

## **GCSE**

# **Business and Communication Systems**

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

General Certificate of Secondary Education

## **Mark Scheme for June 2018**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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 2018

## Annotations

Annotation	Meaning
L1	Level 1 mark
L2	Level 2 mark
L3	Level 2 mark
1 - 12	For the letter the bulleted list are represented by number 1 to 12. A tick is placed next the the number of achieved a cross if not. All ticks must be next to the numbers,

Question		Answer	Mark	Guidance
<b>Task 1</b>				
	(a) (i)	<b>One mark</b> for the correct deletion of the Volvo S40s details.	1	Record must be clearly deleted, not simply deleting the data.
	(a) (ii)	<b>One mark</b> for the correct entry of five pieces of correctly transcribed information in the correct fields.  ['Fiat','Punto'] ['2007','Petrol'] ['3','15000']['1.6','£3900'] ['Hatchback','Red']	5	All details must be exact, including cases.
	(a) (iii)	<b>One mark</b> for correctly editing the Ford Ka's price to £5,500.	1	Correct format is needed.
	(b) (i)	<b>One mark</b> for correctly adding the new field Bluetooth.  <b>One mark</b> for putting the new field in the correct location i.e. between Doors and Mileage.  <b>One mark</b> for using the correct data type Yes/No	3	Bluetooth must have a capital B.  Accept tick box or yes/no
	b ii	<b>One mark</b> to be awarded for stating 'yes' for each of the correct records for the Fiat 500 and the Renault Clio having Bluetooth.	2	One mark per correct yes.  If candidates have an extra yes, deduct 1
	(c)	<b>One mark</b> to be awarded for sorting Year into ascending order.	1	Only award marks for the correct sort on the correct filed.  Fields do not have to be in any particular order

Question	Answer	Mark	Guidance
(d) (i)	<p><b>One mark</b> to be awarded for all four correct fields used (Model, Doors, Fuel Type, Engine (Size Litres) ) Up to <b>three marks</b> to be awarded for the correct search criteria used in the correct places (3, Petrol, 1.3) <b>One mark</b> to be awarded if the query is correctly called Customer1.</p>	5	<p>The candidate does not need to provide evidence of the design view, it will be clear from a screen shot of the results of the query if the correct criteria have been used.</p> <p>Query name must have correct cases.</p> <p>Naming must not have a space and correct capitalisation.</p>
(d) (ii)	<p><b>One mark</b> for creating a report of the query created in previous task.</p> <p><b>One mark</b> for all items being visible.</p> <p><b>One mark</b> is awarded for a screen shot in report view (not design view).</p>	3	<p>Do not penalise candidates for incorrect query in previous task. They must create a query of the query in the previous task or if there is no evidence for (d)(i) the report must include correct information.</p>
(e)	<p><b>One mark</b> for each of the following:</p> <ul style="list-style-type: none"> <li>• use of the letterhead template</li> <li>• fully blocked style and open punctuation</li> <li>• correct date in correct format in correct place</li> <li>• correct salutation using the correct merged fields and correct complimentary close</li> <li>• correct use of merged fields for name and address</li> <li>• letter from pupil</li> <li>• evidence of merge</li> </ul> <p>Details to be included in body of letter - 1 mark awarded for each:</p>	12	<ul style="list-style-type: none"> <li>• Provided letterhead must be used, do not award for reproduction.</li> <li>• Do not accept greetings line and address block for mark.</li> <li>• Date must be either above address or below address (accept either), it must be in either of the following formats 18 June 2018 or 18/06/2017 (accept 18).</li> <li>• Evidence that a mail merge from query – unmerged letter and at least one merged letter.</li> <li>• If candidate prints all merged letters do not penalise.</li> <li>• Details do not have to be word for word as long as</li> </ul>

Question		Answer	Mark	Guidance
		<ul style="list-style-type: none"> <li>• There will be a special event for people who have bought cars from Wheels previously</li> <li>• The event will be held on 01/07/2018</li> <li>• Each customer who brings the letter will receive £500 off a car on that day</li> </ul> <p><b>2 marks</b> to be awarded for fully appropriate tone and style, including opening and closing sentence, letter uses a professional manner.</p> <p><b>1 mark</b> to be awarded for general good style, may have a few errors that do not affect the professionalism of the letter.</p> <p><b>0 marks</b> for a list of points reproduced.</p>		the main points of the messages are written.
<b>Task 2</b>	(a)	<p><b>One mark</b> for inserting the Wheels logo (Logo.jpeg)  <b>One mark</b> for inserting the Car image (Car.jpeg)  <b>One mark</b> for suitably cropping the image  <b>One mark</b> for correctly transcribed date (01/07/18) and opening and closing times (10 am until 4 pm)  <b>One mark</b> for single page.  <b>One mark for including</b> the special offer - £300 off a car when the flyer is presented for new customers.</p> <p><b>One mark</b> for appropriate use of each software features, to a maximum of 3 marks</p> <ul style="list-style-type: none"> <li>• Backgrounds</li> <li>• Autoshapes</li> <li>• Word Art</li> <li>• Borders/border art</li> <li>• Colour/fill effects</li> <li>• Underline/bold/change font size or style</li> </ul>	9	<ul style="list-style-type: none"> <li>• Do not allow transcribing errors and misuse of capitals, incorrect formats</li> <li>• Allow special offer to be reworded as long as all information is included</li> <li>• For font marks, only award if there is a variation, it is clear something has been change</li> <li>• Must indicate an a suggestion of opening for time e.g. opening 01/07/18</li> </ul>

Question		Answer	Mark	Guidance
		<ul style="list-style-type: none"> <li>Justification of text</li> </ul> <p>Or any suitable use</p>		
	(b) (i)	<p><b>Possible responses</b></p> <ul style="list-style-type: none"> <li>Post messages...the business can let customers know things...such as a new car has come in/special offer</li> <li>Comments...customers can comment on posts...giving the business/other customers feedback</li> <li>Discussions...customer to customer/customer to business...can allow customers to find out relevant things</li> <li>Track subscribers...business can count how many people have joined the blog...they can use the details for direct marketing</li> <li>Measure the number of visitors...allows the owners to measure popularity of blog...popularity of discussions.</li> </ul>	6	<p>One mark for each of two valid features.</p> <p>Candidate can be awarded the first 'feature' mark if they clearly describe the feature (without naming the specific feature).</p> <p>Plus a further two marks for each of two appropriate explanations per feature. Explanations must include details of how the feature is useful when using a blog for the business.</p> <p>(1+2 x 2)</p>
	(ii)	<p>Benefits of blogs:</p> <ul style="list-style-type: none"> <li>Can share up to date information with customers...to let customers know about the latest information/deals...customers may be interested in this regular communication and used the business to buy cars.</li> <li>Business can get feedback from</li> </ul>	12	<p>This question is marked in levels:</p> <p><b>Level 3 (9 – 12 marks)</b> Makes a valid judgement/recommendation that includes evaluation based on an analysis of both benefits and drawbacks of a blog. Fully analyses the impact of blogs on the business.</p> <p><b>Level 2 (5 – 8 marks)</b></p>

Question	Answer	Mark	Guidance
	<p>customers...and find out what customers really want...this allows them to meet the needs of their customers and become a more successful business.</p> <ul style="list-style-type: none"> <li>• Businesses can advertise to a wider geographical area...Wheels may be able to get customers that are not local from the information/good reviews on its blog...they may then become a more profitable business as they widen their customer base.</li> <li>• Blogs are cheap to run... the business already has a website so adding a blog is a simple/cheap thing to do...yet it can be very effective in communicating/advertising/gaining feedback from customers which could lead to further business.</li> <li>• The added pressure of getting negative customer feedback on the blog...can lead to the business being the best business it possibly can be...which can have a positive impact on the business as they try their utmost to make all customers happy.</li> </ul> <p>Drawbacks of blogs:</p> <ul style="list-style-type: none"> <li>• Someone will need to update to blog regularly...they may be so busy doing this that they miss a customer...this could lead to a reduction in sales.</li> <li>• Customers are free to write negative comments...if customers are not happy with</li> </ul>		<p>Clearly analyses both benefits and drawbacks of using presentation blogs.</p> <p><b>Level 1 (1 – 4 marks)</b> States relevant benefits and/or drawbacks of using blogs with no analysis.</p> <p>Do not accept expensive, but they may talk about the fact that they are expensive to monitor in terms of staffing.</p>



Question	Answer	Mark	Guidance
	<p>the service/car....this can have a negative impact on the business and they can lose customers.</p> <ul style="list-style-type: none"><li>• An expert is needed to set up the blog...the cost of this service can be high...this can cut into the business's profits and lead to a reduced profit margin.</li><li>• The business cannot control what people are writing on the blog...negative comments can have a catastrophic impact on the business...leading to a loss of customers and sales.</li></ul>		

**OCR (Oxford Cambridge and RSA Examinations)**  
**The Triangle Building**  
**Shaftesbury Road**  
**Cambridge**  
**CB2 8EA**

**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)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2018

