

**GCSE**

**ICT**

Unit **B063/02**: ICT in Context

General Certificate of Secondary Education

**Mark Scheme for June 2018**

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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.

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## Annotations

<b>Stamp</b>	<b>Ref No.</b>	<b>Annotation Name</b>	<b>Description</b>
	151	Highlight	Highlight (mandatory for all units)
	181	Off Page Comment	Off page comment (mandatory for all units)
	1681	BP	Blank page (mandatory for all units)
	261	^	Omission mark
		{	Open bracket
	11	Tick	Tick
	201	TV	Too vague
	271	REP	Repeat
	191	NBOD	Benefit of doubt not given
	501	NAQ	Not answered question
	331	L3	Level 3
	321	L2	Level 2
	311	L1	Level 1
	21	Cross	Cross
	31	BOD	Benefit of doubt

Question		Answer	Mark	Guidance								
1	(a)	<table border="1"> <tr> <td>forum</td> <td>A feature where customers can post questions and receive responses from staff and other customers about their travel plans.</td> </tr> <tr> <td>like</td> <td>A feature that can be used to show that customers enjoy or support the content of a post.</td> </tr> <tr> <td>shopping cart</td> <td>A feature where holidays are stored before checkout.</td> </tr> <tr> <td>blog</td> <td>A feature where staff post articles with travel advice and tips.</td> </tr> </table>	forum	A feature where customers can post questions and receive responses from staff and other customers about their travel plans.	like	A feature that can be used to show that customers enjoy or support the content of a post.	shopping cart	A feature where holidays are stored before checkout.	blog	A feature where staff post articles with travel advice and tips.	[4]	
forum	A feature where customers can post questions and receive responses from staff and other customers about their travel plans.											
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shopping cart	A feature where holidays are stored before checkout.											
blog	A feature where staff post articles with travel advice and tips.											
1	(b)	<p>Three from</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• first name(1)</li> <li>• surname/last name(1)</li> <li>• date of birth (1)</li> <li>• password (1)</li> <li>• address line 1 (1)</li> <li>• address line 2 (1)</li> <li>• town/city (1)</li> <li>• post code (1)</li> <li>• any other valid response.</li> </ul>	[3]	Answers must be individual items of data. Do not accept contact details or name on its own.								
1	(c)	<p>One mark per point</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• To ensure that the customer is real (1) and not just a robot registering on the web site (1).</li> <li>• As a security check (1) to confirm that the customer is real (1).</li> <li>• Any other valid response.</li> </ul>	[2]	Allow mix and match								

Question		Answer	Mark	Guidance		
1	(d)	<p>Points may include:</p> <ul style="list-style-type: none"> <li>• Customers need additional hardware/software at home.</li> <li>• OCER Travel will need to make tours of all locations.</li> <li>• Items without tours may not sell as well or be perceived as poorer quality.</li> <li>• Older generation may not like/want to use the technology.</li> <li>• Customers can get a good idea of what their holiday location will be really like.</li> <li>• Novelty factor may mean those with relevant technology will visit the site more often.</li> <li>• Cost to OCER travel/customer.</li> <li>• If the technology doesn't work it could frustrate the customer.</li> <li>• Makes website look more modern and holidays more desirable.</li> <li>• Requirement for OCER Travel to continue to invest in up-to-date technology.</li> </ul>	[8]	3	7-8	<p>Candidate has explained the benefit(s) <b>and</b> limitation(s) of using virtual reality holiday tours on the OCER Travel website.</p> <p>At the bottom of the mark band, more than one point made, one less detailed than the other.</p> <p><i>There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated.</i></p>
				2	4-6	<p>Candidate has described the benefit(s) <b>and</b> limitation(s) of using virtual reality holiday tours on the OCER Travel website.</p> <p>At the bottom of the mark band the candidate may have described a single benefit or limitation.</p> <p><i>There is a line of reasoning presented with some structure. The information presented is for the most part relevant and supported by some evidence.</i></p>
				1	1-3	<p>Candidate has identified point(s) relevant to the use of virtual reality holiday tours on the OCER Travel web site.</p> <p>At the bottom of the mark band, a single relevant point may be identified. The information is basic and communicated in an unstructured way.</p>
				0	0	Nothing worthy of credit

Question		Answer	Mark	Guidance
2	(a)	<p>Two marks for advantage, two marks for disadvantage e.g.</p> <p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>• Quick to key in (1) so data can be inputted more efficiently (1).</li> <li>• Each one unique (1) so less chance of selecting wrong place (1).</li> <li>• Memory is saved when the database is saved (1) and so it requires less storage on disk (1).</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>• Difficult to remember (1) as there are a lot of locations (1).</li> <li>• Not all are easy to remember (1) as they don't always correspond to the location (1).</li> <li>•</li> </ul>	[4]	Allow examples (FCO is Rome which isn't like the city).
2	(b)	<p>Three from e.g.</p> <ul style="list-style-type: none"> <li>• year of travel (1)</li> <li>• number of adults (1)</li> <li>• number of children (1)</li> <li>• class of travel (1)</li> <li>• type of holiday (1)</li> <li>• any other valid response.</li> </ul>	[3]	
2	(c)	<p>Two marks for complete explanation e.g.</p> <ul style="list-style-type: none"> <li>• Checking the data (1) to ensure it meets the requirements of the field (1).</li> </ul>	[2]	

Question		Answer	Mark	Guidance
3	(a)	Two from e.g. <ul style="list-style-type: none"> <li>• router (1)</li> <li>• modem (1)</li> <li>• CSU/DSU (1)</li> <li>• any other valid response.</li> </ul>	[2]	Max 1 for use of a hybrid device.
3	(b)	Two marks for complete explanation e.g. <ul style="list-style-type: none"> <li>• Data is encrypted (1) before travelling over an insecure connection (1).</li> <li>• To encrypt data (1) so that it is unreadable when sent over insecure connection (1).</li> </ul>	[2]	
3	(c)	Two marks for complete description e.g. <ul style="list-style-type: none"> <li>• Firewall (1) to inspect packets on the network (1).</li> <li>• Anti Virus (1) to stop viruses accessing the network/computers (1).</li> <li>• Mail filtering (1) to intercept malicious messages (1).</li> </ul>	[4]	Technology can be implied from the description.
4	(a)	Three marks per communication technology. 1 <sup>st</sup> mark for identifying technology then 1 for mode of communication and 1 for example of communication/why it's used in context. e.g. <ul style="list-style-type: none"> <li>• Messaging (1st) to allow staff to communicate by text/audio/video (1) about a booking (1)</li> <li>• Email (1st) to allow messages to be sent and received (1) without having to call/provides an audit trail (1).</li> <li>• Teleconference (1st) to allow more than one person to have a discussion (1) at the same time/ about a holiday (1).</li> </ul>	[6]	Technology must be identified for 1st mark.

Question	Answer	Mark	Guidance
	<ul style="list-style-type: none"><li>• Screen sharing (1st) so different staff members can contribute (1) to the same booking document (1).</li><li>• Phone(1st) to allow one to one communication by voice (1) with a customer (1)</li></ul>		



Question	Answer	Mark	Guidance
4 (b)	<p>Two marks per advantage and disadvantage e.g.</p> <p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>• OCER Travel doesn't need to spend as much money on offices (1) as staff can be working from their own home (1).</li> <li>• Allows for flexible working (1) so staff are more motivated (1).</li> <li>• Increased productivity (1) as staff are less likely to phone in sick (1).</li> <li>• No travel time/costs for staff to get to work (1) and so less carbon emissions (1).</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>• Staff can feel isolated (1) as they are working on their own (1).</li> <li>• Difficult to check that staff are doing what they should be (1) as they aren't in the office (1).</li> <li>• Communication barriers (1) without sensible use of technology (1).</li> <li>• Cost to have technology accessible at home (hardware/software).</li> </ul>	[6]	

Question	Answer	Mark	Guidance		
5	Points may include <ul style="list-style-type: none"> <li>• Experts put their knowledge into the system to form judgements.</li> <li>• Customers are asked questions to produce a profile.</li> <li>• Holidays are recommended to customers based on their likes.</li> <li>• Poor profile creation will lead to poor recommendations.</li> <li>• Getting feedback after the holidays will improve the algorithm.</li> </ul>	[8]	3	7-8	Candidate has explained the use of an IKBS to choose holidays from more than one viewpoint. <i>There is a well-developed line of reasoning which is clear and logically structured. The information presented is relevant and substantiated.</i>
			2	4-6	Candidate has described the use of an IKBS to choose holidays from more than one viewpoint. At the bottom of the mark band the candidate may have described a single item, from a single viewpoint. <i>There is a line of reasoning presented with some structure. The information presented is for the most part relevant and supported by some evidence.</i>
			1	1-3	Candidate has identified point(s) relevant to the use of an IKBS to choose holidays At the bottom of the mark band, a single relevant point may be identified. The information is basic and communicated in an unstructured way.
			0	0	Nothing worthy of credit

Question		Answer	Mark	Guidance
6	(a)	<p>Two from e.g.</p> <ul style="list-style-type: none"> <li>• Many people use social media (1) so advertising will have a large audience (1).</li> <li>• Can target customers based on their likes (1) so advertising will be more relevant (1).</li> <li>• Can be very selective in the type of customer (1) so money not wasted advertising to people who won't be interested (1).</li> <li>• OCER Travel can reduce advertising costs (1) by targeting a specific audience (1)</li> </ul>	[4]	
6	(b)	<p>One from e.g.</p> <ul style="list-style-type: none"> <li>• Social media captures information about your browsing habits (1) even when you aren't logged on (1).</li> <li>• Social media knows a lot about you (1) from your posts and what you like (1).</li> </ul>	[2]	

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