

**GCSE**

**Business and Communication Systems**

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

General Certificate of Secondary Education

**Mark Scheme for June 2016**

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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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These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning
	Blank Page – this annotation <b>must</b> be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.

Annotation	Meaning	Guidance
	Level 1 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
	Level 2 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
	Level 3 mark point	Level of response questions – 1 stamp usually indicates bottom of mark range, 2 stamps = top of mark range.
	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.
	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 <b>customers</b> when the answer discusses employees.
	Correct point, eg identifying	Use for each mark point awarded – the number of ticks should equal the number of marks awarded. Do not use on Levels of Response questions.
	Incorrect point/reason	

Here are the subject specific instructions for this question paper

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 Level 1 requires knowledge, Level 2 requires analysis and Level 3 requires evaluation. General guidance 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 <b>not</b> be awarded for irrelevant or incorrect knowledge.</p>	<p>Example: Assess the usefulness of giving managers laptop computers.</p> <p>“Using a laptop means they can work when out of the office (L1); 1 mark for one valid point.</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 <b>not</b> be awarded for analysis that is irrelevant or factually incorrect.</p> <p>For 3/6 – some analysis but limited/no application to the context. For 4/6 – good analysis in context Analysis may be one-sided eg by analysing benefits but not drawbacks.</p>	<p>EG “Using a laptop means they can work when out of the office (L1); this makes them more productive because more work can get done in a day (L2). <i>This response will achieve 3/6 because there is no context.</i></p> <p>Using a laptop means they can work when out of the office (L1); for example the manager can check letters for errors when travelling on a train between the Swansea head office and the shop in Bristol. This increases productivity because more work can be done in a day. However security could be compromised because other passengers can read what you have on your screen. <i>This response will achieve 4/6 because the analysis is detailed and in context.</i></p>

Level	Marks	Awarded for	Guidance	Examples:
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 <b>not</b> be awarded for judgements that are unjustified, are irrelevant or are based on incorrect/irrelevant reasoning.</p> <p>Valid judgements can only be awarded if the candidate demonstrates that they have understanding of two-sides of an issue – eg benefits and drawbacks.</p>	<p>“Overall I think that laptops are a good idea.” <i>This response will not achieve Level 3 – a valid judgement has not been justified.</i></p> <p>“Overall I think that giving laptops to managers is a good idea because although they are more expensive than a desktop computer managers will be able to get enough extra work done that the laptops will more than pay for themselves (L3).” <i>This response will achieve 6/6 – the improvement has been well justified.</i></p>

Specific guidance is given in the mark scheme for questions 4d and 6d.

Type B is used where quality of analysis is the differentiator for Levels 2 and 3. Specific guidance is given in the mark scheme for questions 2d and 5e

Here is the mark scheme for this question paper.

Question		Answer/Indicative content	Mark	Guidance
1	a	<p>Errors are underlined:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>As a valued <u>costumer</u> we want you to be one of the first people to be informed of an <u>exiting</u> new development. From next month you will be able to design your own <u>t-shirst</u> directly on your smartphone or <u>tablett</u>. We have developed a new app which you can <u>donwload</u> from <u>you're</u> App Store. Email us if you would like further details.</p> </div>	5	<p>1 mark for each correctly circled error.</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>Do <b>not</b> award a mark for “t-shirst” as this error is circled in the question.</p>
1	b	<p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>• impact on professional image</li> <li>• increase in customer queries/complaints</li> <li>• need to send out a correction message</li> <li>• loss of customer confidence e.g. may think T-Shirts will be of equally poor-quality</li> </ul> <p>Example response: Time4Tee Limited will need to write to customers correcting the message (1) and this will take time and cost the business money (1).</p> <p>Example response: Errors in documents may result in a poor reputation (1) which may cause customers to buy from elsewhere (1).</p>	2	<p>One mark for a valid drawback and one mark for explanation.</p> <p>Accept first answer only</p>

Question		Answer/Indicative content	Mark	Guidance
1	c	<p>Benefits include:</p> <ul style="list-style-type: none"> <li>• quicker <u>than letter</u></li> <li>• instantly transmitted</li> <li>• cheaper <u>than letter</u>/free <u>to send</u> (nb – we can assume that the cost of the IT required is a sunk cost)</li> <li>• can include multimedia content as part of the message (accept examples eg images, hyperlinks etc)</li> <li>• cheap form of publicity</li> <li>• improved customer relations/opportunity for customer feedback</li> <li>• message will be received quicker than sending by post</li> <li>• can send same message to multiple customers</li> </ul> <p>DNA “easy to edit message” DNA “easy” “quick” “cheap” “free” etc unless qualified</p>	2	<p>1 mark for each of two valid benefits.</p> <p>Do <b>not</b> credit benefits which only discuss the impact on the customer (eg ‘customer will take more notice of the message’).</p> <p>Question is about sending emails not receiving them.</p>



Question		Answer/Indicative content				Mark	Guidance	
1	d		Activity 1	Activity 2	Activity 3	Activity 4	4	1 mark for each correct response to a maximum of four marks.  Do not award if tick is ambiguously positioned or there are two or more ticked boxes in a column.
		Device	Store the photograph	Move the photograph from one place to another within a document	Add a description of the photograph into the document	View the document to check for errors		
		Keyboard			✓			
		Memory card	✓					
		Monitor				✓		
		Mouse		✓				
1	e	<p>Benefits include:</p> <ul style="list-style-type: none"> <li>• easy to retrieve location for storing the file</li> <li>• can use laptop to edit document when away from network</li> <li>• large storage capacity</li> </ul> <p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>• cannot use on another (network) computer</li> <li>• security risk of losing the file if laptop stolen</li> <li>• information may be lost if laptop (hard drive) is damaged</li> </ul>				2	1 mark for a valid benefit and 1 mark for a valid drawback.	

Question			Answer/Indicative content	Mark	Guidance
2	a	i	<p>Problems of unlimited liability:</p> <ul style="list-style-type: none"> <li>no legal distinction between the assets of the business and the assets of the owner</li> <li>the owner is liable for all debts of the business</li> <li>a sole trader is at risk of bankruptcy</li> </ul> <p>Example response: The owner is responsible for the debts of the business (1) so if the business owes a lot of money (1) the owner could be forced to sell their house to pay the debts (1).</p>	3	Up to three marks for quality of explanation. Award 1 mark for a list of points.
2	a	ii	<p>Benefits include:</p> <ul style="list-style-type: none"> <li>can be his own boss</li> <li>can make own decisions</li> <li>he alone decides what to do with the profits</li> <li>does not share control with other owners</li> <li>easy to set up eg fewer legal requirements than a Limited Company or Partnership</li> </ul>	2	1 mark for each of two valid benefits
2	b		<p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>loss of control</li> <li>legal requirements of incorporation e.g. more paperwork</li> <li>costs of establishing new business</li> <li>legal responsibilities of Directors</li> <li>profits have to be shared amongst the shareholders, therefore Peter doesn't get to keep it all</li> </ul> <p>Allow any two valid examples covering the above - one mark for each. Example response: As a company Director Peter would be legally responsible for the conduct of the business (1) and his name and address would be published by Companies House (1)</p> <p>Drawbacks must relate either to Peter in his role as company director/shareholder or to the conversion from unincorporated to incorporated business.</p> <p>Do not accept answers based on the premise that an Ltd is a larger business (eg DNA "will have to employ more people")</p> <p>DNA "Less profit" unless qualified – eg 'as it is shared with others'</p>	2	1 mark for each of two valid drawbacks

Question		Answer/Indicative content	Mark	Guidance
2	c	<p>Reasons include:</p> <ul style="list-style-type: none"> <li>• uncompetitive (eg prices too high)</li> <li>• lack of revenue</li> <li>• lack of customers</li> <li>• lack of cash/cash flow problems</li> <li>• unable to pay debts</li> <li>• not enough profit/making a loss</li> </ul> <p>Award any valid factor which could result in business failure including examples for the above (eg 'the business lost customers' or 'a big customer does not pay its bills' or 'the bank foreclosed on a loan')</p>	2	1 mark for each of two valid reasons

Question		Answer/Indicative Content	Mark	Guidance	
				Content	Levels of response
2	d	<p>Benefits to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• more customers</li> <li>• opportunity to have some retail outlets</li> <li>• shares the risk with franchised outlets</li> <li>• franchisees pay fees/royalties to Time4Tee Limited</li> <li>• franchisees have local knowledge</li> <li>• a lower cost method of expanding the business</li> </ul> <p>Drawbacks to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• some control over the product/customer relations is given over to the franchisee</li> <li>• will need to monitor performance of franchisees</li> <li>• strategy may conflict with its move into online sales</li> </ul> <p>Benefits and drawbacks must relate to Time4Tee Limited in its role as franchisee.</p> <p>Do not credit responses which confuse franchisor and franchisee.</p> <p>Example Level 1 response: Time4Tee will get money from selling the right to be a franchisee (L1) but the franchisee may not offer a good service to customers (L1).</p> <p>Example L2 response: Time 4 Tee will earn money (L1) from the fees and royalties it gets from the products that the franchisees sell (L2).</p>	6	<p>Level 3: detailed analysis with clear reference to Time4Tee Limited</p> <p>Level 2: some limited analysis with limited reference to Time4Tee Limited</p> <p>Level 1: Relevant features of a franchise or impact are identified.</p>	<p>Level 3 (5-6 marks): Analysis of at least one benefit and at least one drawback. If context is good for one but weak for the other then award 5/6.</p> <p>Level 2 (3-4 marks): Analysis of at least one benefit or drawback. For 3/6 there may be no use of the context.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied. There may be no use of 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, 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	
					Content	Levels of response
			<p>Example Level 3 response:            Time 4 Tee will earn money (L1) from selling T-Shirts and designs to the franchisee (L2). However it will lose control of its business (L1) because the franchisee may offer a poor level of service, for example by not printing designs correctly, and this may lose them customers (L2 and hence L3 because detailed analysis of drawbacks in context)</p>			

Question			Answer/Indicative content	Mark	Guidance
3	a	i	<p>By using:</p> <ul style="list-style-type: none"> <li>• special characters/symbols</li> <li>• upper case letters</li> <li>• lower case letters</li> <li>• words</li> <li>• random number sequence</li> <li>• longer string of characters</li> </ul>	2	Award up to 2 marks for a valid description. This could be one method expanded or two methods identified.
3	a	ii	<p>Information includes:</p> <ul style="list-style-type: none"> <li>• T-shirts required eg size, type, design, quantity (<i>1 mark for each item</i>)</li> <li>• Payment details eg credit card number, expiry date, name on card, CSV number (<i>1 mark for each item</i>)</li> <li>• DNA PIN</li> <li>• (Billing) address</li> <li>• (Delivery) address</li> <li>• Contact information eg email, telephone (<i>1 mark for each item</i>)</li> </ul> <p>N.B. "delivery address and billing address" = 2 marks. If instead of giving 'delivery address' and/or 'billing address' (1 mark each), the candidate lists components of an address (e.g. 'town' 'county' 'postcode') then award 1 mark max.</p> <p>DNA Date of birth/Age DNA Name as this is precluded by the question.</p>	3	1 mark for each of three valid items of information
3	b		<p>Data Protection (Act).</p> <p>Correct name only.</p>	1	1 mark for correct answer

Question			Answer/Indicative content	Mark	Guidance
3	c	i	<p>Consequences include:</p> <ul style="list-style-type: none"> <li>• legal action/taken to court</li> <li>• sued by copyright owner/pay compensation</li> <li>• payment of fine</li> <li>• payment of legal fees</li> <li>• prevented from using the copyrighted design</li> </ul> <p>Example response Time4Tee Limited may get sued (1) by the copyright holder (1) and have to pay compensation (1).</p> <p>DNA incorrect legal consequences eg imprisonment, business/website closed down.</p>	3	1 mark for a valid consequence and up to two marks for explanation
3	c	ii	<p>The study of (1) the (moral) principles (1) which underpin the behaviour (1) of an individual or society (1) such as the difference between right and wrong (1).</p> <p>Acting in a socially responsible way (1). Award one mark for a valid example of an ethical action e.g. no explicit images on a T-Shirt or no cruelty to animals.</p> <p>DNA benefits or drawbacks of behaving in a socially responsible/ethical way eg it is a way to increase brand image and hence sales revenue.</p> <p>Example: "What the public thinks is morally right (1). Actions that are not necessarily illegal (1) but could harm the business' reputation (1)."</p>	3	Up two three marks for the quality of explanation.
3	c	iii	<p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>• negative publicity e.g. social media comments/reviews; pressure group action</li> <li>• possible legal consequences</li> <li>• impact on customer loyalty</li> </ul> <p>Award one mark for a relevant example eg showing violence.</p> <p>Example response: "If a design promotes violence (1) then this may result in bad publicity (1) and so customers may choose not to buy their t-shirts from them (1)"</p> <p>DNA imprisonment, business/website closed down etc.</p>	3	<p>One mark for a valid consequence and up to two marks for explanation.</p> <p>Award one mark for a relevant example of an unethical-shirt design.</p>

Question		Answer/Indicative content	Mark	Guidance
4	a	<p>Differences include:</p> <ul style="list-style-type: none"> <li>• tablets are smaller</li> <li>• tablets are more portable/lighter</li> <li>• handheld</li> <li>• tablets integrate input and output devices eg keyboard, monitor</li> <li>• tablets use battery power</li> <li>• less memory/storage</li> <li>• have touchscreen</li> </ul> <p>Allow answers that give the differences of a desktop eg 'desktops must be plugged in'</p> <p>DNA benefits/drawbacks e.g. easily stolen. DNA "tablets are cheaper" or "tablets are more expensive" as this is not necessarily true as top of the range tablets are more expensive than basic desktops and vice versa.</p>	4	One mark for each of four valid differences.
4	b	<p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>• potential loss/theft/damage/breakage of devices</li> <li>• potential loss of files/information</li> <li>• public/competitors/customers can view work on device screens</li> <li>• financial cost of purchasing devices</li> <li>• if not connected to the office network then network management/monitoring systems unable to work e.g. backups, browsing history</li> </ul> <p>Maximum of one mark for drawbacks relating to the device itself eg loss/damage/theft of device.</p> <p>E.g. The laptop could get stolen (1) resulting in the loss of important information (1). E.g. The laptop could get stolen (1) or damaged (no mark).</p>	2	One mark for each of two valid drawbacks.



Question		Answer/Indicative content	Mark	Guidance
4	c	<p>Possible benefits include:</p> <ul style="list-style-type: none"> <li>• Increased output</li> <li>• More chance that tasks are completed on time</li> <li>• Tasks can be done quicker eg started one working day and finished by the start of the next</li> <li>• Less disruption caused by travel delays</li> </ul> <p>Example response: Workers can still get their work done (1) even if their train breaks-down (1) so there is less chance of deadlines being missed (1).</p> <p>Be careful not to award marks for comments that repeat/restate the question stem.</p>	3	One mark for a valid benefit and two marks for explanation.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
4	d	<p>Benefits to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• staff may be more motivated</li> <li>• Time4Tee does not pay to provide the devices</li> <li>• staff may be able to work away from the office</li> </ul> <p>Drawbacks to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• need to ensure compatibility of head office systems with devices</li> <li>• potential security risk of allowing head office data onto personal devices</li> <li>• harder for the business to monitor the work of employees (as devices may not have monitoring software installed)</li> <li>• productivity losses resulting from staff using devices for personal purposes</li> </ul> <p>Benefit/drawback must relate to Time4Tee Limited.</p> <p>Example Level 1 response: Time4Tee won't have to buy as many computers (L1) but data could go missing (L1).</p> <p>Example L2 response: Time4Tee won't have to buy as many computers (L1) so this will save it money as it has lower purchase and maintenance costs (L2).</p>	6	<p>Level 3: evaluates benefits and drawbacks</p> <p>Level 2: analyses benefits and/or drawbacks</p> <p>Level 1: relevant knowledge of possible benefits and drawbacks</p>	<p>Level 3 (5-6 marks): Valid judgements made about the benefits and drawbacks to Time4Tee Limited that are based on two-sided analysis making good use of the context with good written communication.</p> <p>Level 2 (3-4 marks): Analysis of at least one benefit/drawback with adequate written communication. At the top of Level 2 there must be good use of context to analyse. If no context award 3/6. Allow a one-sided response.</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied with limited written communication. Little or no reference to the context.</p> <p>0 marks – no response worthy of credit.</p> <p>Answers must relate to the benefits/drawbacks to the organisation and not, for example, 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	Marks	Guidance	
					Content	Levels of response
			<p>Example Level 3 response:            Time4Tee won't have to buy as many computers (L1) so this will save it money as it has lower purchase and maintenance costs (L2). However this will increase the risk of data loss as employees take data away from the workplace on their devices. If this information gets into the hands of competitors then this could cause a major problem so for this reason I would not recommend they do it unless they can find a way of deleting data eg by remotely wiping their data from employee data. (L3)</p>			

Question			Answer/Indicative content	Mark	Guidance						
5	a		<ul style="list-style-type: none"> <li>• CD</li> <li>• DVD</li> <li>• Blu Ray</li> </ul> <p>Accept first two responses only e.g.:</p> <p>“1. USB stick (0) 2. DVD/CD (1 for DVD then stop as only the first two of the three devices can be marked)</p>	2	One mark for each of two valid optical storage devices.						
5	b		<table border="1"> <thead> <tr> <th>Description</th> <th>Storage device</th> </tr> </thead> <tbody> <tr> <td>Main storage device found inside a desktop or laptop computer</td> <td>Hard disk drive</td> </tr> <tr> <td>Portable flash drive used to transfer data between computers</td> <td>USB memory stick</td> </tr> </tbody> </table>	Description	Storage device	Main storage device found inside a desktop or laptop computer	Hard disk drive	Portable flash drive used to transfer data between computers	USB memory stick	2	One mark for each correct response
Description	Storage device										
Main storage device found inside a desktop or laptop computer	Hard disk drive										
Portable flash drive used to transfer data between computers	USB memory stick										
5	c	i	<p>Drawbacks include:</p> <ul style="list-style-type: none"> <li>• transfer speed/quality of service depends on internet connection</li> <li>• potential for data loss <u>during transfer</u></li> <li>• reliance on third party to store data securely</li> <li>• potential issues over who has access to the data if the storage company closes down</li> <li>• cost of using the service</li> </ul> <p>DNA “can be easily hacked” as data is likely to be encrypted during transfer and the service provider is likely to have secure systems. DNA “the cloud can do what it wants with your data” etc</p>	2	One mark for each of two valid drawbacks						

Question			Answer/Indicative content	Mark	Guidance
5	c	ii	Benefits include: <ul style="list-style-type: none"> <li>• more secure; eg. Data stored offsite, less risk from fire etc.</li> <li>• larger storage capacity</li> <li>• cloud storage provider responsible for secondary back-ups of the stored data</li> <li>• cost savings eg no need to purchase back-up media</li> </ul> Benefits must relate to using cloud-based provider, not benefits of backing up data. DNA “can be easily transported” DNA benefits that do not relate to the storage of data e.g. can access from multiple devices	1	One mark for a correct response
5	di		Anti-virus	1	One mark for a correct response
5	dii		Firewall	1	One mark for a correct response

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
5	e	<p>Benefits to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• less chance of security issues on the network</li> <li>• less chance of unauthorised use of the network</li> <li>• network will become less cluttered eg from user-installed programs</li> </ul> <p>Drawbacks to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• staff not being able to change passwords is a security risk</li> <li>• potential problems if the network manager is absent</li> </ul> <p>Benefits and drawbacks must relate to Time4Tee Limited.</p> <p>Do not credit responses which confuse franchisor and franchisee.</p> <p>Example Level 1 response: If the network manager is away then nobody can install a program (L1). But there is less chance of malicious programs being installed (L1).</p> <p>Example L2 response: If the network manager is away then nobody can install a program (L1) including software updates such as to anti-virus software and this might put the security of the network at risk (L2).</p>	6	<p>Level 3: detailed analysis with clear reference to the context (i.e. the Policy).</p> <p>Level 2: some limited analysis with limited reference to the context (i.e. the Policy).</p> <p>Level 1: Relevant benefits or drawbacks are identified.</p>	<p>Level 3 (5-6 marks): Analysis of at least one benefit and at least one drawback with good written communication. If the use of the context (i.e. the Policy) is good for one but weak for the other then award 5/6.</p> <p>Level 2 (3-4 marks): Analysis of at least one benefit or drawback with adequate written communication. For 3/6 there may be no use of the context (i.e. the Policy).</p> <p>Level 1 (1-2 marks): Relevant knowledge is applied with limited written communication. There may be no use of the context (i.e. the Policy).</p> <p>0 marks – no response worthy of credit.</p> <p>Answers must relate to the impact on the organisation and not, for example, 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	Marks	Guidance	
					Content	Levels of response
			<p>Example Level 3 response:            If the network manager is away then nobody can install a program (L1) including software updates such as to anti-virus software and this might put the security of the network at risk (L2). This would be a major problem for Time4Tee as it does so much of its business online that it cannot afford to be unprotected. However it would be good if fewer people could install programs (L1) as there is less chance that competitors could arrange for spyware to be installed on the network (L3 analysis of both benefits and drawbacks).</p>			

Question		Answer/Indicative content	Mark	Guidance
6	a	<ul style="list-style-type: none"> <li>the website/web-server interrogates               <ul style="list-style-type: none"> <li>a text file stored on a user's computer</li> <li>containing information on a website visitor's browsing history</li> </ul> </li> <li>to select relevant content from website's database</li> <li>based on what you have previously viewed on the website</li> </ul> <p>Example response: A cookie is a text file (1) containing information on a website visitor's browsing history (1) stored on the user's computer.</p> <p>A cookie is a text file stored on your computer (1) and used to display relevant content from website's database (1) based on your previous visit(s) (1).</p>	3	Up to three marks for quality of explanation.
6	b	<ul style="list-style-type: none"> <li>It is a legal requirement...</li> <li>...(Of the)EU/EU regulation/Cookie Law/Data Protection Act</li> <li>Time4Tee must inform/warn visitors</li> <li>Personal data is being stored</li> <li>Some visitors do not want their personal data stored</li> <li>Visitors must have the choice to opt out</li> </ul>	3	Answers must state or imply that there is a requirement for this information to be provided. One mark for a requirement (not necessarily a legal requirement – see indicative content). Up to two marks for reason/explanation.
6	c	<p>Features included:</p> <ul style="list-style-type: none"> <li>Encryption (WPA/WPA2/ 802.1X authentication)</li> <li>Security key/password to connect</li> <li>SSID broadcasting turned off (hidden network)</li> </ul> <p>Example response: You must enter a password (1) if the password is <u>correct</u> access to the network is granted (1).</p> <p>The network should be encrypted (1) so that data across the network can only be viewed by users with the correct key (1) otherwise data is an unreadable code (1).</p> <p>SSID should be turned off (1) so that although people might know there is a network they can't connect to it unless they know its name (1) and enter it correctly when trying to connect (1)</p>	3	One mark for a valid feature and up to two further marks for the quality of explanation.



Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
6	d	<p>Possible arguments include:</p> <p><i>Cutting prices by 30% for the next three months:</i></p> <p>Benefits to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• high impact</li> <li>• likely to be cheaper than competitors</li> <li>• should attract new customers</li> </ul> <p>Drawbacks to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• temporary reduction – prices will then rise</li> <li>• existing customers also benefit so lose revenue from them</li> <li>• customers perceive this as a drastic measure/signal of reduced quality?</li> </ul> <p><i>Loyalty scheme</i></p> <p>Benefits to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• less of a discount</li> <li>• encourages repeat purchases</li> </ul> <p>Drawbacks to Time4Tee Limited:</p> <ul style="list-style-type: none"> <li>• discount may not be enough to gain many new customers</li> <li>• permanent reduction in prices to loyal customers</li> <li>• cost of administering loyalty scheme</li> </ul> <p>Benefits and drawbacks must relate to Time4Tee Limited.</p>	6	<p>Level 3: evaluates impact with clear reference to the context (i.e. the two options).</p> <p>Level 2: analyses impact with reference to the context (i.e. the two options).</p> <p>Level 1: relevant knowledge of possible impact</p>	<p>Level 3 (5-6 marks): A reasoned recommendation based on appropriate analysis of both sales promotion methods in relation to increasing sales income with good written communication. If context (i.e. the two options) is good for one but weak for the other then award 5/6.</p> <p>Level 2 (3-4 marks): Analysis of benefits or drawbacks of using price reduction <b>or</b> loyalty scheme as means to increase sales income with adequate written communication. For 3/6 there is limited development only.</p> <p>Level 1 (1-2 marks): Relevant knowledge of one or both sales promotion methods with limited written communication. There may be no use of the context.</p> <p>0 marks – no response or no response worthy of credit.</p> <p>Answers must relate to the impact on the organisation and not, for example, 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	Marks	Guidance	
					Content	Levels of response
			<p>Example Level 1 response: If they cut prices 30% they will gain lots of new customers (L1) but existing customers will spend less (L1).</p> <p>Example Level 2 and Level 3 response: Cutting prices by 30% should gain lots of new customers (L1) who will spend more but existing customers will spend less unless they buy lots more t-shirts and this may not happen if competitors drop their prices (L2); this is quite likely because selling t-shirts online is a competitive market so I would urge them to be less ambitious and introduce a loyalty scheme because this will encourage repeat purchases which over time will increase their income more than the cost of running the scheme (L3).</p>			

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

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Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

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