

Applied ICT

Advanced Subsidiary GCE

Unit **G041**: How Organisations Use ICT

Mark Scheme for January 2013

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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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Annotations

Annotation	Meaning
	Something vital to the mark point has been omitted.
	Benefit of the doubt given.
	Benefit of the doubt not given.
	Candidate contradicts him/herself.
	Candidate has not answered the question as set.
	Candidate has missed the point of the question.
	Candidate is working towards a mark but has not given enough to receive credit at this point.
	Not enough for the candidate to receive credit.
	Answer is too vague to receive credit.
	Follow-through credit. When an earlier wrong answer has been penalised, this may be used to show that credit can now be given to a part of the script which depends on that earlier wrong answer. This avoids penalising a candidate twice for the same error, but <u>should only be used where specified by the PE.</u>
	Shows that the maximum number of marks for a part-question or question has been awarded (even though the answer may contain further correct points).
	The point repeats one already awarded credit.
	Candidate has <i>just</i> given enough to be awarded a mark.
	Response is not relevant to task set.

Subject-specific Marking Instructions**Marking tasks**

- indicate clearly with a tick (✓) where each mark is awarded – if appropriate
- count the number of ticks and enter the number in the Tasks boxes on the front of the question paper.
- graded response tasks -indicate clearly how a mark band has been achieved
- AO4 + 1/2/3 – identifies mark for evaluation (1-3 marks)
- CS – response has been applied to case study
- P/E/+/- - identifies points/expansions, positive and negative points
- H/M/L + mark – identifies mark band and mark for content
- add AO4 and H/M/L mark together to get total mark for the task and enter in the Tasks boxes on the front of the question paper
- indicate that each page has been looked at by putting a diagonal line across the bottom right-hand corner of any page where no marks are awarded

Marking the questions

Only answers to questions written on the Question Paper should be marked.

Indicate clearly with a tick **exactly** where each mark is awarded. The number of ticks must equal the number of marks.

Write the number of marks from the question paper in the right-hand margin level with the bottom of the lines/space for the answer.

Make sure you do not give marks twice for the same points or exceed the number of marks available. Write **Max** next to the last tick to indicate where the mark limit for the question/part question has been met, especially if there are further points worthy of credit.

Total the marks for the whole question (**not** part questions) and write this in a circle, in the right-hand margin of the question paper, at the end of the question. There should be a circled mark for each question.

Mark any answer that is clearly wrong with a cross (✖).

Draw a line on the right-hand side of any answer that does not contain any points worthy of credit and/or use the abbreviations provided. It must be clear that you have read **all** the answers given.

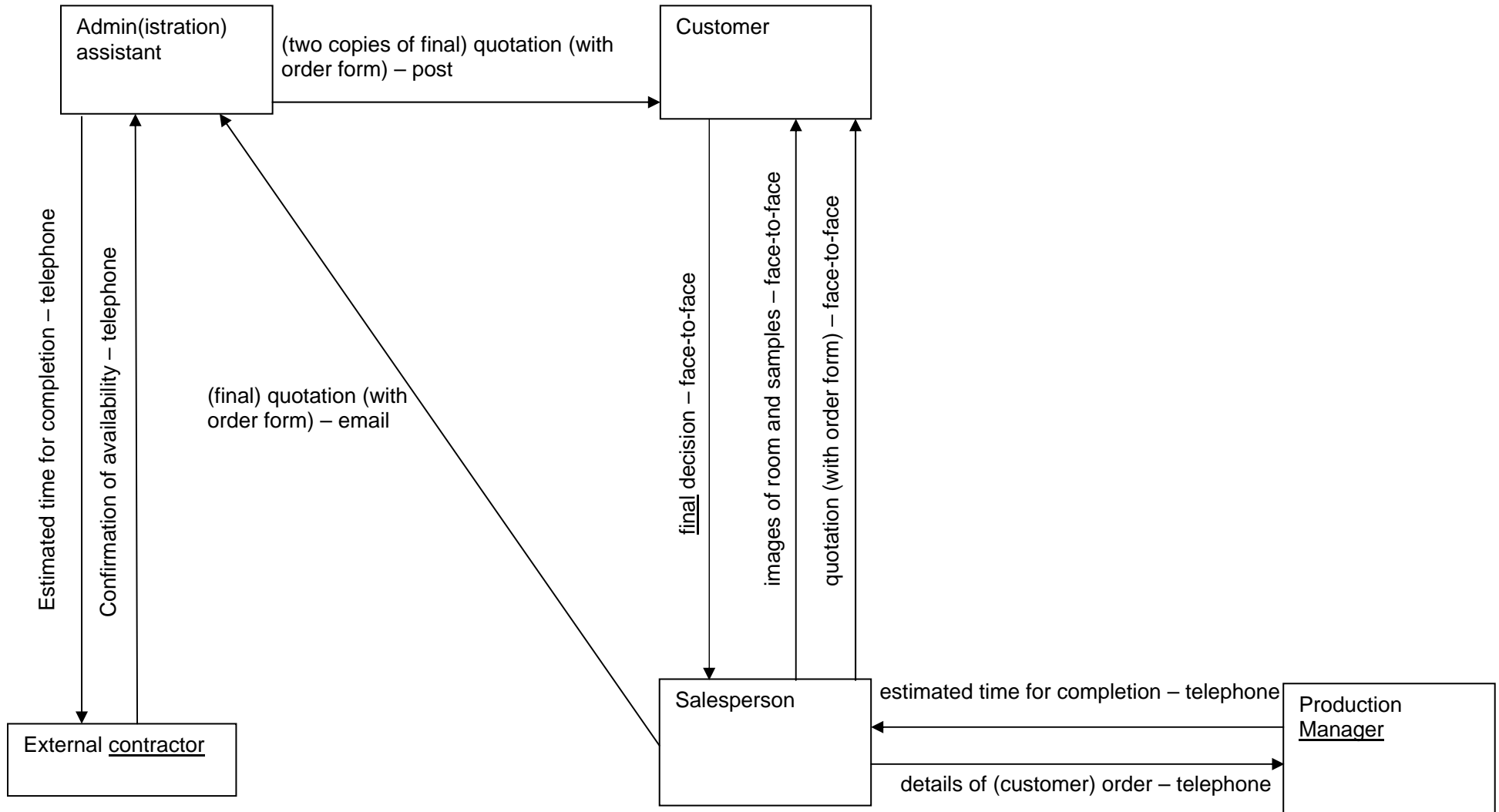
Do not write anything on the question paper or pre-released tasks other than the approved abbreviations given above.

There are 100 marks available for this assessment. They are allocated as follows:

- Tasks 2 and 3 30
- Section A of the question paper 50
- Section B of the question paper 20

Task	Answer	Marks	Guidance
2	<p>Refer to Diagram example</p> <p>1 mark each for boxes labelled</p> <ul style="list-style-type: none"> • Customer • Salesperson • Admin(istration) assistant • Production Manager • External contractor <p>plus labelled arrows to show the following information flows (1 mark each) and methods (1 mark each). Max 15 marks.</p>	15	<ul style="list-style-type: none"> • Arrows should only be awarded points if they are drawn to and from the correct boxes. • Marks may be awarded for unconventional diagrams provided they isolate the senders and receivers of information. • Do not award marks for flow diagrams or series of text boxes linked by arrows. • Marks cannot be awarded for 'How' if the information is not identified/is incorrect but can be awarded if information is essentially correct but vague or incomplete. • Labels should not be awarded marks if they are contained within the description of a process. • If lines cross, mark labels as long as it is clear where each arrow goes • Marks should only be awarded for labels that can be unambiguously linked to a single arrow.

Task 2 Diagram example



Task		Answer	Marks	Guidance		
3		<p>To include consideration of:</p> <ul style="list-style-type: none"> • the need to register with the Information Commissioner <ul style="list-style-type: none"> – name and address of identified data controller, eg Managing Director, Finance and Administration Director – description of data to be processed, eg names, addresses etc of clients/staff details – description of purpose of processing data, eg to process orders – details of anyone's data will be disclosed to, eg customer's bank/staff member's bank – details of any countries outside EU data may be transferred to, eg none – security measures to be taken, eg locked filing cabinets, secure server, access only to those who need it. • compliance with DPA principles <ul style="list-style-type: none"> – collected and processed fairly and lawfully – collected and used only for specified and lawful purpose(s) – adequate, relevant and not excessive, eg only information needed to identify customers and provide and install blinds – accurate and up to date, eg customers given opportunity to check data collected by salesperson – kept no longer than necessary, eg data deleted if member of staff leaves – processed in accordance with rights of data subjects – kept secure, eg may need to encrypt customer data being emailed from salesperson's tablet computer, only HR have access to staff data, possible additional costs to provide necessary security 	15	AO4 Marks	Guidance	
				3	A strength and a weakness in the method(s) used identified or suggestions for improving own performance.	
				2	A strength <u>or</u> a weakness in the method(s) used identified.	
				1	Some comment made on the method(s) used.	
				Coded	Marks	Guidance
				H	9–12	<p>Candidates will show a clear understanding of the task and include detailed explanations of the implications of complying with the Data Protection Act (1998) and impacts on both staff and customers (positive and negative).</p> <p>Examples are clearly applied to Progress Blinds.</p> <p>The information will be presented in a structured and coherent form. There will be few if any errors in spelling, grammar and punctuation. Any technical terms will be used appropriately and correctly.</p>

Task	Answer	Marks	Guidance		
	<ul style="list-style-type: none"> - not transferred outside EU unless adequate levels of protection. • rights of staff and customers <ul style="list-style-type: none"> - access to personal data (benefit) – needs application in writing plus (usually) payment of fee (limitation) - prevent processing likely to cause damage or distress (benefit) - prevent processing for purpose of direct marketing – applies to customers (benefit) – salesperson needs to ask question (limitation) - correction, blocking, erasing or destruction of inaccurate data (benefit). • benefits <ul style="list-style-type: none"> - customers will feel confident about providing personal information - staff will be confident about how their personal information is used. • limitations <ul style="list-style-type: none"> - additional legal responsibility on person identified as data controller - staff may need to undergo training. <p>Annotation:</p> <ul style="list-style-type: none"> • CS = response has been applied to case study • Imp = implication • E = expansions/explanations • C = impact on customer • S = impact on staff • + = benefits • - = limitations. 		M	5–8	<p>Candidates will show some understanding of the task and may include some explanations of the implications of complying with the Data Protection Act (1998) and impact(s) on staff and customers (positive and negative). Their evaluation/report may be unbalanced.</p> <p>Some examples are applied to Progress Blinds.</p> <p>The information will be presented in a structured format. There may be occasional errors in spelling, grammar and punctuation. Any technical terms will be mainly correct.</p>
			L	0–4	<p>Candidates will demonstrate a limited understanding of the task.</p> <p>Information may be a list of points, with little explanation or application.</p> <p>Information will be poorly expressed and there will be limited, if any, use of technical terms.</p> <p>Errors of grammar, punctuation and spelling may be intrusive.</p>

Question		Answer	Marks	Guidance
1		<p>Administration (1) plus four of:</p> <ul style="list-style-type: none"> • keeps diary for all salespeople • produce and send out all correspondence • produce confirmation purchase orders for goods and services/for contractors • check invoices against copies of purchase orders • pass invoices to head office • enters appointments in diary • telephones customer with appointment details • emails daily appointment lists to salespeople • prints <u>and</u> posts (two) copies of quotation to customer • checks availability of external contractor by telephone. 	5	<p>If job title given, ie administration assistant, mark as TV but award marks for correct tasks.</p> <p>1 mark for job function plus 1 mark per point to max 4 for matching tasks</p>
2		<p>A description that includes:</p> <ul style="list-style-type: none"> • maintains display of sample blinds/maintains stock of ready-made blinds • sends order to warehouse manager when extra stock needed • manages team of salespeople/administration assistants • telephones external contractor to tell them the installation date • emails installation date to order processing clerk • reports to Sales and Marketing Director. 	5	1 mark per point to max of 5

Question			Answer	Marks	Guidance
3			(Soft furnishing) companies (1) plus two from: <ul style="list-style-type: none"> • contact Sales and Marketing Director • negotiate a price/price agreed • contract drawn up. 	3	Accept commercial premises/offices for 1 st mark
4	(a)	(i)	<ul style="list-style-type: none"> • keyboard/text box/field • mouse/drop-down list. 	2	1 mark each
		(ii)	Keyboard/text box/field <ul style="list-style-type: none"> • width • depth Mouse/drop-down list <ul style="list-style-type: none"> • type of blind • material • trim • inside/outside recess 	2	Item of information must match relative method
	(b)		A description that includes: <ul style="list-style-type: none"> • dimensions <u>divided</u> by 100 <u>and multiplied</u> together • area <u>multiplied</u> by price (per square metre) • width (in metres) <u>multiplied</u> by fixed charge (per metre) • all costs <u>added</u> before VAT calculated <u>and</u> added • deposit <u>deducted</u>. 	5	

Question		Answer	Marks	Guidance
5	(i)	<ul style="list-style-type: none"> • <u>tablet</u> (computer) (1st) with inbuilt camera (1) and 3G connectivity (1). 	2	Accept tablet device
	(ii)	<ul style="list-style-type: none"> • <u>bespoke</u> graphics package (1st) includes images of all blinds (1). 	2	
	(iii)	<p>One of:</p> <ul style="list-style-type: none"> • photograph of room (1st) taken using inbuilt camera (1) • <u>choice</u> of blind/whether inside or outside recess (1st) selected on touch screen (1). 	2	
	(iv)	<p>One of:</p> <ul style="list-style-type: none"> • identifies window area (1st) based on light levels and shape of outline (1) • resizes image of chosen blind (1st) to match window area (1) • superimposes resized image (1st) onto the window area in the photograph (1). 	2	
	(v)	<ul style="list-style-type: none"> • (enhanced) image of room (1st) as it would look with the blind installed (1). 	2	
6	(a)	<p>Any two of eg:</p> <ul style="list-style-type: none"> • provide access to bespoke graphics package (1) so that visitors can upload images to see what blinds would look like before they purchase (1) • provide a searchable online catalogue (1) so that visitors can find specific blinds easily (1) • provide advertisements for/links to related websites (1) so that visitors can find other items they need (1) • provide interactive maps and direction finding (1) so visitors can locate their nearest showroom (1). 	4	<p>Other possible facilities: customer review facility, online booking system/diary for home visits</p> <p>NB: must not relate directly to e-commerce.</p>

Question		Answer	Marks	Guidance		
	(b)	<p>The answer <u>may</u> include:</p> <p><u>benefits</u></p> <ul style="list-style-type: none"> • customers can find out exactly what is available • catalogue can be easily updated • less time needed for home visits • customers can order straightaway • less salespeople may be needed • sales to a wider geographical area • reduced overheads as not as many showrooms needed. <p><u>limitations</u></p> <ul style="list-style-type: none"> • customers may input incorrect/inaccurate measurements • materials/colours may not be reproduced accurately on screen • the blind may not fit properly/may not match other furnishings/may not appear as customer expected • revenue may be lost because customers order the blind and fit it themselves/get someone else to fit it • need to employ someone to design and implement the additional website features • staff needed to maintain and update website • need to ensure customers' data is secure • registering with search engines may be costly • by searching customers are offered a wider choice of suppliers and may choose a competitor. 	6	Coded	Marks	Guidance
				H	5–6	Candidates will show a clear understanding of the question and include a detailed and balanced discussion of both benefits and limitations of the introduction of e-commerce.
				M	3–4	Candidates will show some understanding of the question and include a discussion of both benefit(s) and limitation(s) of the introduction of e-commerce. Their discussion lacks detail and may be unbalanced.
				L	0–2	Candidates will show limited understanding of the question and include a description of some impacts of the introduction of e-commerce.

Question		Answer	Marks	Guidance
7	(a)	<p>Any two benefits identified and explained eg:</p> <ul style="list-style-type: none"> increased productivity (1) because computerised process is faster than manual (1) wages may be reduced (1) because <u>fewer</u> staff are needed (1) the blinds will be of <u>consistently</u> high quality (1) once programmed computer follows instructions exactly the same each time (1) raw material/storage costs may be reduced (1) because JIT manufacture possible (due to more predictable pace of production)/less waste (1) 24 hour operation economically viable (1) as less staff needed to work at night when wages higher (1). 	4	Up to 2 marks each to max 4
	(b)	<p>Any two impacts identified and explained eg:</p> <ul style="list-style-type: none"> some staff may lose jobs (1st) as <u>fewer</u> staff are needed (1) safer working environment (1) as don't have to operate dangerous machinery (1) staff may need to undergo training (1) to supervise production/maintain machines (1) potential increase in salary (1) staff may suffer stress (1) because of concerns over job security/increased automation (1). 	4	Up to 2 marks each to max 4 Mix and match, eg need to undergo training (1) may cause stress (1)

Question		Answer	Marks	Guidance
8	(a)	<p><u>Research</u></p> <ul style="list-style-type: none"> investigate the new techniques/technologies/materials available (1) test their suitability for the company's products (1) carries out feasibility studies (1) and market research/customer questionnaires (1) analyse findings from prototypes (1) make recommendations (1). <p><u>Design and development</u></p> <ul style="list-style-type: none"> develop ideas for new products/to improve existing products (1) includes creating prototypes (1) creates designs for actual products (1) based on perceived customer needs from market research (1) re-design following recommendations from research (1). 	6	Up to 3 marks for each description.
	(b)	<p>Any one of:</p> <ul style="list-style-type: none"> production drawings (1) which show how the product will be assembled/the exact dimensions of the product (1) product specification (1) that includes precise details of sizes, materials, components (1). 	2	
	(c)	<p>Any two from:</p> <ul style="list-style-type: none"> makes company the owner of the designs only the company may <u>legally</u> copy/adapt/sell the designs other people need permission to use the designs company may charge to use company can sue anyone who uses the designs without permission. 	2	

Question		Answer	Marks	Guidance
9	(a)	<ul style="list-style-type: none"> the internet is a global network (1) an intranet is a network within an organisation (1) the internet can be accessed by anyone worldwide (1), an intranet can only be accessed by people who are part of the organisation/with a username and password (1). 	4	Up to 2 marks each to a max of 4
	(b)	<p>Any two of eg:</p> <ul style="list-style-type: none"> to provide staff with access to information about the company via a browser/standard interface (1) so that staff are kept informed (1) to provide access to standard documents through a standard interface/from a single menu (1) so that staff do not have to waste time looking for what they need (1) to provide staff with access locally only to relevant websites by downloading them (1) so that sites load more quickly/less chance of staff browsing inappropriate sites (1). 	4	<p>Up to 2 marks each to a max of 4</p> <p>Do not award marks for answers that relate to centralised storage and access over a LAN, rather than an intranet specifically, ie there needs to be reference to the interface.</p>
	(c)	<p>Any one of eg:</p> <ul style="list-style-type: none"> information may be out of date (1) because no-one responsible for updating (1) incorrect information may be available (1) because anyone can upload the information (1) not enough storage space (1) because large files uploaded (1). 	2	

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