

# OCR

Oxford Cambridge and RSA

## Wednesday 20 June 2018 – Afternoon

### GCSE BUSINESS AND COMMUNICATION SYSTEMS

#### A265/01 Businesses and their Communication Systems

Candidates answer on the Question Paper.

**OCR supplied materials:**

None

**Other materials required:**

- A calculator may be used

**Duration:** 1 hour 30 minutes



Candidate forename		Candidate surname	
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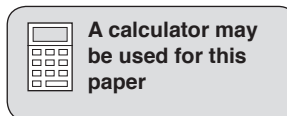
Centre number						Candidate number				
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#### INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do **all** calculations and rough work in this booklet. Cross out any work you do not wish the examiner to mark.
- Do **not** write in the barcodes.

#### INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **90**.
- The marks allocated and the spaces provided for your answers are a good indication of the length of answers required.
- You may use diagrams wherever they will help to answer a question.
- Your quality of written communication will be assessed in questions marked with an asterisk (\*).
- You may **not** use a dictionary.
- This document consists of **16** pages. Any blank pages are indicated.



Answer **all** the questions.

Old Hall Galleries Limited (Ltd) sells fine art prints, cards and original paintings. The business operates twenty shops in the west of England. The business has a website which provides information about each shop. The business is considering whether to start selling its products on its website. You work in the Bristol head office.

- 1 (a) You have been given some text to check for errors before it is put onto Old Hall Galleries Ltd's website. Part of the text is shown below.

Starting in Septembre you will be able to buy bronze statues by award winnig local artists. Statues include horses, hares, foxes and exotic animals such as lions and elefants. Many of these are special limited editions so we espect demand to be high. These will make an ideal Christmass present or even an investment for colectors.

The text contains six spelling errors. One of the spelling errors has already been circled. Circle the **five** remaining spelling errors. [5]

- (b) You have been asked to create new content for the website.

- (i) For **each** of activities 1, 2 and 3 in the table below, show which input device should be used by placing a tick (✓) in the correct box. Your completed answer should contain **three** ticks.

Device	Activity 1 Take a photograph of a statue	Activity 2 Add a description of the photograph	Activity 3 Convert a printed leaflet into editable text
Digital camera			
OCR Scanner			
QWERTY keyboard			
Flatbed scanner			

[3]

- (ii) For **each** of activities 1, 2 and 3 in the table below, show which output device should be used by placing a tick (✓) in the correct box. Your completed answer should contain **three** ticks.

Device	Activity 1 Listen to a sound clip	Activity 2 Create a paper copy of a webpage	Activity 3 Display a webpage to a large audience in a conference hall
Data Projector			
Monitor			
Printer			
Speaker			

[3]

- (c) When a customer in a shop makes a purchase, the shop assistant uses a concept keyboard to enter the details of the purchase into the point of sale terminal.

State **two** features of a concept keyboard.

- 1 .....
- .....
- 2 .....
- .....

[2]

- (d) Old Hall Galleries Ltd has decided to replace the concept keyboards with touch screen point of sale terminals.

Explain **one** advantage to Old Hall Galleries Ltd of using touch screen point of sale terminals rather than concept keyboards.

- .....
- .....
- .....
- ..... [2]



(d) State **three** actions that Old Hall Galleries Ltd could take to make sure that the images used do not break copyright restrictions.

- 1 .....
- .....
- 2 .....
- .....
- 3 .....
- .....

[3]

(e) The head office of Old Hall Galleries Ltd has a number of employees who use computers to do their work.

(i) State **three** actions an **employer** must take to make sure that computer workstations meet health and safety requirements.

- 1 .....
- .....
- 2 .....
- .....
- 3 .....
- .....

[3]

(ii) State **three** actions a **user** should take to make sure they are sitting correctly when at a computer workstation.

- 1 .....
- .....
- 2 .....
- .....
- 3 .....
- .....

[3]

- 3 (a) Old Hall Galleries was founded by Simon Jenkins in 2005. Simon started his business as a sole trader.

Explain **one** benefit to Simon of being a sole trader.

.....  
.....  
.....  
..... [2]

- (b) In 2007 Simon considered converting his business into a partnership.

Complete the three sentences below, which describe features of a partnership, by selecting the correct words from the following list:

- agreement
- bankrupt
- liability
- disagreement
- dissolved

A ..... among the partners can lead to problems for the business.

The Partnership is ..... if one of the partners resigns.

Partnerships can either have limited or unlimited .....

[3]

- (c) In 2008 Simon converted his business into a Private Limited Company (Ltd).

Explain **two** drawbacks to Simon of converting his business into a Private Limited Company.

1 .....

Explanation .....

.....  
.....

2 .....

Explanation .....

.....  
.....

[4]









5 (a) Old Hall Galleries Ltd is considering increasing its online presence by using social media.

Explain **two** benefits to **customers** of Old Hall Galleries Ltd using social media.

1 .....

Explanation .....

.....

.....

.....

.....

2 .....

Explanation .....

.....

.....

.....

..... [6]

(b) Explain **one** drawback to **Old Hall Galleries Ltd** of using social media.

.....

.....

.....

.....

.....

..... [3]



6 (a) The computers in the head office of Old Hall Galleries Ltd are protected by security measures.

(i) Explain **one** reason why Old Hall Galleries Ltd needs to use a firewall to protect the head office network.

.....  
.....  
.....  
.....  
.....  
..... [3]

(ii) State **three** ways in which Old Hall Galleries Ltd can restrict physical access to its head office network.

1 .....  
.....  
2 .....  
.....  
3 .....  
..... [3]

(b) The employees at Old Hall Galleries Ltd receive a large number of unwanted emails.

(i) Explain why this might be a problem for Old Hall Galleries Ltd.

.....  
.....  
..... [2]

(ii) State **one** action Old Hall Galleries Ltd could take to reduce the number of unwanted emails received by its employees.

.....  
..... [1]



**ADDITIONAL ANSWER SPACE**

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large area of lined paper for writing. It consists of a vertical solid line on the left side, creating a margin. To the right of this line, there are numerous horizontal dotted lines spaced evenly down the page, providing space for writing answers.



A large area of the page is reserved for writing, featuring a vertical solid line on the left side and horizontal dotted lines extending across the page.



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