

CAMBRIDGE NATIONALS

Exemplar Candidate Work



INFORMATION TECHNOLOGIES

J808

R012 Summer 2018 series

Version 1

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Introduction

These exemplar answers have been chosen from the summer 2018 examination series.

OCR is open to a wide variety of approaches and all answers are considered on their merits. These exemplars, therefore, should not be seen as the only way to answer questions but do illustrate how the mark scheme has been applied.

Please always refer to the specification <http://www.ocr.org.uk/Images/371960-specification.pdf> for full details of the assessment for this qualification. These exemplar answers should also be read in conjunction with the sample assessment materials and the June 2018 Examiners' report or Report to Centres available from Interchange <https://interchange.ocr.org.uk/Home.mvc/Index>

The question paper, mark scheme and any resource booklet(s) will be available on the OCR website from summer 2019. Until then, they are available on OCR Interchange (school exams officers will have a login for this and are able to set up teachers with specific logins – see the following link for further information <http://www.ocr.org.uk/administration/support-and-tools/interchange/managing-user-accounts/>).

It is important to note that approaches to question setting and marking will remain consistent. At the same time OCR reviews all its qualifications annually and may make small adjustments to improve the performance of its assessments. We will let you know of any substantive changes.

Question 3

3 Identify **one** software type that could be used to create a visualisation diagram.

..... [1]

Exemplar 1

1 mark

3 Identify **one** software type that could be used to create a visualisation diagram.

Word ✓
..... [1]

Examiner commentary

This question asked candidates to identify software for a visualisation diagram. Markers were instructed to accept any software where there was easy to use drawing tools.

As can be seen here, the candidates has opted for the most frequently given answer of "Word".

Exemplar 2

0 marks

3 Identify **one** software type that could be used to create a visualisation diagram.

Microsoft Excel ✗
..... [1]

Examiner commentary

A small proportion of candidates suggested spreadsheets or the equivalent. This type of software is not suitable to create a visualisation diagram. The software does include some drawing tools, but these are minimal and not suited to the purpose.

Question 4

- 4 A food manufacturer is using a consumer panel to collect feedback on its new range of healthy snacks.

Give **two** advantages of using a consumer panel to collect this feedback.

1

.....

2

.....

[2]

Exemplar 1

2 marks

1 If the panel has people from different areas they can get various opinions. ✓

2 They receive more opinions which can be asked for face to face. ✓

[2]

Examiner commentary

The first answer here states that wider answers can be taken from a wider group of people, which is a clear advantage. The second answer repeats that answer, but expands this to state that the answers can be received face-to-face. As this question required candidates to identify advantages of the method, the reference to the use of face-to-face requires no explanation, and is a perfectly acceptable answer.

Exemplar 2

1 mark

1 It gives a wider range of views about the products. ✓

2 The consumer is unbiased and the data is valid. ✗

[2]

Examiner commentary

The candidate has given two answers. The second is inaccurate; there is no link between the use of consumer panels and bias. However, the first answer is equivalent to "the data will be more detailed" and so one mark was awarded.

Exemplar 3

0 marks

- 1 It is easy to use. **X**
 - 2 When you look at it you will understand it straight away. **X**
- [2]

Examiner commentary

This candidate does not appear to have understood what is meant by a consumer panel and so has given fairly generic answers that are applicable to many different scenarios.

Exemplar 4

0 marks

- 1 It's easy to identify whether they agree or disagree. **TV**
 - 2 You could correct it easily if a mistake occurs. **X**
- [2]

Examiner commentary

This is another example from a candidate who has struggled with the question. However, in this instance, the candidate does appear to know what a consumer panel is.

The answer appears to be referring to the ability to see reactions on panellists' faces. Had the candidate written this, the mark would have been given. However, the answer here is too vague as it is not clear how it would be easy to identify whether they agree or disagree.

Question 5

5 Pharming is **one** type of threat that exists when collecting data online.

What is meant by the term pharming?

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

Exemplar 1

2 marks

Pharming tries to redirect the victim from a genuine site to a false one without their knowledge to collect data such as passwords. ✓✓ [2]

Examiner commentary

This is an efficient and well written answer that is almost the dictionary definition of pharming.

Exemplar 2

0 marks

where you get sent an email or link that pretends to take you to a malware virus software. ✗ [2]

Examiner commentary

Many of the lower ability candidates had problems with simple recall questions such as this one. In this case, the candidate has started down the correct path, by stating that the target is sent an email, but after this point, they move away from the correct answer. Unfortunately, simply stating that the candidate is "sent something" was not enough for a mark.

Question 6

6 You are releasing a deliverable product to a client.

During which phase of the project life cycle does this task take place?

..... [1]

Exemplar 1

0 marks

6 You are releasing a deliverable product to a client.

During which phase of the project life cycle ~~es~~ this task take place?

Execution.

..... [1]

Examiner commentary

Many of the mid to low ability candidates thought the execution phase was when a deliverable product would be released. This stage is in fact where the product is created, whilst the deliverable product, once released to the client, is being continuously tested against success criteria. This therefore occurs during the evaluation phase.

Question 7

7 A retailer shares information about new products with its store managers using Voice over Internet Protocol (VoIP).

Describe **one** advantage to the retailer of using VoIP to share this information.

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

Exemplar 1

2 marks

The retailer can speak to all the ~~managers~~ managers at once and not individually. [2]

Examiner commentary

This is an efficient answer. The answer makes the initial point that VoIP means that all managers can be spoken to, with the fact that this happens "at once" being a second point for a full two point description.

Exemplar 2

0 marks

That you can talk from one side to the other ^{TV} and back again and you can hear them. (people) [2]

Examiner commentary

It is difficult to give an advantage without considering the alternative. In this case, in order to identify an advantage of using VoIP, the candidates need to be considering how it compares to the next, inferior, alternative, which would be either a telephone call or a face-to-face meeting.

This candidate has discussed VoIP as a method of conversation and has failed to identify any advantages, but has simply stated how conversations work.

Exemplar 3**0 marks**

It is quick and easy to upload to the internet
meaning that store managers can almost
immediately ~~also~~ receive information from the
retailer **X** [2]

Examiner commentary

The structure of this answer is better than the previous example. The candidate has attempted to provide an advantage of VoIP. However, the advantage claimed here is not relevant to the answer.

Question 9

A project team has been set up to organise the installation of a cashless payment system in the school canteen over the summer holiday. The new payment system must be ready for the first day of term. The school has a total budget of £20 000 to set up the new system.

There will be two checkouts, each with a barcode scanner. A fingerprint reader will be used to identify each student at the checkouts. When a student wants to buy a meal, they will take the items to the checkout, sign in with their fingerprint and scan the food item barcodes.

The total cost will be calculated and displayed on a touch screen. The student will then confirm the purchase by touching the OK button. The student can also cancel their purchase if the meal costs too much. The system will generate a total bill at the end of each week. This is sent to each student's home by email.

9 The project manager considers legislative implications during the initiation and planning phases.

Describe **one** legal implication that must be considered for this project.

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

Exemplar 1

2 marks

The data protection act must be followed to ensure that the data of the students is kept secure. [2]

Examiner commentary

This candidate has clearly understood the term "implication" and has given an answer that has a simplicity that belies the accuracy of the answer. Whilst other candidates have given tenuous answers that border on the irrelevant, this candidate has given the simplest of answers yet is one that fully answered the question.

Exemplar 2

0 marks

That there is a place to put your meal which could be a weight to identify how much is there and that there are barcodes [2]

Examiner commentary

Many of the lower ability candidates failed to understand the focus of this question and gave general restrictions or considerations. In this example, the candidate seems to be describing storage for meals, which would be a practical consideration, rather than a legal one.

Exemplar 3**0 marks**

The right to privacy may be violated because
the fingerprint is unique and, if released, may
cause harm to the student.

[2]

Examiner commentary

The candidate has written a well-structured answer, but the gist of the answer is far too vague. Whilst the finger print is unique, the link between the release of a finger print and a negative impact on the subject is tenuous at best, making this a very vague legal impact.

Question 10

10 The team will follow the project life cycle to complete this project.

Discuss the advantages to the school of the project being completed using the project life cycle.

[8]

Exemplar 1

7 marks

One advantage to the school could be that the project, if everything goes right, finishes before the term starts. This could be done by using a Gantt chart, which makes timings and milestones clear. Also, the project may be cost inefficient. The use of the project life cycle helps this as the financial management can be done in the planning phase. This means that the school's budget is met or could be adjusted. Another advantage is that of user requirements. These can be highlighted and listed in the planning phase, meaning that in the execution phase the requirements can be met. This in turn means that the school can open the canteen on time.

[8]

Examiner commentary

This is a well-structured answer that is only marginally below top marks. There is a degree of explanation, especially the point about the cost inefficiency, which is well described. However, the Gantt chart answer is a description.

Overall, there are two good explanations and one strong description.

Exemplar 2

4 marks

Because when you use the project life cycle idea ~~you~~ you can see what's going to happen very clearly through: initiation, planning, execution and evaluation. It shows:

L2

what you're going to do and why in the ~~the~~ initiation phase. It shows you what it's going to look like in planning phase. It's going to show how it was made in ~~exec~~ execution and finally if it works in the evaluation.

It will help see it clear

show how it works

It will show that the product could have some malfunctions but it would be easy to repair

[8]

Examiner commentary

This candidate has shown that they have studied the project life cycle and that they have some memory of the stages. They have given a general description of the project life cycle and started to identify advantages, but there is little description and so this is limited to the middle of mark band 2.

Question 11(a)

11 (a) Identify two constraints for this project.

1

2 [2]

Exemplar 1

2 marks

11 (a) Identify two constraints for this project.

1 Cost ✓

2 Time ✓ [2]

Examiner commentary

This candidate has clearly understood the focus of the question and has provided two acceptable answers.

Exemplar 2

0 marks

11 (a) Identify two constraints for this project.

1 It could easily glitch ✗

2 Things might not scan correctly. [2]

Examiner commentary

The term "constraint" has a specific meaning in planning terms, in that it describes a restriction on the project itself. The candidate here has misinterpreted the term and given potential issues with the project once implemented.

Question 11(b)

(b) For **one** of the constraints you chose in **part (a)**, describe **one** step that could be taken to mitigate this.

Chosen constraint

Description

.....

.....

..... [2]

Exemplar 1

2 marks

(b) For **one** of the constraints you chose in **part (a)**, describe **one** step that could be taken to mitigate this.

Chosen constraint *Time*

Description *The project manager could make a PERT*

chart that makes all of the timings clear to

others working on the project.

..... [2]

Examiner commentary

The expansion here is very clear. The question has asked the candidate to describe a method of mitigation. The answer here is a clear description. Please note that the question does not require any form of explanation, and so a simple comment with a degree of expansion is acceptable.

Exemplar 2

0 marks

(b) For **one** of the constraints you chose in **part (a)**, describe **one** step that could be taken to mitigate this.

Chosen constraint *glitching*

Description *where the software used gets*

a virus or a malicious software

has been downloaded, it glitches and

does not work properly.

[2]

Examiner commentary

Unfortunately, this question was marked as a follow on from the previous. Therefore, the candidate is now describing a constraint that does not apply and so, no marks can be awarded.

Question 12(b)

An athletics club, Progress Harriers, organises a monthly competition. The competition includes a variety of sporting events.

The results of the competition are posted on the club website and sent to all competitors as an email attachment.

Progress Harriers uses a database to store and process data such as event results, club event records and the contact details of each competitor. The database is stored on a laptop. The database is protected by a password.

At the start of each monthly competition, the laptop is used by club officials to record the names of the competitors in a database table.

During each competition, a desk is set up at the side of the events field where the competition is being held. The results of each sporting event are brought by club officials to the desk. This data on the position and time for each competitor is input into the database using the laptop.

12 Progress Harriers is concerned about the use of social engineering by cyber-criminals.

(b) Explain **one** way Progress Harriers could mitigate against the threats from social engineering.

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

Exemplar 1

2 marks

They could use physical barriers such as locked doors so that only authorised people can access any important or confidential data. The doors and locks would prevent access to computer systems by cyber criminals. [3]

Examiner commentary

The structure of the answer here is sound. The first mark is awarded for the reference to physical barriers, whilst the second is awarded for the first part of the explanation. Physical protection would restrict access to authorised people. However, this answer is lacking the final expansion of why this would mitigate the threat. Had this question simply asked for why physical protection would have been beneficial, simply stating that it restricted access to authorised people would have been an incomplete explanation.

Exemplar 2**0 marks**

Progress H carrier could set up a firewall to protect the data. This needs to be professionally put in place and it should deter cyber-criminals.

[3]

Examiner commentary

The candidate has given a generic description of a method of protecting data and has not dealt with the central issue of protecting data from social engineering.

Question 14(a)

14 Progress Harriers uses a database to process data about the competition results.

(a) Describe **one** feature of a database that could help Progress Harriers enter data into its database.

.....

.....

.....

..... [2]

Exemplar 1

2 marks

one feature would be that it would be set out in tables. This would allow progress Harriers to separate event results, club records etc in a easy, structured way. [2]

Examiner commentary

This answer has elements of an explanation of the use of tables, but is also descriptive. The answer identifies tables as the feature and then describes how this would be an effective feature for Progress Harriers.

Exemplar 2

1 mark

A data entry form would simplify data input in the database, making it more efficient and easier. [2]

Examiner commentary

The candidate has identified a suitable feature of a database, however, the expansion is not a description of that feature, but a restatement of the question.

Question 14(b)

- (b) Describe **one** feature of a database that could help Progress Harriers generate useful information from its database.

.....


.....

.....

..... [2]

Exemplar 1

1 mark

A query  would help check ~~records~~ records and filter them so that data can be shown clearly and relevantly.

..... [2]

Examiner commentary

As with the previous answer, the candidate has identified one feature of a database that could be used to generate information and has attempted to expand the description. However, the answer is tautological, in that filter and query are closely related terms. Had the candidate gone on to say how filtering would be achieved, and thereby, describing the method, this would have been worth the second mark.

Question 14(c)

- (c) Explain **two** reasons why Progress Harriers would use a database rather than a spreadsheet to record event results, club event records and the contact details of each competitor.

1

.....

2

.....

[6]

Exemplar 1

2 marks

1. Data can be entered much much more easily into a database than a spreadsheet by using data entry forms. A spreadsheet does not have this feature and so data input is harder and more time consuming. The data entry form simplifies data input for efficiency.

2. The layout of a database is more data-friendly. Tables and forms can be linked for better presentation, making a more professional and efficient harbour for data.

[6]

Examiner commentary

The candidate has identified two reasons why a database may be a better option than a spreadsheet. However, in neither case has the candidate explained these features. In short, there is no "because" that explains why either feature is beneficial.

In questions where candidates are asked to explain a benefit or negative impact, answers should generally be of the form of advantage/disadvantage followed by an explanation of why that impact occurs.

Exemplar 2**0 marks**

1. Databases can be used without wifi
or internet so it's easy to ~~see~~
access without either where as spreadsheets
need ~~the~~ wifi X

2. Databases usually are easier to
~~read~~ find information as there
is a look up bar X

[6]

Examiner commentary

The ability to compare spreadsheets and databases as analysis tools is central to this qualification.

This candidate has performed very poorly across all three database/spreadsheet questions and seems ill prepared for this section of the examination.

Question 15(b)

15 When a club record is broken at a competition, a 'Club Record Certificate' is produced. The competitor name, event name and date from the database are merged into a Desk Top Publishing (DTP) certificate template.

(b) Explain two advantages for Progress Harriers of using this method to create certificates.

- 1
- 2

[4]

Exemplar 1

2 marks

1 Putting information from the database directly into the cert template reduces the risk of human error or erroneous data.

2 The software used will mean that the information can be layed out in an easy to understand format rather than in a complex database.


[4]

Examiner commentary

The focus here is the first answer. The efficiency of this answer is again clear. However, the second answer is about the outcome of the procedure, rather than an advantage of the method used.

Exemplar 2**1 mark**

1. It means that a house-style certificate can be easily ~~printed~~ immediately and given to the competitor.


2. The ~~certificate~~ DTP reduces the likelihood of human error  (this means that the data is correct).


[4]

Examiner commentary

The candidate has identified an advantage, but has not explained why the advantage exists.

Exemplar 3**0 marks**

1. They can change the ~~text~~ text as add pictures and make it all fancy for the competitor and it's easy to read .

2. It's easy to make multiple copies of the certificate  if it's needed.

[4]

Examiner commentary

This is another example of a candidate not answering the question that has been set. As with questions 7 and 12b, the question asks for an advantage over an implied other method. In this case, the candidate has given a first answer that would apply to many different methods and so a mark has not been awarded. However, the second answer is just worthy of a mark, as the candidate has stated that it is easier to create multiple methods, which is just about acceptable. However, there is no further explanation of why this is the case and so no further mark has been given.

Question 16(b)

A large, international charity collects data relating to its 500 000 donors (those who give money to charity). The data includes donor names, contact details and if the donor pays on a monthly basis.

The charity promotes the use of Green energy including the use of energy efficient home appliances such as TVs and lighting. Donors are encouraged to install solar panels on the roofs of their homes.

The charity collects data on the public's opinion of the charity using the following:

- surveys through the charity website;
- sending questionnaires by email and/or through the post;
- social media;
- external sources such as market research conducted on the street by other companies.

Market research is carried out on a weekly basis using surveys and questionnaires. The data from this market research is shared with other fundraisers.

The data from the surveys and questionnaires is processed at the charity's head office and then stored on local servers. The charity uses the website to advertise the charity work it carries out and to sell branded clothing and gifts.

The charity has asked an IT security company to review the IT systems it has in place to identify the impact and consequences of potential cyber-security attacks.

16 The market researchers show presentations of the charity's work to the people they talk to on the street. Potential donors are then asked to fill in an online questionnaire.

(b) Explain **one** implication **to the charity** of having bias in the questionnaire.

.....
 [3]

Exemplar 1

2 marks

Having bias information could mean
 that they will not receive a variety of
 opinions and meaning that anything
 that they produce using the data collected
 will not appeal to multiple demographics.
 [3]

Examiner commentary

This is a stronger two mark answer than the following example. There is a clear implication along with a first part of the explanation. However, the answer is missing the "because" part of the expansion and so does not achieve the third mark.

Exemplar 2**2 marks**

AN implication if a bias happens is that the charity could ~~the~~ be lose donors if a bias is towards green energy as they think that there is no problem. **BOD**

[3]

Examiner commentary

This is an example of how the previous two questions could have been answered, but only just. Again, the candidate has identified an answer, but this answer, unlike the previous, has given an answer that is sufficient to be seen as an explanation of that answer.

The answer could be better. The rationale for the loss of donors could be more clearly stated and a further expansion could be given, but this answer, as it stands, is worth two marks.

Exemplar 3**0 marks**

that bias can show that they are trying to make them seem better than they actually are. **X**

[3]

Examiner commentary

This question required candidates to understand the concept of bias and to be able to apply it to a context. The first mark was for the implication, with the second and third mark for an explanation of that implication.

The candidate has focussed on the possible use of bias to make the charity look good. This is outside of the context of the question, in that there is no suggestion that this would be the rationale for the bias.

Question 18

18 The charity collects data about its 500 000 donors.

Discuss the different ways in which the charity could use this data.

.....

 [10]

Exemplar 1

10 marks

~~see~~ across the country to find areas where there are few or no donors. This would allow them to target specific areas with advertisements so that they can encourage more people to donate to the charity. They could also use the collected data to find the average donations they receive over a given time period allowing them to monitor any profit or loss in income that they make. This could help them to see if more donors are needed to make the ~~char~~ charity more effective. The charity may use the data as a method of finding which methods would be most effective at distributing any information. By collecting contact details they could analyse whether or not certain distribution channels would be effective. ~~is~~

[13]

[10]

Examiner commentary

This is a good example of a point and expand answer that shows good awareness of the question and is well presented. The answer is a well-balanced explanation of a number of ways in which the data could be used.

Exemplar 2

6 marks

they could use this data by neatly
neatly set it out on a spread
sheet software and label who
has donated the most money
in the last year or more. It
could ~~also~~ help the process of keeping
it clear and easy to ~~read~~
read. The charity could use this
data in ~~the~~ ^{GHAN, IT} ~~the~~ charts also as
it is easy to read that too.
The charity could use the data
to send ~~feedback~~ ^{feedback} to
the donor and send them reports
and offers that are set place in
the charity.
This shows that the charity
can view data and change ~~it~~
some if ~~needed~~ ^{needed} to.
It could also ~~share~~ share any
details between the charity and
the donors as only then can
give money when it's ~~needed~~
~~needed~~ wanted to be given out
this ~~could~~ could also raise awareness
towards ~~other~~ other people
when the charity raised more
money than others.

[12]

[10]

Examiner commentary

Many candidates misinterpreted this question as focussing on ways in which the data could be manipulated and stored, rather than how the data itself could be used to identify patterns to draw conclusions.

In this case, the candidate has started the answer by focussing on the way in which the data could be stored, but then has identified and described a number of ways in which the data could be used. As there is no discussion or explanation, this answer cannot go beyond MB2.

Exemplar 3**0 marks**

They could see what the people
want any this will mean they
can improve to what the 500,000
donors want. This will mean that
the donors will stay because the
charity will help them more.

[10]

Examiner commentary

This answer is extremely vague and suggests that the candidate has missed the point of the question. The answer is about the consumer preference, which is not part of the data that the charity would collect.

Question 21

- 21 The charity collects data on the use of solar panels by its donors with their permission. A Green energy supplier has asked the charity to share this data with them.

Explain **two** reasons why the charity should say 'No' to this request.

1

.....

2

.....

[6]

Exemplar 1

5 marks

1. Under the data protection act, the charity must keep any data about their donors confidential and for the intended purpose so giving data to other company would be breaking this law.

2. The data was given to the charity by it's donors to be used by the charity and not by other companies. It would be illegal to give the company their donors personal data without their permission or knowledge.

[6]

Examiner commentary

Both answers here are based on the Data Protection Act (DPA). As both answers focus on different aspects or impacts of the DPA, both answers can be considered. However, the second answer includes the point about personal data, which has already been awarded in the first question and so cannot be awarded for the second.

Exemplar 2**2 marks**

1 The green energy supplier ~~is~~ might ~~to~~ not be trusted.
so doing that might lead to other problems **X**

2 It would be ~~illegal~~ illegal to give data with out the
consent of the subject. **✓✓**

[6]

Examiner commentary

The first answer here is irrelevant, as whether or not the Green Energy Supplier is trusted, it has no impact on whether private information should be passed on.

However, the second answer is worthy of two marks. The answer is a simple restatement of one impact of the Data Protection Act, with some expansion. There is not enough details for a third mark to be awarded.

Exemplar 3

0 marks

1 Because they could try to buy
there way into the donors
energy supply and give them a
deal that is much better than
the one there getting by the charity

###

2 Because they could easily try
to change the details and make
it look like they got scammed
when they actually covered
supplies to look at the data

[6]

Examiner commentary

The fundamental issue for this question was to do with sharing data without users' permission. Neither answer here deals with this concept.



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