

Mark Scheme for January 2013

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 will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2013

Question	Answer	Marks	Guidance												
1	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Task</th> <th style="width: 50%; text-align: center;">Software</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; padding: 5px;">Produce profit and loss accounts</td> <td style="text-align: center; padding: 5px;">CAM</td> </tr> <tr> <td style="text-align: center; padding: 5px;">Manufacture inflatable boats</td> <td style="text-align: center; padding: 5px;">Desktop publishing (DTP)</td> </tr> <tr> <td style="text-align: center; padding: 5px;">Display a new product to a boating conference</td> <td style="text-align: center; padding: 5px;">Presentation software</td> </tr> <tr> <td style="text-align: center; padding: 5px;">Produce the customer catalogue</td> <td style="text-align: center; padding: 5px;">Spreadsheet</td> </tr> <tr> <td style="text-align: center; padding: 5px;">Write and mail-merge publicity materials</td> <td style="text-align: center; padding: 5px;">Word Processing</td> </tr> </tbody> </table>	Task	Software	Produce profit and loss accounts	CAM	Manufacture inflatable boats	Desktop publishing (DTP)	Display a new product to a boating conference	Presentation software	Produce the customer catalogue	Spreadsheet	Write and mail-merge publicity materials	Word Processing	5	
Task	Software														
Produce profit and loss accounts	CAM														
Manufacture inflatable boats	Desktop publishing (DTP)														
Display a new product to a boating conference	Presentation software														
Produce the customer catalogue	Spreadsheet														
Write and mail-merge publicity materials	Word Processing														
2	<p>Two from eg:</p> <ul style="list-style-type: none"> • (Attachment to an) email • Shared area on a network • Cloud technology eg 'posting to a shared website area/using a web utility, yousendit, dropbox etc.' • Removable storage <u>and post it</u> 	2													

Question			Answer	Marks	Guidance
3			Two from: eg <ul style="list-style-type: none"> • (Open source software) is free to download (1) so no cost involved (1) • Flexibility/customisability (1) can be modified to suit the user (1) • Many open source applications run on multiple platforms □(1) so both PC and MAC users are supported (1) • Large number of people writing plugins (1) so updated regularly (1). 	4	
4	(a)	(i)	Two from: eg: <ul style="list-style-type: none"> • email • VoIP eg. Skype • SMS • Video call eg. FaceTime 	2	Do not allow video conferencing
		(ii)	Two from: eg <ul style="list-style-type: none"> • blog • YouTube • Q and A • Website/online catalogue • digital TV. 	2	
		(iii)	Two from: eg <ul style="list-style-type: none"> • Twitter • Facebook • Web forum • Blogs • website. 	2	

Question		Answer	Marks	Guidance
4	(b)	<p>Two from: eg</p> <ul style="list-style-type: none">• Do not give out personal details/use only the official company email address (1) to prevent customers tracking individuals. (1)• Use a secure password (1) to ensure the security of confidential documents (1)• Install Anti-Virus Software (1) to prevent infection with a Trojan/virus (1)• Use a password on confidential documents you email (1) so that if they are sent to the wrong person they are safe (1)• Use a firewall (1) to stop unwanted internet access to your computer. (1)	4	

Question	Answer	Marks	Guidance
5	<p>Benefits:</p> <p>eg</p> <ul style="list-style-type: none"> • Boats complicated need to constantly modify design • Can test designs before manufacture • Global business collaborative working • Use of 3D modelling to assess design • Can be full size • No need for paper designs that can be lost • Accuracy • Stored electronically <p>Limitations:</p> <p>eg</p> <ul style="list-style-type: none"> • Software expensive • Difficult to track changes with many designers working at the same time • Security of design/copyright issues • Expensive specialist hardware 	8	<p>Level 3 (7–8 marks) Candidates will address both benefits and limitations of using CAD for boat design. They will demonstrate a good understanding of CAD systems. There may be relevant examples of the use in boat design. Information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 2 (4–6 marks) Candidates will describe benefit(s) and limitation(s) of using CAD for boat design. They will demonstrate an understanding of CAD systems. Information will be, for the most part, relevant, and presented in a structured format. Specialist terms will be used correctly and, for the most part, appropriately. There may be occasional errors in grammar, punctuation and spelling.</p> <p>Level 1 (1–3 marks) Candidates will only address some aspects of the use of CAD for boat design. Examples, if used, may lack relevance. Answers may be in the form of a list. There may be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>
6	<p>Three from:</p> <p>eg</p> <ul style="list-style-type: none"> • Produce a Gantt chart • Allocate resources • Calculate costs • Calculate time • Produce a critical path 	3	

Question	Answer	Marks	Guidance
7	<p>Points may include:</p> <p>Advantages:</p> <p>eg.</p> <ul style="list-style-type: none"> • Holds significant amounts of information • Collective expertise from many experts • Encourages clarity in framing questions • Immediate, round the clock, access • Consistent advice • Can be accessed by more than one user at a time <p>Disadvantages:</p> <p>eg.</p> <ul style="list-style-type: none"> • Only as good as the data and inference engine • Costly to develop • Needs regular updating • Can only make suggestions • Can only answer questions in database • Cannot be creative or innovative as a human expert might be • Can only answer the questions it is asked and not 'read between the lines' 	8	<p>Level 3 (7–8 marks)</p> <p>Candidates will address both advantages and disadvantages of using expert systems rather than human expertise in boat design. They will demonstrate a good understanding of expert systems. Information will be relevant, clear, organised and presented in a structured and coherent format. Specialist terms will be used correctly and appropriately. There will be few, if any, errors in grammar, punctuation and spelling.</p> <p>Level 2 (4–6 marks)</p> <p>Candidates will address both advantage(s) and disadvantage(s) of using expert systems in boat design. Information will be, for the most part, relevant, and presented in a structured format. Specialist terms will be used correctly and, for the most part, appropriately. There may be occasional errors in grammar, punctuation and spelling.</p> <p>Level 1 (1–3 marks)</p> <p>Candidates may only address some aspects of the use of expert systems. Examples, if used, may lack relevance. Answers may be in the form of a list. There may be little or no use of specialist terms. Errors of grammar, punctuation and spelling may be intrusive.</p>
8 (a)	<p>Four from:</p> <p>eg</p> <ul style="list-style-type: none"> • login link • images of product • text details of what is for sale • drop down for how many you want to order • shopping basket/checkout • running total spend • postage information • language option. 	4	

Question	Answer	Marks	Guidance
(b)	<p>Two marks for valid advantage and expansion, two marks for valid disadvantage and expansion.</p> <p>Advantage eg</p> <ul style="list-style-type: none"> • Web based translator is often free (1) so costs for company are reduced (1) • Can translate on demand (1) without having to wait for a specialist translator (1) • Can translate into many different languages (1) so you don't have to have a lot of different specialist staff (1) <p>Disadvantage eg</p> <ul style="list-style-type: none"> • Web based translator is often inaccurate (1) often translate just the words, not the context (1) 	4	

Question		Answer	Marks	Guidance
	(c) (i)	<ul style="list-style-type: none"> • TO identifies the main recipient • CC is (a carbon or circulation) <u>copy sent to another recipient</u> • BCC is (a blind carbon or circulation) <u>copy sent to a recipient who is not identified to the other recipients</u> 	3	
	(ii)	eg <ul style="list-style-type: none"> • the managing director may not want to make their email available to other recipients 	1	
9		Four from: eg <ul style="list-style-type: none"> • A large amount of RAM/greater than 4Gb RAM (1) They would need a good amount of RAM to use CAD/multitasking/video (1) • High performance processor (1) Rendering can take a very long time if the computer cannot handle the data in a fast way (1) • Large/1Tb or larger Disk Size (1) CAD drawings/images/video are very large so they would need a large hard drive. • Large display (1) The designer would need to have lots of windows open at the same time. (1) • High resolution screen (1) Details on things like drawings need to be clear (1) • Video/Web camera (1) Needed to take part in video conferences (1) • Keyboard (1) so they can input data (1) 	8	

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

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; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

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

© OCR 2013

