

CAMBRIDGE NATIONALS

Exemplar Candidate Work



INFORMATION TECHNOLOGIES

J808

R012 Summer 2019 series

Version 1

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Introduction

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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 they 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 2019 Examiners' report or Report to Centres available from Interchange <https://interchange.ocr.org.uk/>.

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Question 3

A bank operates through high street branches and online services. Most of its customers are small businesses who visit the branches and use the online services.

The bank must protect the security of customer data at all times. This involves securely destroying customer data that is no longer required.

The bank helps customers to keep their business data safe by sharing advice through its website and by providing leaflets in its branches. It also uses *YouTube* as a distribution channel for sharing cyber security advice with customers. These *YouTube* resources are accessible via links on the bank's website.

The bank creates a monthly report on the cyber security attacks that have been identified and prevented. This report includes data on the type of cyber security attack, its seriousness, the date and time of each attack as well as the total number of attacks for that month.

8 There has been a recent cyber security attack on the bank.

Discuss the possible **financial** consequences of this attack on the business customers.

[8]

Exemplar 1

6 marks

small businesses, their financial loss is more frustrating. The small businesses will be unable to process and manage the money they earn through the bank, consequently to the cyber attack. Therefore meaning the businesses cannot control their profit and losses and can lose out on further customers due to the unorganisation.

Examiner commentary

This answer states one possible financial consequence, which is the inability to process and manage the money that they earn through the bank, and associated impacts. It is not initially clear whether the candidate is talking about interest earned, or tracking payments received. However, the expansion supports the assumption that the candidate is discussing tracking payments and receipts. The candidate then explains this answer to state that the business will not be able to control their profit and losses (sic) and then further expands to say that that this disorganisation can impact on future customers (and therefore, sales).

This candidate has given one explanation of a financial consequence of the attack. The answer is clearly about the impact on small businesses, rather than on the bank. The answer itself could be developed further and could be stated more clearly, but it is an explanation.

Exemplar 2**8 marks**

Firstly, due to the bank breaching ^{the} data protection act by not securely storing the data, the customer would be likely to receive compensation. On the other hand, the attack could mean that the customer's private data is leaked or stolen. This could dramatically affect the business's profits as they may find their money is vulnerable to being stolen. If the money is taken from these businesses then many of them may find it difficult to continue to operate and therefore might be forced to close due to debt. In addition, the attack may result in the bank being out of operation for a while. This means the customers will not be able to use its services like taking out a loan or withdrawing money which yet again may be of an inconvenience to the customers and could affect their ability to manage their finance. This may mean the businesses can't provide for their customers resulting in more damage to profits.

Examiner commentary

This is a very good example of a candidate who has answered the question well. The start of the middle section could be taken as being too vague, as it talks about business customers' private information, but, in the gist of the answer, it is clear that the answer is about business customers and their information. The expansion of the answer to discuss the impact of the loss of access to the bank and how this would affect the business itself is a clearly argued, well explained and precise answer.

Overall, at least two financial consequences have been considered and so full marks were awarded.

Question 9

- 9 The bank needs to securely destroy customer data that is no longer required.

Identify and describe **one** physical destruction method that could be used to securely destroy customer data. [2]

Exemplar 1

2 marks

~~to burn~~ burn files to burn paper files in a burner, this would entirely destroy any physical copies of information. [2]

Examiner commentary

This is clear example of a candidate who has done exactly what has been asked. The method is to use a burner (an incinerator would have been a better answer, but burner is sufficient) and the description of what a burner does is that it burns paper files. Two marks awarded.

Question 10(a)

10 The bank uses *YouTube* to share cyber security advice with customers.

(a) Explain **two** advantages of using *YouTube* to share cyber security advice with customers. [4]

Exemplar 1

2 marks

1 Access to everyone with internet connection.

2 Can be watched by loads of ^{customers} ~~people~~ at the same time.

Examiner commentary

The candidate here has identified two advantages, but has not attempted to explain. When candidates are asked to explain an advantage, they need to provide the reason why their statement is an advantage, so, for example, giving the positive impact of the advantage.

Exemplar 2

4 marks

1 Youtube is an open platform that can be accessed by anyone thus making it easy to access.

2 Youtube is free to use, this makes most people allowed to use it and this widens the possible audience for the videos.

Examiner commentary

This answer should be compared with the previous example. In this case, the candidate has identified two advantages and has then gone on to state why they are advantages. These two parts combined make up a complete explanation of each advantage. The second answer is more clearly expressed, but it would be harsh to mark the first as not being an initial point and an extension that states why it is an advantage.

Question 11(b)

- (b) Explain **one** advantage and **one** disadvantage of the method you selected in **part (a)** for presenting the data. [4]

Exemplar 1

4 marks

Advantage displays data neatly neatly.....
 Columns and rows help to make understanding
 of the data easy and also makes comparisons
 of the monthly data easy too.....
 Disadvantage Could be too large to fit on a page :
 If ~~also~~ there is too much data it could ~~be~~ possibly
 not fit on a piece of paper which would make
 Comparing data difficult.....

[4]

Examiner commentary

The candidate has answered this question with absolute precision. They have stated the area on which their answer is about to focus, and then gone on to explain their points. As an example of how to answer with clarity, precision and efficiency, this would be hard to beat.

Exemplar 2

1 mark

Advantage with each day you can see the
 line go up or down to see ~~what~~ what
 days or weeks was the worst for
 cyber security attacks.....
 Disadvantage the further down the graph you
 may not be able to see the number that
 goes with the day as ~~it~~ it may be
 too far apart.....

[4]

Examiner commentary

The candidate has attempted both parts of the answer. The explanation of a disadvantage was too vague to be awarded any marks, but this attempt to explain an advantage was awarded one mark for identifying that a graph can have lines that indicate trends.

The expansion was not sufficient for a second mark. In order to explain the advantage, the candidate needed to state why this was an advantage, rather than state how the advantage could be used (as it stands, this is a description answer, rather than an explanation).

Question 13(a)

13 The project team carries out market research with existing CP customers to identify whether they will use the new payment system.

(a) Describe **one** way that email could be used to support the collection of this information. [2]

Exemplar 1

2 marks

The team can send online surveys through email that their customers will answer to find out whether they would use the new system or not. [2]

Examiner commentary

The key to this question was the ability to focus on the context. Candidates were asked to identify how email could be used to support the collection of answers from customers to specific questions. Therefore, this question is not about features of email, but, rather, ways in which email may be used.

Many candidates missed the point of the question and focussed on how easy email was to use or gave features of email, for example. Some features were relevant to the focus of the question, but many were not.

In this case, the candidate has realized that they have been asked to describe a way in which email may be used to support data collection and has described a perfectly reasonable manner. The point here is not that the answer is in any way clever or complicated, but rather that the answer is relatively straight forward, once the candidate has correctly identified what the question is asking for.

Question 13(b)

(b) Explain **one** advantage to CP of using email to carry out this market research. [2]

Exemplar 1

2 marks

It can be sent to thousands of people instantly and therefore makes the process a lot quicker instead of handing out surveys individually.

Examiner commentary

This answer, by the same candidate as the previous, gives further proof of how an appreciation of the focus of a question can result in good marks, irrespective of the complexity of the answer.

The candidate here has stated an advantage that is relatively unique to email, so that rather than simply saying that an email could be sent to lots of people, which is not a unique feature, as this is also true of printed letters, they have stated that this is done instantly, which shows an appreciation of the difference of different methods of communication.

As the candidate has been asked to explain the advantage, they have then continued to state why the identified advantage has an impact.

This is a good two mark answer.

Question 13(c)

- (c) Explain **one** disadvantage to **CP customers** of being asked questions about the new payment system by email. [2]

Exemplar 1

0 marks

Explain **one** disadvantage to CP customers of being asked questions about the new payment system by email.

Many customers may not want to give out ~~private~~ private information about payments over email, as there may be a risk of it being ~~unsafe~~ unsafe. [2]

Examiner commentary

Rather than concentrate solely on candidates who gave perfect answers, it is sometimes useful to consider why an answer may not be suitable.

In this case, the candidate has given a weak generic answer about the dangers of online questionnaires, and, in doing so, has ignored the context of the question.

The context is whether existing customers would use an online paying system. Therefore, customers would not be giving personal information. Therefore, the initial point made is not acceptable. Furthermore, candidates should be able to give more detailed answers than simply stating that it is "unsafe". Even if the first mark had been given for this answer, the expansion answer would not have been awarded as it is far too vague.

Exemplar 2

2 marks

Not all customers will regularly check their e-mails so they may not see the email for a long time or ever so less feedback will be received.

Examiner commentary

This question came with the implied assumption that a customer who is disenfranchised is, by definition, disadvantaged.

This candidate has recognised this and has given an answer that is based on the extent to which the use of an email to allow customers a voice may negatively impact on those customers.

Question 14(a)

14 The new payment system goes live. A week later, a cyber security attack takes place that causes disruption to the **operation** of the new system.

(a) Explain **two** impacts this disruption could have on the customers who use the car parks. [6]

Exemplar 1

3 marks

1 This could delay the people of travelling by car as they have to find another payment method which would delay them entering the car park which would therefore make them late for the train and even miss the train.

Examiner commentary

Context was vital in this question. Many candidates missed the fact that this question was based on an attack on the operation of the system and so gave answers based on the impact of data theft.

In this example, the candidate has identified an impact and then expanded the answer to state why the impact has occurred. The candidate then repeats their initial point, but expands the answer further by giving a further extension on the original point made.

Explain questions are usually worth two marks, but where the question is worth three marks, the third mark can be achieved by further expansion of the original impact.

Question 16(a)

A project team has been given the task of creating and implementing a loyalty scheme that customers can join for a new supermarket chain. Customers will join this scheme through the supermarket website. They will be given a unique reference number and password to log into their account. The supermarket will store all information about the loyalty scheme on a cloud storage system.

Loyalty scheme members will receive a loyalty scheme card which contains a barcode showing their unique reference number. The loyalty scheme will allow customers to collect points and receive discount vouchers. Customers will need to agree to the supermarket recording data on their purchases. This data includes time and date of purchase, items bought, prices paid and the store location. To earn points, customers must have their loyalty scheme cards scanned at the checkout. For online shopping they will need to type in their unique reference number to earn points.

- 16 (a) Explain **two advantages to the project team** of following the project life cycle when creating and implementing the loyalty scheme. [4]

Exemplar 1

4 marks

1. It will allow the team to be clear about what they are all doing as it shows each stage allowing the team to work more effectively.
 2. It gives team milestones to finish each section giving to team more motivation and perhaps work quicker.

[4]

Examiner commentary

This question is actually more complex than it first looks. In order to answer the question, candidates need to have an understanding of the impacts of the project life cycle and, from that, select two advantages that apply to the project team.

Candidates are advised to rely on steady, reliable answers when asked to identify advantages or disadvantages. In a few cases, candidates give answers which are so far removed from any initial impact that they may not be awarded.

In this example, the candidate has identified two clear advantages and then stated why each is an advantage. This is a good example of efficient answering.

Exemplar 2**0 marks**

1 They would know exactly when the ~~data~~ Project will ~~be finished~~ Be finished

2 The would know how many people would want to be a part of it.

Examiner commentary

The candidate appears to know something about the use of the project life cycle, but the answers given here are not correct.

Whilst a project life cycle can be used to create a project plan, this does not allow anyone to see into the future. Candidates should have considered both successful and unsuccessful projects in their work and be aware that some projects may fail.

Therefore, a claim that following the project life cycle will allow the team to know exactly when a project will be finished is not supportable.

The candidate's use of "it" in the second answer has been taken as referring to the loyalty scheme project.

Secondly, the project team would now know how many people would want to be part of the project as a result of following the project life cycle.

Question 17

- 17 State **one** reason why a cloud storage system would be an appropriate method to store the information about the loyalty scheme. Justify your response. [2]

Exemplar 1

2 marks

Because there are multiple stores which need this information
so by using a cloud storage system they will
all have access to it because they most likely
have wifi available. [2]

Examiner commentary

This question needs a statement to answer the question, and then a justification. The justification must focus on why the initial statement is appropriate.

In this example, the candidate has stated that multiple stores which will need to access the information. The justification is that the use of cloud storage is that because of its use, this access is more readily available.

Question 18

18 Data will be collected when customers use their loyalty scheme card.

Discuss the advantages and disadvantages **to the supermarket** of using the loyalty scheme card to collect data about customers and their spending patterns. [10]

Exemplar 1

9 marks

Discuss the advantages and disadvantages **to the supermarket** of using the loyalty scheme card to collect data about customers and their spending patterns. [10]

Using loyalty ~~schemes~~ schemes allows a supermarket to understand customer buying habits so they could put things they are more interested in at a strategic place in the shop so that customer buy more. They could also use the data to issue ~~so~~ the vouchers they give to the loyalty card customer are something they would want so that they keep using the loyalty cards.

Examiner commentary

Many candidates struggled with this question. The main focus of the question was on the impact of the method of data collection, but markers were instructed to accept answers about the use of the data that has been collected.

This answer focussed on the secondary focus of the question. The structure of the answer is efficient and has developed initial points made into explanations.

The message to be taken away from this question is that candidates must answer the question asked. The decision to accept the impact of the data, as well as the impact of the collection method, was something of a concession. This decision may not be repeated in future sessions.

Exemplar 2

2 marks

An advantage of using loyalty scheme cards would be that the customer would go to that shop more.

A disadvantage would be
that the customer could
spend more one week and
then less the next

Examiner commentary

This candidate has both missed the point of the question and failed to address the demand of the question.

Firstly, the candidate has focussed on the use of loyalty cards, rather than their use as a means of data capture. Secondly, the answer is a series of statements.

Due to the failure to focus on the use of loyalty cards to collect data, this question would have been restricted to Marking Band 1 (MB1) by definition. However, the failure to discuss advantages and disadvantages would also have placed this answer in MB1.

Question 20(a)

- 20 (a) Explain **one positive impact on the supermarket** of distributing information to customers through the monthly newsletter. [3]

Exemplar 1

3 marks

The customers feel more ~~at~~ involved and invested in the company, giving them more of an understanding of the company perhaps leading to an increase in sales. [3]

Examiner commentary

As with other similar questions, this question was more complicated than may initially have been appreciated by candidates.

Markers were instructed to award any marks where a positive impact on the supermarket (the company) was identified. In this case, the candidate has, effectively, explained the reason for the impact, before stating what the positive impact was. This strategy is risky, as had the candidate not stated that there could be an impact on sales, there would have been no positive impact and so no marks would have been awarded.

Exemplar 2

0 marks

~~The~~ ~~it's~~ monthly so the customers the customers can be kept up to date with what's happening in the store.

Examiner commentary

The annotation used by the examiner (NAQ) means that in their opinion the candidate has not answered the question.

This is an example of a candidate who has missed the point of the question. The answer has failed to identify a positive impact on the supermarket of the information being distributed. The statement given could be developed to become a suitable answer, but as the identification of a positive impact gains the first mark, and further marks only being available once this has been given, no marks were awarded.

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