GCSE

Business and Communication Systems

Unit **A267**: ICT skills for business communication systems

General Certificate of Secondary Education

Mark Scheme for June 2015

MARK SCHEME:

Question			Answer	Mark	Guidance
Task 1	a	(i)	**One** mark to be awarded for correctly deleting G Iqbal's record.	1	The mark can **only** be awarded for deleting the actual row; if the words are simply deleted leaving spaces in the row the mark cannot be awarded.
		(ii)	**One** mark to be awarded for the correct insertion Pupil ID (up to **two** marks). **One** mark to be awarded for the correct insertion of Initial **and** Surname for each pupil (up to **two** marks). **One** mark to be awarded for the correct insertion of Lengths (target) **and** Sponsorship per length for each member (up to **two** marks).	6	Do **not** allow incorrectly spelt words, do **not** allow incorrect use of capitals. Decimal point is required for the Sponsorship per length field.
	b	(i)	**One** mark is awarded for the correct insertion of the label Total into cell F1.	1	Do **not** allow incorrectly spelt words; do, however, allow incorrect use of capitals.
		(ii)	**One** mark to be awarded for the correct formula used in the correct place. Either =E2*D2 or =D2*E2.	1	If the candidate uses =sum(E2*D2) or =sum(D2*E2) award the mark. Ensure the content of the relevant cell can be seen in full, no exceptions.
		(iii)	**One** mark to be awarded if the formula for b(ii) is correctly replicated down to the correct cells (F3 to F9). For example D3*E3 etc.	1	Do **not** penalise if the candidate has used the incorrect formula in b(ii) as long as it is clear they have replicated. Ensure the content of the relevant cells can be seen in full, no exceptions.
		(iv)	**One** mark is awarded for the correct insertion of the label Total raised into cell E10.	1	Do **not** allow incorrectly spelt words; do, however, allow incorrect use of capitals.
		(v)	**One** mark to be awarded for the correct formula used. Either =sum(F2:F9) or =F2+F3+F4+F5+F6+F7+F8+F9	1	Ensure the content of the relevant cell can be seen in full, no exceptions.
		(vi)	**One mark** awarded for the correct insertion of the label Average into cell E11	1	Do **not** allow incorrectly spelt words; do, however, allow incorrect use of capitals.
		(vii)	**One** mark to be awarded if the correct formula =average(F2:F9) or (F2+F3+F4+F5+F6+F7+F8+F9)/8	1	Ensure the content of the relevant cell can be seen in full, no exceptions. Accept =F10/8 or other suitable variations.
	C	(i)	**One mark** to be awarded for all relevant cells put into the correct format.	1	Columns E and F.

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		(ii)	**One mark** to be awarded for suitable use of the following features. (Maximum of two marks) • Editing fonts (bold/italic/style/size) • Text control, eg wrap text • Borders • Fill colour • Justification • Orientation	2	Allow up to two formatting text marks. Original arial, 11.
		(iii)	**One** mark for printing spreadsheet in the normal view, in landscape on one sheet.	1	Do **not** penalise if the content of each cell is not clear for data view mark.
		(iv)	**One** mark awarded for printing spreadsheet on one sheet. **One** mark awarded for printing in formula view.	2	Do **not** penalise if the content of each cell is not clear for formula view mark.
	(d)		**One mark** for correct chart type **One mark** for including just the correct data **One mark** for correct axis **One mark** for suitable chart title **One mark** for printing the chart on a separate sheet (new sheet)	5	Accept column or bar chart. DNA Total as a suitable title Permit data if created after changes
	(e)	(i)	**One mark** to be awarded for the correctly edited formula on one occasion in the column e.g. =(E2*D2)*2.	1	Accept other workable formulas

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		(ii)	**One mark** awarded if formula in e(i) copied to all other relevant cells.	1	
	(f)		**One mark** for =IF() **One mark** for F2>100 **One mark** for "high", "low" eg =IF(F2>=100,"High","Low")	3	The structure could be correct for the first mark, however, the candidate may use incorrect criteria, sign or get the words in the wrong order, however, structure of the formula is correct. Should read as 'Mark first row only.' Correct syntax in each part required – no spaces. Accept other workable if statements such as nested if
Task 2	(a)	(i)	**One mark** is awarded for inserting the logo CHARITY.jpg **One mark** is awarded for placing the logo in a suitable location on the document	2	
		(ii)	**One mark** for editing the times of the fundraising ideas workshop from 3.00 pm to 4.00 pm	1	
		(iii)	**One mark** for adding the correct details for the Chair person's closing speech, i.e. 4.00pm to 4.30pm **One mark** is awarded for following the same format as the rest of the brochure for the Chairperson's closing speech details, i.e. a new row in the table with suitable columns.	2	No errors permitted

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	(b)		One mark is to be awarded for each of the following: • To: All staff • From: full name of candidate • Subject: Conference • Date: Date of examination • The conference will be held on 14 August 2015 at the Essex Hotel, in the Monty Suite. • All staff are invited to attend and refreshments will be provided. • Staff can pick up a conference programme with more details from my office.	7	Accept any suitable subject which includes a clear reference to the conference. Eg. 'Conference / Charity Conference / Charity Conference 2015/ Upcoming Conference 2015 Sensible variation of the information Must say my house
	(c)	(i)	**Possible answers include:** • tasks/activities can be created/assigned...so staff know what they have to do...so staff can track progress with a task • timescales can be set...so staff can work to clear goals...so staff can prioritise their time...so staff can work more efficiently • track progress...staff can review where they are in a project.... so staff can review what they need to do/reflect on progress...so staff can prioritise tasks • reminders/alerts...can remind staff of important deadlines/tasks that need to be completed...can help with time management • scheduling...can help organise tasks that depend on each other...can assist with time management...can help staff work in teams/share	6	One mark for each correct feature identified up to a maximum of two features. Candidate can be awarded this first 'feature' mark if they clearly describe the feature (without naming the specific feature). Plus up to a further two marks for each of two appropriate explanations per feature. Explanations must include details of how the feature is useful when organising projects. (1+2 x 2)

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			responsibilities • resource management...can organise what items/finance/staff is needed for a project...can share out responsibilities to different staff		
		(ii)	Benefits of PPS: • easy to edit • tasks can be organised in manageable chunks • time can be planned more efficiently/saves time (if justified) • more than one person can have access/can be made public • easier to keep costs within budget • highlight potential problems before they occur • can be accessed from various locations • can be backed up or saved onto a computer /more difficult to loose. Benefits of paper alternative: • easy to use • not expensive • no training required • no risk of power failure/crashing/virus/losing data, etc. Drawbacks of PPS: • training required • expensive to purchase hardware/software • need to upgrade/limited shelf life • confusing to use	12	**Level 3 (9-12 marks):** Relevant analysis of both methods (benefits and drawbacks of PPS and benefits and drawbacks of the paper alternative) to reach a balanced judgement which analyses the helpfulness to the charity. **Level 2 (5-8 marks):** Analyses PPS and/or paper alternative, but only analyses the benefits/drawbacks of one method in order to reach a one sided judgement. **Level 1 (1-4 marks):** Simply states benefits/drawbacks of PPS, or/and the benefits/drawbacks of the paper alternative with no analysis.

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	• data can be lost • lots of time project management software wasted using rather than getting on with the task/project • When many people are able to access and edit a project, mistakes can be made. Drawbacks of the paper alternative: • not easy to edit • May find it difficult to understand/interpret • not everyone has access • does not look professional in meetings • only one person can access at one time • difficult to organise resources • Paper could be destroyed or damaged Example answer The main benefit of using project planning software in the charity is that tasks can be organised into manageable chunks (L1) this means staff will know exactly what they are doing and will be able to organise themselves making them more efficient (L2). On the other hand there can be a lot of down time in a business as project managers spend a lot of time planning and organising the task rather than actually getting on with it (L1) this can lead to the team not meeting it objectives for the project (L2) The main benefit of using a paper based system to plan a project is that it is cheaper, no expensive hardware or software has to be purchased (L1) this means that more money can be ploughed into training staff on areas to meet the project's objectives (L2)		

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			However, the main disadvantage of a paper based system is that it is not easy to edit, if changes need to be made, they could end up looking messy (L1) this can result in a breakdown in communication when planning out what people have to do, this could result in tasks not getting complete (L2)		
			Overall, I believe that the charity should go ahead and purchase the software, it will be expensive to start with, however this is an investment in the business allowing them to work more efficiently (L3), by working more efficiently people are more likely to be more productive and this will result in the objectives of the project being met (L3) in turn this will please the people who have donated to the business as they will see their money being spent wisely and they may be more likely to donate again (L3) Resulting in the charity meeting its overall objectives and helping people to … (L3)		

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