letters • a well known word • no upper case • numbers of symbols 	1	
5	a	iii Indicative content: <ul style="list-style-type: none"> • Data verification/ensure password is spelt correctly/ensure the password is spelt in the way in which the user wants it/in case they spelt it wrongly the first time 	1	Do not accept “makes it easier to remember”, “to prove it is a human”

Question		Answer/Indicative content	Mark	Guidance
5	b	<p>Indicative content:</p> <ul style="list-style-type: none"> • restrict the number of users (able to access parts of the network) • restrict access to specific parts of the network • limit access to restricted data/programs • restrict ability to edit some data (read only access) • restrict ability to delete/create items (eg shortcuts, files) • disable access to some functions (eg right clicking) • restrict user from installing devices on the network/computer (eg a storage device) 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p>
5	c	<p>Indicative content:</p> <p>An encryption key enables data to be both encrypted (scrambled) and decrypted (converted back into readable code). The encrypted data is hard to decode without the encryption key. So any data intercepted by an unauthorised user is likely to be protected.</p> <p>Exemplar responses:</p> <p>An encryption key is used to scramble data into an unreadable code (1). An encryption key is also needed to convert the code back into readable data (1). Either the same or a related key can be used (1).</p> <p>(Data will be kept secure) because once it has been encrypted (1) an unauthorised user will not be able to unscramble the data (1) without the use of a decryption key (1).</p> <p>Data is scrambled (1) by a key (1) and another key is needed to unscramble it (1)</p>	3	<p>One mark for each correct point of explanation up to a maximum of three such points, but allow development marks.</p> <p>Award maximum of 1 mark to a response that understands encryption but not the role of an encryption key.</p> <p>Do not accept discussion of “passwords” instead of encryption keys.</p>

Question		Answer/Indicative content	Mark	Guidance	
5	d	<p>Use the levels of response descriptor to make a judgement as to the correct level in which to place the candidate then award a mark at the bottom of the level to a candidate who just meets the descriptor and a mark at the top of the level to a candidate who comfortably meets the descriptor.</p> <p>Indicative content:</p> <p>Benefits of not using data security measures:</p> <ul style="list-style-type: none"> • reduced business costs/expenses • easier for employees <p>Drawbacks:</p> <ul style="list-style-type: none"> • confidential business data is not protected • customers/clients data is not protected • Data Protection Act implications <p>Reward other valid benefits/drawbacks.</p> <p>Exemplar response (Level 1): The business will not be able to keep customer data secure (L1) but it will be easier for staff as they do not have to remember passwords (L1).</p> <p>Exemplar response (Level 2 and 3): Customer data will not be kept securely (L1) which is a problem because gym members may keep confidential information on there such as address, height and weight (L2). members will not like their data kept in this way and may chose not to use the business so it loses revenue from gym fees (L2). On the other hand it will reduce business costs because there will not be a need to pay for security software such as encryption software meaning the gym can put money into purchasing more gym equipment (L2). Overall the cost savings will not be that great but the potential problems of not storing data confidentially are significant if customers go elsewhere so Fitness4Good Ltd should continue to pay to keep its data secure (L3).</p>	6	<p>Content</p> <p>Level 3: An assessment/evaluation of the benefits and drawbacks with at least one example of how Fitness4Good Ltd might be affected for each.</p> <p>Level 2: An analysis of benefits or drawbacks with limited reference to Fitness4Good Ltd ie analysis supported by at least one example of a benefit or drawback</p> <p>Level 1: Relevant issues are identified. Fitness4Good Ltd may be referred to by name but lacking clear examples of how it would be affected.</p>	<p>Levels of response</p> <p>Level 3 (5-6 marks): Valid judgements made about the impact on Fitness4Good Ltd that are based on two-sided analysis.</p> <p>Level 2 (3-4 marks): Analysis of at least one impact. At the top of Level 2 there must be good use of context to analyse at least two impacts. Allow a one-sided response . For 3/6 there may be no use of the context in the analysis. For 4/6 there must be some use of context in the analysis.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied. Little or no reference to the context.</p> <p>0 marks – no response worthy of credit. Answers must relate to the impact on the organisation and not, for example, on its suppliers or employees.</p> <p>Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved.</p> <p>Do not accept reverse arguments</p>

Question			Answer/Indicative content	Mark	Guidance
6	a	i	<p>Indicative content:</p> <ul style="list-style-type: none"> • contact details eg <ul style="list-style-type: none"> ○ address/location (treat as one item if given separately, eg award one mark for street name then treat postcode as 'repeat') ○ telephone number ○ email address ○ opening times • timetable of fitness classes • history of the business • cost/price of membership • items for sale in gym (eg swimming goggles) • current news eg events, promotions 	3	One mark for each correct identification up to a maximum of three identifications.
6	a	ii	<p>Indicative content:</p> <ul style="list-style-type: none"> • more members (explanation must cover how the app will result in more members) • fewer telephone calls handled by staff • less need to print information leaflets • financial savings due to the above <p>Exemplar response:</p> <p>Lots of people can view the app (1) resulting in more customers (1) because they will be able to find out about how good it is making them more likely to want to visit the gym (1) Fitness4Good Ltd will save money (1) because it does not need to print as many information leaflets because people can get the information they need from the app (1).</p>	2	<p>One mark for a correct identification, plus one further mark for an explanation.</p> <p>Benefit must be to the gym and not customers.</p> <p>DNA more customers from around the world - the business operates local gyms so the app being viewed in South America would be of no benefit.</p>

Question		Answer/Indicative content	Mark	Guidance
6	b	<p>The question is about the issues involved with hosting a website not the benefits of having a website.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • need to purchase servers (DNA “need extra equipment” unless specific valid hardware stated) • need to train/recruit specialist staff • time needed to manage the site • now responsible for all security, maintenance, repair, server capacity issues • time and cost implications of the above • benefits in terms of speed of implementing changes to site (no need to wait for hosting service to implement them) <p>Exemplar response: It is likely to be expensive (1). This is because the business will need to purchase its own web servers in order to enable users to access the website (1).</p>	4	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>Do not accept responses which discuss the benefits/implications of having a website. Do not accept responses which discuss issues to do with website content.</p>

Question		Answer/Indicative content	Mark	Guidance	
6	c	<p>Use the levels of response descriptor to make a judgement as to the correct level in which to place the candidate then award a mark at the bottom of the level to a candidate who just meets the descriptor and a mark at the top of the level to a candidate who comfortably meets the descriptor.</p> <p>Indicative content:</p> <p>Benefits of using social media:</p> <ul style="list-style-type: none"> • can announce upcoming events • low cost method (accept free/cheap) • can promote the organisation • customers feel they are 'part of the organisation' • helps promote a 'modern image' for the business <p>Drawbacks of using social media:</p> <ul style="list-style-type: none"> • time consuming to keep updating the shared information • cannot easily control the feedback/comments from followers • competitors can easily follow its activities/comment negatively on them/promote their own activities to followers <p>Reward other valid impacts.</p> <p>Example response (Level 1/2): The gym can put onto social media examples of its current activities (1) this will be good because it means more members will come to new classes resulting in more revenue for the gym (L2) A drawback is that older gym members who may not use social media may not get to hear about events and they may be disappointed, making them less likely to want to remain as members (L2). Overall it seems like a good idea because it will help bring in a younger set of members and this is important because these people could remain members for many years and this will easily offset the slightly higher costs of keeping the information updated (L3).</p>	6	<p>Content</p> <p>Level 3: An assessment/evaluation of the benefits and drawbacks with at least one example of how Fitness4Good Ltd might be affected for each.</p> <p>Level 2: An analysis of benefits or drawbacks with limited reference to Fitness4Good Ltd ie analysis supported by at least one example of a benefit or drawback</p> <p>Level 1: Relevant issues are identified. Fitness4Good Ltd may be referred to by name but lacking clear examples of how it would be affected.</p>	<p>Levels of response</p> <p>Level 3 (5-6 marks): Valid judgement about the usefulness of social media to Fitness4Good Ltd based upon two-sided analysis.</p> <p>Level 2 (3-4 marks): At least one benefit or drawback is analysed. At the top of Band 2 there must be good use of context to analyse at least two features/benefits/drawbacks. Allow one-sided responses. . For 3/6 there may be no use of the context in the analysis. For 4/6 there must be some use of context in the analysis.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied. Little or no reference to the context.</p> <p>0 marks – no response worthy of credit.</p> <p>Answers must relate to the impact on the organisation and not, for example, on its customers/users.</p> <p>Annotation required: L1 and L2, L3 to indicate where mark bands have been achieved.</p>

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