

Cambridge National

Information Technologies

R012/01: Understanding tools, techniques, methods and processes for technological solutions

Level 1/2 Cambridge National Certificate/Award/Diploma

Mark Scheme for June 2019

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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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These are the annotations, (including abbreviations), including those used in RM3, which are used when marking

Symbol	Description	Comment
	Tick	worthy of credit
	?	unclear
REP	REP	conspicuous repetition
BOD	Benefit of doubt	Just acceptable as an answer
FA	First answer	First answer considered
L1	Level 1 answer	
L2	Level 2 answer	
L3	Level 3 answer	
NAQ	Not answered question	Candidate has not answered the question set
TV	Too Vague	Answer is not sufficiently clear
NBOD	No BOD	Benefit of the doubt not given

Question		Answer/Indicative content	Mark	Guidance
1		<p>One mark available</p> <ul style="list-style-type: none"> • Execution (phase) (1) 	1	<p>Mark first answer given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Executing <p>Further instruction:</p> <p>Correct answer only, but allow for spelling mistakes.</p>
2	A	<p>One mark available:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Information can be understood quickly (1). • It is more clear (1) • Easy to follow (1) • It can be easily understood (by the project team) (1) • Can show client design (1) • Can show layout of end product (1) • Use as a prompt for discussion (1). 	1	<p>Mark first answer given</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • Clearly see every step of the project • Easy to see tasks • See everything done • See a/the bigger picture • Data is presented clearly • Easy to read • Easy to see/know how much time to spend
2	B	<p>One mark available:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Does not show time (1). • Can be too basic/lack detail/not enough detail (1) • Concurrent tasks not identified (1). • Would need to create lots if designing large website/project (1) (Must include reference to size) • Not suitable for large/complex projects (1). 	1	<p>Mark first answer given</p> <p>Planning can refer to a project or a product.</p> <ul style="list-style-type: none"> • can only be used when a static product/image is being created <p>Do not accept:</p> <ul style="list-style-type: none"> • Can not check on/track others • Not accurate

3		<p>Two marks available for a full <u>description</u>: e.g.</p> <ul style="list-style-type: none"> • This is data that has been processed (1) to give it meaning (1). • Data that has been given structure (1) and context (1). • Information is facts/figures/words/numbers put in order (1) to make them meaningful (1). 	2	<p>Further instruction:</p> <p>Up to two marks for a valid TECHNICAL definition.</p> <p>Second mark may be awarded for an explanation of context OR processing. e.g. ("123 on its own is data, but being told that 123 is a score in an exam makes it information")</p>
4		<p>One mark available: e.g.</p> <ul style="list-style-type: none"> • An <u>external</u> HDD/ <u>external</u> SSD (1). • A flash/USB memory card (1). • A USB stick/memory stick (1). • USB/Thumb drive (1). • An optical disk/CD/DVD (1). 	1	<p>Mark first answer given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • 'USB' (but do read any subsequent expansion) • Laptop etc
5		<p>One mark available:</p> <ul style="list-style-type: none"> • White (Hat hacking) (1). 	1	<p>Mark first answer given</p>
6		<p>Two marks available for a full <u>definition</u> e.g.</p> <ul style="list-style-type: none"> • This is unauthorised disruption (1) <u>of access</u> to a web-site (1). • This is when attackers overload a network/machines (1) and stop normal users from accessing it (1).* • (Multiple) requests made of a service (1) which consume resources of target machine (1)* 	2	<p>Mark whole answer</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Identification of DoS as denial of service • Any reference to unauthorised access to the network <p>Further instruction</p> <ul style="list-style-type: none"> • For answers marked with a *, the expansions given here are acceptable as individual points on their own.

7		One mark available: e.g. <ul style="list-style-type: none">• Public (facing) (1).• Untargeted (1).	1	Mark first answer given
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8	<p>Indicative Content</p> <p>Financial loss:</p> <ul style="list-style-type: none"> The cyber-security attack could let hackers steal business customers' data leading to fraud and loss of money from their bank account by unauthorised transfers. <p>Financial disruption:</p> <ul style="list-style-type: none"> During the cyber-security attack the business customers might not be able to access their bank account online, so they are unable to make transfers and pay bills. Business customers might be unable to pay in cash or withdraw cash from the high street branches during the cyber-security attack as the banks systems may not function properly. <p>Safety of finance:</p> <ul style="list-style-type: none"> The cyber-security attack could mean that the business customers had to stop trading as it will not be able to accept or make payments to or from its bank account until the attack had been stopped and the bank systems made secure, so the business customers' finances are made safe. 	<p>8</p> <p>Only consider financial impacts on the customer</p> <p>Do not accept arguments to do with:</p> <ul style="list-style-type: none"> customers needing to use a different bank payments being made from customer to hacker (such as ransomware demands) <p>Band 3: [6-8 marks] Learner explains the possible financial consequences of an attack on the business customers. At least two consequences are considered with clear and well-structured exemplification directly relevant to the context. Any relevant explanation is sufficient for bottom of mark band. Specialist terms will be used correctly and appropriately.</p> <p>Band 2: [3-5 marks] Learner describes the possible financial consequences of an attack on the business customers. Consequences may be provided but opportunities within the exemplification of these consequences linked to the given context will be missed. Any relevant description is sufficient for bottom of mark band. Specialist terms will be used appropriately and for the most part correctly.</p> <p>Band 1: [1-2 marks] Learner has identified points relevant to a cyber security OR financial consequences. This may take the form of a bulleted list. There will be little, if any, use of specialist terms.</p> <p>0 marks Nothing worthy of credit.</p>
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9		<p>Two marks for an identification and description</p> <p>e.g.</p> <ul style="list-style-type: none"> • Hit with a hammer (1st) to break/smash (1) • Incineration (1st) which burns the medium/components (1). • Put in a fire/burn/incinerate (1st) which destroys the medium/components (1) • Shredding (1st) cuts paper into small pieces (1) / can be used to break the hard drive into pieces (1). 	<p>2</p> <p>Mark first answer given Take description from whole answer</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • “Breaking into small parts” as a method (as this is an outcome) • Do not mark any consequence of the method i.e. data unavailable etc. <p>Further information</p> <p>“MagneticWipe” is not considered to be a method of physical destruction.</p> <p>1st mark for identifying the physical destruction method. Second mark for valid description of process or for identification of tool/device used.</p> <p>Where no physical destruction identified, no second mark to be awarded.</p> <p><u>Be aware of candidates simply restating the question as part of their explanation, and do not award unless substantial extra detail has been provided.</u></p>
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10	a	<p>Four marks available. Two per valid explanation:</p> <p>e.g.</p> <ul style="list-style-type: none"> • The YouTube channel can share both audio and video (1) making the advice more entertaining (1). • YouTube is a very popular distribution channel/well known (1) so most people will know how to access the advice (1). • YouTube is free (to view) (1) so available to a wider audience (1) • YouTube is not platform dependant (1) so can be watched on different types of computer/so is available to a wider audience (1) • YouTube is free to upload (1) so no cost of hosting/save money (1). • Hosted on powerful servers (1) therefore allows for multiple viewers <u>at the same time</u> (1) • YouTube is available 24/7 (1) so message can be accessed throughout the day/at any time (1) 	4	<p>Mark first two answers given</p> <p>Further instruction Identification of advantage (1) plus statement of why it is an advantage (1). The “statement of why” may be relatively simplistic, as long as fits the advantage.</p> <p>(e.g. answers in the form of “More people will see the message (1) which is great” would receive 1 mark only).</p>
10	b	<p>One mark available: Any suitable and relevant distribution method other than YouTube</p> <p>e.g</p> <ul style="list-style-type: none"> • email (1). • flyer (1) • website (1) • voice (1) • blog (1). • VOIP (or example) (1). • mobile app (1) • social media or example (1) • any suitable and relevant distribution channel 	1	<p>Mark first answer given</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • YouTube <p>Markers may well need to research specific social media platforms e.g. Daily Motion in order to ascertain relevance.</p>

11	a		One mark available: e.g. <ul style="list-style-type: none">• Graph/Chart (1).• <u>Infographic</u> (1)• Table (1).	1	Mark first answer given Do not accept: <ul style="list-style-type: none">• Report,• Presentation• Any reference to software alone (such as spreadsheet or presentation software) but do accept “spreadsheet table”
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11	b	<p>Possible advantages may include:</p> <p>Graph/Chart e.g.</p> <ul style="list-style-type: none"> • It is easy to see patterns (1) and trends (1) in a line graph. • A pie chart shows the data visually (1) and is easy to understand (1). <p>Table e.g.</p> <ul style="list-style-type: none"> • A table shows the data in rows/columns (1) making it easier to read (1). • Comparisons can be made easily (1) by looking along a column/row of data (1). • <p>Possible disadvantages may include:</p> <p>Graph/Chart e.g.</p> <ul style="list-style-type: none"> • Bar charts can be difficult to understand (1) if too much data is included (1). • Pie charts can be confusing (1) if too many categories of cyber-security attack are compared (1). <p>Table e.g.</p> <ul style="list-style-type: none"> • Difficult for some people to interpret (1) if they find visual presentation methods easier to understand (1). • It can be difficult to see patterns (1) and trends (1) in the data. 	<p>4</p> <p><u>This answer may be awarded if 11a not awarded, but only award answers that would be relevant had 11a been awarded</u></p> <p>Mark first answer only in each section</p> <p>Further instruction</p> <p>Allow follow through - therefore if 11a was incorrect but the advantages/disadvantages in 11b suit the answer given by the candidate and refers to a presentation method (e.g. spreadsheet / word processor / DTP / Powerpoint / Publisher) rather than a communication method (e.g. email, VOIP, mail merge) in 11a award accordingly. Be aware of answers referring to communication methods.</p> <p>Where candidates has given an answer other than graph/chart or table, a similar marking approach should be taken.</p> <p>Up to two marks for one valid explanation of one advantage.</p> <p>Up to two marks for one valid explanation of one disadvantage.</p> <p>Method must be taken from answer given in part a.</p> <p>If 11a is wrong and no suitable answer is given in 11b please mark as 'seen'.</p>
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12		<p>Three marks available, one per identification</p> <p>A</p> <ul style="list-style-type: none"> Start (accept starting point as equivalent (symbol/node) (1). <p>B</p> <ul style="list-style-type: none"> Task/instruction (box/node) (1) Process (symbol) (1). <p>C</p> <ul style="list-style-type: none"> Decision (box/node) (1) Question (box/node) (1) If statement (1) 	3	<p>In each case, mark first answer given for each of the three components</p> <p>Do not accept</p> <ul style="list-style-type: none"> Shape alone e.g. Box Stop (symbol/node) (for component A)
13	a	<p>Two marks available for a full description:</p> <p>e.g.</p> <ul style="list-style-type: none"> A questionnaire/survey could be <u>sent out</u> (1) as an attachment (1) / and customers asked their opinion (1) Send in completed questionnaire/survey (1) as an attachment (1) Customers could send completed questionnaire/survey (1) and return via email (1). An email could be sent <u>to (e.g.) focus group / customers</u> (1) inviting them to join a consumer panel (1) / allowing them to take a survey / asking specific questions (1) Voting system on email (1) to gather feedback/data (1) 	2	<p>Mark first answer given</p> <p>Further instruction.</p> <p>Responses must relate to how email can support the collection of information from existing customers. Question is NOT about advantage or disadvantage.</p> <p>Support here means collection or distribution. Do not accept wider implications (such as storing contact emails for use later)</p> <p>Treat collection as the process of asking AND/OR the process of receiving. Therefore, candidates can answer about the asking AND/OR the getting part of data collection.</p>

13	b	<p>Two marks for a full explanation</p> <p>ADVANTAGE TO CP</p> <p>Possible advantages e.g.</p> <ul style="list-style-type: none"> • CP will receive many responses (1st) • Email can be accessed on a range of devices (1st) • More customers are likely to reply (1st) • Email quicker to send than the post (1st) • One email can be sent to many people <u>at the same time</u> (1st) • Faster <u>response</u> times (1st) • Customers are more likely to respond (1st) • Voting system on email collates data (1st) • Cost efficient (1st) <p>Accept any matched statement of why these are advantages: e.g.</p> <ul style="list-style-type: none"> • as email sent electronically (1) (extension to bullet 4) • making customers more likely to reply (1). (extension to bullet 2) • which reduces the time taken to contact (1) (extension to bullet 5) • So speeds up process (1) (extension to bullet point 8) 	2	<p>Mark first answer given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Repeat of first point made as the expansion (e.g. “It is cost efficient/ (1 mark) as wont have to spend a lot of money (no second mark – expansion does not explain the first, but merely restates it) • “It does not cost anything” (and treat any expansion to this as a second answer) • Any reference to a wider audience being able to see the work. • Any reference to ease of use • Reference to wider content or another context (such as advertising) • faster / quicker / easier on its own <p>Further instruction</p> <p>First mark is for identifying an advantage.</p> <p>Second mark for stating why it is an advantage</p> <p>Advantage may be a reason why it is an advantage (1st bullet), or how the advantage occurs (3rd bullet)</p>
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13	c	<p>Two marks for a full explanation:</p> <p>Disadvantage to CP customers</p> <p>Possible disadvantages:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Some customers may think it is a phishing email (1) so do not respond/delete it (1) • Customers with visual impairment may have difficulty answering (1) because questions are not accessible (1) • Email could go to junk/spam (1) so customer wouldn't see email (1) 	2	<p>Mark first answer given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Answering takes time • Customer needs an electronic device • Customers need an email address • Customers do not receive the email (for any reason) • Any answer based on customer choosing to ignore <p>Further instruction</p> <p>First mark is for identifying a disadvantage of being asked a question by email (NOT of being asked a question).</p> <p>Second mark for stating why it is a disadvantage</p> <p>Disadvantage may be a reason why it is an disadvantage, or how the disadvantage occurs</p> <p><u>Disadvantage MUST be one brought about by the use of email rather than other methods</u></p>
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14	a	<p>Six marks available, three marks per explanation</p> <p>e.g.:</p> <ul style="list-style-type: none"> • Payment can't be made/cards will not work (1) and so would be stuck in the carpark/not able to get in (1) because the barrier (e.g.) would stay down (1) • Customers will miss their (e.g.) train (1) because they will be unable to enter the CP carpark (1) as the system will not read their debit card (1). • Reduction in car parking facilities (1) leading to reduced chance of parking (1) plus implication (may be a general implication, such as parking in other location or excess queueing, but example MUST be given) (1) • Customers may be charged for different car/over charged (1) because system can not correctly identify them (1) and so be over/under charged (1) • Customers will get stuck in the carpark/can't get in because the system stops working (1) so the barrier does not lift (1) as the contactless card cannot be read at the exit (1). • Customers' cars may be damaged (1) as barrier closes on them (1) as sensors not working (1) 	6	<p>Mark first two answers given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Any form of data loss • Any form of hacking of personal data • Any form of financial loss other than caused by over charging • Long term implication, such as lose confidence in the car park • Any impact on car park <p>Further instruction</p> <p>Must be a direct impact on customers caused by an interruption in the operation of the system.</p>
14	b	<p>One mark available</p> <ul style="list-style-type: none"> • Initiation (phase) (1) • Planning (1) 	1	<p>Mark first answer given</p> <p>Accept spelling mistakes ("inition", for example)</p>

14	b	<p>ii Three marks available. e.g.</p> <ul style="list-style-type: none"> • Anti-virus <u>software</u> (1st) will give real time protection (1) and stop viruses from deleting/accessing/using any data (1). • Encryption (1st) will make the data indecipherable (1) without the key (1). • (User name) and password (1st) only you/trusted individuals know this (1) and can get to the data (1) • (strong) Password (1st) difficult to guess/not known (1) can not get to files/manipulate files (1) • Backup data (1st) so that you can access it (1) if original is lost (1) • Access rights/permissions (1st) gives permission to access (certain) files/data (1) <u>only</u> to authorised users (1) <p>Other areas that may be focussed on:</p> <ul style="list-style-type: none"> • authentication, • firewall 	3	<p>Mark first attempt at identification.</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • User names as answer on own (mark as NE) • “prevents a cyber security attack” (mark as NE) (but DO accept “prevents a <u>successful</u> cyber security attack”) • Do not accept “harder to get to data” – mark as TV <p>Further instruction</p> <p>1st mark for valid logical security method. Up to a further two marks for a valid description. Mark first method given, but description may come from rest of the answer as a whole.</p> <p>Description could be of the method itself, or the manner in which it provides protection.</p>
15		<p>One mark available: e.g.</p> <ul style="list-style-type: none"> • At the end of a/each phase (1). • <u>Between</u> consecutive phases (1). • <u>At the end of</u> the initiation/planning/execution phase (1). 	1	<p>Mark first answer given</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • Simply stating the name of a phase • At the end of an evaluation phase

16	a	<p>Four marks available, two per explanation:</p> <p>e.g.</p> <ul style="list-style-type: none"> • They can check the project is on schedule/ act to avoid delays (1) so the project team will be able to monitor supermarket project progress (1) • Project is easier to track/keep on time(1) so each phase has a defined inputs/output (1) • Responsibilities are clear (1) so gives a clear framework (1) • Easier to check that each task has been completed (1) so the supermarket project is divided up in to tasks (1) • They will all know what they need to do (1) so each member of the project team will have defined responsibilities (1) • Everyone knows what to do (1) as the project life cycle has a clear structure (1) 	4	<p>Mark first two answers given</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • Any answer not dealing with the Project Life Cycle • Any answer that suggests that project will be completed in a chronological order <p>Further advice:</p> <p>First mark is for the advantage, second mark for explaining why it is an advantage OR how the advantage occurred</p> <p>Must be an advantage of following a plan, not of planning in general (such as an advantage of creating the plan in the first place)</p> <p>Candidate may state the outcome of a particular stage and use the implication of that outcome as an advantage. This is acceptable, <u>as long as the outcome is appropriate to that stage.</u></p> <p><u>If no advantage stated award 0 mark</u></p> <p><u>Simply stating the outcome of a stage with no further comment IS NOT worthy of a mark</u></p> <p><u>e.g. Planning is completed at the end of the planning stage is not worth a mark</u></p>
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16	b	<p>Two marks available: e.g.</p> <ul style="list-style-type: none"> • (Mind maps) do not show timings of tasks (1). • (Mind maps) do not show order of tasks (1) • Users may not understand visual representation (1). • Don't show concurrent tasks (1) • Can hold too much information (see 'Do not accept' list) (1) 	2	<p>Mark first two answers given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Any reference to time taken to create the mind map • Any reference to theft of the mind map • Any reference to lack of sufficient detail (mark as TV) • Mind maps hold lots of information • Mind maps are disorganised • Mind maps are informal
17		<p>Two marks available: e.g.</p> <ul style="list-style-type: none"> • Cloud storage has high storage capacity/can store a lot of data, (1) so it will cope with the large amount of loyalty scheme members' data (accept "amount of data is big") (1) • More reliable than other methods (1) therefore improving business continuity (1) • It can be accessed via the Internet, (1) so every store can connect to it (1) • Customers can access their loyalty scheme data through any web browser/use any store (1) and still be on the scheme (1). • The supermarket will not need to buy/maintain servers (1) and so will save money (1) (this answer is reversible). • Any other valid suggestion. 	2	<p>Mark first answer given. Take justification from the whole of the answer</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Use of cloud as a form of back up • Information can be accessed by authorised staff • No need to use other storage methods <p>Further advice</p> <p>Answer needs to be a reason why the cloud is used, so for both marks, needs to be a specific feature or facet of the cloud.</p> <p>Max 1 mark if reason for using the cloud is given, but no justification</p> <p>e.g. "There will be a lot of data (1) so use the cloud (0)</p>

18	<p>Indicative Content</p> <p>Advantages to the supermarket:</p> <ul style="list-style-type: none"> • The supermarket can obtain useful data by using the loyalty scheme, as the data collected can be used to learn more about each customer's shopping habits and it can store their shopping history. This allows the supermarket to target marketing and special offers more effectively. • As there are so many customers in the loyalty scheme the data can be used to look for trends and patterns in customer behaviour – what they buy and when they buy it. This enables the supermarket to improve planning and to predict what stock will be needed. • Ease of capture of a large amount of data with minimal effort as data on sales/purchases can be linked to individuals. • Data does not have to be captured separately/data is gathered as part of the terms of the scheme. • Any other valid suggestion. <p>Disadvantages to the supermarket:</p> <ul style="list-style-type: none"> • Customer could lend loyalty card to family or friends so the supermarket doesn't get accurate data. • The loyalty scheme will cost money to operate, so the supermarket must ensure that the data it collects and stores is going to increase sales, otherwise it will be a waste of money. • Efficiently generates a lot of data, supermarket more likely to be targeted by cyber criminals because are target rich environments • Customers might forget to use their card so the supermarket doesn't get accurate data because some sales are not recorded. 	<p>10</p> <p>Must focus on the supermarket Must focus on impact of data actually being collected about sales, and linked to individuals. Ignore references to data being presented or processed, but consider the way in which this data is used.</p> <p>Band 3: [7-10 marks] Learner explains the advantages AND disadvantages to the supermarket of using the loyalty scheme card to collect data about customers and their spending patterns. Relevant and appropriate contexts are provided to support narrative. Any relevant explanation of an advantage or disadvantage is sufficient for bottom of mark band. Specialist terms will be used correctly and appropriately.</p> <p>Band 2: [4-6 marks] Learner describes the advantages AND/OR disadvantages to the supermarket of using the loyalty scheme card to collect data about customers and their spending patterns.</p> <p>For full marks in this band, at least one advantage and at least one disadvantage should be described.</p> <p>Some relevant contexts are provided although opportunities will be missed to link these into the narrative. Any relevant description of an advantage or disadvantage is sufficient for bottom of mark band. Specialist terms will be used appropriately and for the most part correctly.</p> <p>Band 1: [1-3 marks] Learner has identified points relevant to a loyalty scheme card AND/OR advantages and disadvantages. There will be little, if any, use of specialist terms.</p> <p>0 marks</p>
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		<ul style="list-style-type: none">Any other valid suggestion.		Nothing worthy of credit.
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19	a	<p>Up to three marks available:</p> <p>e.g.</p> <p>Time Planning</p> <ul style="list-style-type: none"> • Project management software is best suited to more complex projects (1st). There are only two people involved in the project (1) and so a complex plan is not needed (1) • The plan can take longer to set up (1st). There is a limited amount of time available (1) and so this is not the best use of time/there is no need for a complex plan (1). • There is a only 4 weeks for the whole project (1st) which short amount of time to do the project (1) , so not a lot of time to do all the phases (1) • Not a massive project (1) so relatively straight forward (1) so no need to use it (1) • Project management software can be complicated/difficult to use, (1st) so the team leader might choose to use a spreadsheet instead (1) as they are familiar with that type of software (1). <p>Layout planning</p> <ul style="list-style-type: none"> • DTP has more tools (1) for a newsletter (1) so would be quicker than project management software (1) 	<p>3</p> <p>Mark first answer given. Take explanation from the whole of the answer</p> <p>Answer may consider time planning or layout planning</p> <p>Do not accept</p> <ul style="list-style-type: none"> • There is no database (or equivalent) required, so no need to plan – mark as TV • Any answer in the style of “it is just not required” – mark as TV <p>Further information</p> <p>First mark is for identifying the reason (award marks where first answer is a conflation of two linked points– e.g. Only one task to complete and only 4 weeks”).</p> <p>Explanation must be an explanation of why the stated reason is important. Consider the whole explanation.</p> <p>Candidate does not need to specifically state reasons are to do with using project management software, as this is the focus of the question. Therefore answers that state e.g. “it would be time consuming” mark as BOD.</p>
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19	b	<p>Up to four marks available, two per explanation</p> <p>e.g:</p> <ul style="list-style-type: none"> • DTP allows text (boxes) and image (boxes) (1) to be combined (1) • Use drag and drop (1) to create layouts (1) • Create complex layouts (1), using layout guides/columns (1) • DTP includes templates (1), this will increase production efficiency (1). • DTP uses WYSIWYG (1) which makes layout easier (1) 	<p>4</p> <p>Mark first two answers</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Answers that compare DTP to use of project management software • Reasons for using DTP that are not to do with software itself (such as easier or quicker) • Answers to do with what is to be included/produced, rather than the process of creation • Answers to do with maintaining the newsletter • Any reference to ease or speed of use ON OWN <p>Further instruction</p> <p>One mark for identifying the reason, second mark for stating why the reason is important.</p> <p>Candidates does not need to identify the reason before an implication can be awarded. Implications can stand on their own as marking points.</p>
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20	a	<p>Up to three marks available: e.g.</p> <ul style="list-style-type: none"> • Special offers are effective (in increasing sales) (1st because more customers are aware of them (1)) because customers can be given the newsletter as they enter the store/ articles encourage them to read the newsletter (1) • Newsletter is more likely to (e.g) increase sales (accept “have an impact”) (1st) as it is a physical thing (1) rather than an attachment/which can be sent by post (1) • Increased customer retention (1st) as newsletter serves to remind people about the supermarket (1) regularly (1) • People with no/little technology access (1) are (also) tempted to visit the store (1st) because they get printed copies (delivered to their homes) (1) 	3	<p>Mark first direct impact on the supermarket. Once that is given look for explanation directly linked to that impact (where there is a further impact, stop marking).</p> <p>e.g. Stand 1 answer</p> <p>If no <u>direct</u> impact on the supermarket stated, no marks to be awarded</p> <p>Further instruction</p> <p>Do not give ANY marks if no impact on supermarket.</p> <p>NB Impact on supermarket may well be the final point made, as a drawing together of supporting impacts about impact on customer.</p> <p>First mark for identifying a positive impact on the supermarket of using the newsletter (specifically) for this purpose.</p> <p>Further marks are for explaining why this impact is important or why has occurred</p>
20	b	<p>One mark available:</p> <ul style="list-style-type: none"> • (The) Copyright(s), (Designs and Patents Act) (1). • Data Protection (Act)/DPA/GDPR (1). • Any valid suggestion. 	1	<p>Do not award</p> <ul style="list-style-type: none"> • Data misuse act <p>Mark first answer given</p> <p>Further instruction</p> <p>Ignore any reference to dates</p>

		<p>ii</p> <p>One mark available:</p> <p>The Copyright, Designs and Patents Act: e.g.</p> <ul style="list-style-type: none"> • Reduces chance of others plagiarising their work (1) • Gives them right to be named as the author (1). <p>DPA/GDPR e.g.</p> <ul style="list-style-type: none"> • governs how personal identifiable data can be stored/used/distributed (1). • Any other valid answer applicable to other relevant acts 	1	<p>Mark first answer given</p> <p>Do not accept</p> <ul style="list-style-type: none"> • Prevents supermarket from sharing data • <u>Absolute claims</u> (absolute prevention is unlikely, even though action is illegal) <p>Further instruction</p> <p>May only be awarded where 20bi has been given a mark</p> <p>Accept ANY part of the Data Protection Act or GDPR as an answer here</p>
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