

General Certificate of Secondary Education

A265

Business and Communication Systems

Unit A265: Businesses and their communication systems

Specimen Paper

Time: 1 hour 30 minutes

Candidates answer on the question paper.

Additional materials:

Candidate
Forename

Candidate
Surname

Centre
Number

--	--	--	--	--

Candidate
Number

--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is 90.

FOR EXAMINER'S USE	
1	
2	
3	
4	
5	
6	
TOTAL	

This document consists of **14** printed pages and **2** blank pages.

Answer **all** questions.

Ascobury Stores Limited owns a number of supermarkets in the UK. You work as an administrative assistant in its head office in Coventry.

1 All staff who regularly use the Ascobury Stores Limited head office computer network are given a username and password.

(a) State **one** reason why staff are given a username.

.....
..... [1]

(b) Apart from usernames and passwords, state **two** other methods which could be used to restrict access to the head office computer network.

Method 1:
.....

Method 2:
..... [2]

(c) Staff are required to change their password every two weeks.

Explain why it is important to change a password frequently.

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

- (d) John Smith, a head office administrative assistant, writes down his username and password in his diary.

Is it a good idea to store information in this way? Give reasons for your answer.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[4]

- (e) Some head office staff are required to spend a considerable amount of time working away from the office. These staff are issued with a laptop computer and a smartphone.

- (i) Apart from telephone capability, state **two** other features of a smartphone which makes it suitable for staff to use when working away from the head office.

Feature 1:.....
.....
Feature 2:.....

[2]

- (ii) Explain why an employer such as Ascobury Stores Limited might issue laptop computers to staff who work away from the head office.

.....
.....
.....
.....
.....
.....
.....
.....
.....

[3]

[Total: 15]

2 All computers on the head office network are equipped with hardware and software.

(a) State **one** output device used to view the contents of a computer document while it is being edited.

.....
..... [1]

(b) Simon Jones, an administrative assistant, is unable to use his hands to enter text using a keyboard.

State **one** item of hardware or software which Simon could use to input text into a document.

.....
..... [1]

(c) Staff who work away from the head office are given a USB memory device such as the one below.



(i) Explain **one** reason why a business such as Ascobury Stores Limited might provide staff with a USB memory device.

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

(ii) State **two** possible drawbacks to a business such as Ascobury Stores Limited of providing staff with a USB memory device.

Drawback 1:
.....
Drawback 2:
..... [2]

- 3 (a) Part of a memorandum to be sent to staff who work at the head office of Ascobury Stores Limited is shown below.

The text of the memorandum contains four errors. One error has already been circled. Circle the **three** remaining errors in the memorandum.

This is to inform you that from next month we will be using a new version of our currant database softwear. We will be giving traning on this new software and will contact you next week to find a conveyent time for this. Please liaise with Sheena Morgan if you have any queries.

[3]

- (b) (i) Ascobury Stores Limited only keeps electronic copies of letters sent.

Explain **two** benefits to Ascobury Stores Limited of only keeping electronic copies of documents.

Benefit 1:

.....

.....

.....

.....

Benefit 2:

.....

.....

.....

.....

[4]

- (ii) Explain **one** drawback to **Ascobury Stores Limited** of only keeping electronic copies of documents.

.....

.....

.....

.....

.....

[2]

4 Ascobury Stores Limited is required to comply with the following acts:

- Disability Discrimination Act
- Sale of Goods Act
- Employment Act
- Health and Safety at Work Act

(a) For each of the following requirements, state which act is being applied. Write your answers in the table.

Requirement	Act
Products sold must be as described on their packaging	
An accident book must be kept	
Disabled employees must be provided with adapted work facilities	

[3]

(b) An Ascobury Stores Limited manager wants to collect personal information from customers. This activity is covered by the Data Protection Act.

Tick the **two** statements below which are correct requirements if the supermarket is to operate within the terms of the Data Protection Act.

Statement	Tick if correct
Each customer must agree to have data collected	
The supermarket has the right to sell the data to anyone outside the European Union	
The data must be kept up to date	
Once collected, the data must be stored for a minimum of five years	
It is the responsibility of the customer to make sure the data is accurate	

[2]

(c) Ascobury Stores Limited would like to obtain information from a local council to help understand why it has refused permission for the business to build a new supermarket.

Name the law which entitles Ascobury Stores Limited to ask for this information.

..... Act

[1]

- 5 (a) Study the newspaper article below and answer the questions which follow.

Supermarket to sponsor local football team

Ascobury Stores Limited is opening a new supermarket in the town of Abbeyton. It is also going to sponsor the town's football team. The deal is expected to cost the supermarket around £15,000 a year. As part of the sponsorship deal the facilities at the team's football ground will be improved and the ground will be renamed the Ascobury Stadium.

- (i) Explain **one** benefit to the **local community** of this sponsorship deal.

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

- (ii) Explain **one** benefit to **Ascobury Stores Limited** of this sponsorship deal.

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

- (iii) Explain **one** drawback to **supermarket customers** of this sponsorship deal.

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

(b) Study the newspaper article below and answer the questions which follow.

Supermarket in new drive to eliminate waste

Ascobury Stores Limited announced yesterday a list of new actions it will take in an attempt to reduce its impact on the environment. A spokesperson said that the measures will reduce the amount of Ascobury Stores Limited's waste by over 20%.

(i) State **three** actions which **Ascobury Stores Limited** could take to reduce the amount of waste it creates.

Action 1:

.....

Action 2:

.....

Action 3:

..... [3]

(ii)* Assess the impact on a business such as Ascobury Stores Limited of taking action to reduce its impact on the environment.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 15]

(c) Analyse **two** benefits to **Ascobury Stores Limited** of having good customer relations.

Benefit 1:.....
.....
.....
.....
.....
.....
.....

Benefit 2:.....
.....
.....
.....
.....
.....
.....

[6]

[Total: 15]

Paper Total [90]

SPECIMEN

BLANK PAGE

SPECIMEN

BLANK PAGE

SPECIMEN

SPECIMEN

Copyright Acknowledgements:

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

**BUSINESS AND COMMUNICATION
SYSTEMS**

A265

Unit A265: Businesses and their communication systems

Specimen Mark Scheme

The maximum mark for this paper is 90.

SPECIMEN

Question Number	Answer	Max Mark
1(a)	<p>All staff who regularly use the Ascobury Stores Limited head office computer network are given a username and password.</p> <p>State <u>one</u> reason why staff are given a username.</p> <p>Possible reasons:</p> <ul style="list-style-type: none"> • To restrict access • To identify users <p>1 mark for a valid reason.</p>	[1]
1(b)	<p>Apart from usernames and passwords, state <u>two</u> other methods which could be used to restrict access to the head office computer network.</p> <p>Possible methods:</p> <ul style="list-style-type: none"> • Locked doors • Access rights • Firewalls <p>1 mark for each of two valid methods.</p>	[2]
1(c)	<p>Staff are required to change their password every two weeks. Explain why it is important to change a password frequently.</p> <p>Possible reasons:</p> <ul style="list-style-type: none"> • In case the password is discovered... • ...unauthorised users will only have access for a limited period of time... • Helping to reduce unauthorised access to the network <p>1 mark for a valid reason plus up to two marks for development</p> <p><i>Example response:</i></p> <p><i>"Because if their password was discovered by another person (1) the staff member could change their password (+1) making it harder for their account to be hacked into (+1)"</i></p> <p>Accept any other reasonable explanation</p>	[3]

Question Number	Answer	Max Mark
1(d)	<p>John Smith, a head office administrative assistant, writes down his username and password in his diary.</p> <p>Is it a good idea to store information in this way? Give reasons for your answer.</p> <p>Possible benefits:</p> <ul style="list-style-type: none"> • No need to remember the information • Can look up information if forgotten <p>Possible drawbacks:</p> <ul style="list-style-type: none"> • Could be read by unauthorised people • Could be used to gain unauthorised access <p>Possible improvements:</p> <ul style="list-style-type: none"> • Memorise it • Write it down in such a way as to make it meaningless to other readers <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Benefits or drawbacks identified and/or limited description/application. <i>Example responses:</i> “Yes, because if he forgets it (L1: 1) he can look it up (L1 +1)” “No because someone could look at his diary (L1: 1) and use his details to get onto the network (L1 +1)”</p> <p>Level 2 (3-4 marks): Analysis/evaluation: Benefits or drawbacks are analysed and/or suggestions for improvement are made. <i>Example response:</i> ““No because someone could look at his diary (L1: 1) and use his details to get onto the network (L1 +1); it would be better if he remembered this information (L2: 1) to make his details more secure from unauthorised users (L2 +1)”</p> <p>Accept any other reasonable explanation</p>	[4]
1(e) (i)	<p>Some head office staff are required to spend a considerable amount of time working away from the office. These staff are issued with a laptop computer and a smartphone.</p> <p>Apart from telephone capability, state <u>two</u> other features of a smartphone which makes it suitable for staff to use when working away from the head office.</p> <p>Features include:</p> <ul style="list-style-type: none"> • Diary • Word processing facilities • Handwriting recognition/tablet input • Internet/email access <p>Do not reward non work-related functions, e.g. games/camera/music player</p> <p>1 mark for each of two relevant functions.</p>	[2]

Question Number	Answer	Max Mark
1(e)(ii)	<p>Explain why an employer such as Ascobury Stores Limited might issue laptop computers to staff who work away from the head office.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> • To carry out work related tasks e.g. word processing costing etc. • To improve efficiency/productivity • To be able to work from home <p>1 mark for a valid reason plus up to 2 marks for development/explanation.</p> <p><i>Example response:</i> “Staff who have a laptop can work whilst they are away from the office (1) for example when travelling on a train (+1), this increases their efficiency (+1)”</p> <p>Accept any other reasonable explanation</p>	[3]
<p>2</p> <p>(a)</p> <p>2(b)</p>	<p>All computers on the head office network are equipped with hardware and software.</p> <p>State one output device used to view the contents of a computer document while it is being edited.</p> <p>Monitor/VDU DNA printer 1 mark for a valid output device.</p> <p>Simon Jones, an administrative assistant, is unable to use his hands to enter text using a keyboard.</p> <p>State <u>one</u> item of hardware or software which Simon could use to input text into a document.</p> <p>Possible input methods include:</p> <ul style="list-style-type: none"> • Voice recognition system • Head/mouthstick keyboard <p>1 mark for a valid input method.</p>	[1]
<p>2(c)</p> <p>(i)</p>	<p>Staff who work away from the head office are given a USB memory device such as the one below.</p> <p>Explain <u>one</u> reason why a business such as Ascobury Stores Limited might provide staff with a USB memory device.</p> <p>Possible reasons include:</p> <ul style="list-style-type: none"> • Data transfer • To facilitate remote working • To take programs home • Fringe benefit <p>1 mark for a valid reason plus up to two marks for development/explanation.</p> <p><i>Example response:</i> “So staff are able to take work files home with them (1) which means they will be able to work from home (+1) and so complete work which they may not have time to do in the office (+1)”</p> <p>Accept any other reasonable explanation</p>	[3]

Question Number	Answer	Max Mark
2(c)(ii)	<p>State <u>two</u> possible drawbacks to a business such as Ascobury Stores Limited of providing staff with a USB memory device.</p> <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> • Loss of data • Corruption of data • Virus transmission <p>1 mark for each of two valid drawbacks.</p>	[2]
2(c)(iii)	<p>State <u>two</u> other types of data storage device which Ascobury Stores Limited could provide to staff.</p> <p>Possible storage devices:</p> <ul style="list-style-type: none"> • CD/R/RW • Flash drive • External hard drive <p>1 mark for each of two correct storage devices</p>	[2]
2(d)	<p>The head office network manager would like to install software to restrict the risk of damage to the head office network as a result of Internet activity.</p> <p>Match the following software to the threat it is designed to counteract, by writing the name of the appropriate software in the correct box.</p> <p>i. Anti-adware ii. Anti-spyware</p> <p>1 mark for each correct answer</p>	[2]
2(e)	<p>Every Friday the head office network manager makes a back-up copy of the data on the head office network. The unencrypted data is then uploaded to a remote storage location on the Internet.</p> <p>How useful is this method of backing up the head office computer data? Give reasons for your answer.</p> <p>Possible benefits:</p> <ul style="list-style-type: none"> • Remote storage • Regular weekly back-up <p>Possible drawbacks:</p> <ul style="list-style-type: none"> • Back-up only once a week • Data may be 'captured' whilst being transferred across the internet • Reliance on the security systems of the remote host <p>Possible improvements:</p> <ul style="list-style-type: none"> • Data encryption • Use a local hard storage media 	

Question Number	Answer	Max Mark
	<p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Benefits or drawbacks identified and/or limited description/application. <i>Example response:</i> “This is not a good idea because the data is backed up only once a week (L1: 1) so more recent data could be lost if the network crashes (L1 +1)”</p> <p>Level 2 (3-4 marks): Analysis/evaluation: Benefits and drawbacks are analysed and/or suggestions for improvement are made. <i>Example response:</i> “This is not a good idea because the data is backed up only once a week (L1: 1) so more recent data could be lost if the network crashes (L1 +1), it would be better to make a back-up every night (L2: 1) so there was less chance of important files being lost (L2 +1)”</p> <p>Accept any other reasonable explanation</p>	[4]
3(a)	<p>Part of a memorandum to be sent to staff who work at the head office of Ascobury Stores Limited is shown below.</p> <p>The text of the memorandum contains four errors. One error has already been circled. Circle the three remaining errors in the memorandum.</p> <div data-bbox="400 1182 1187 1659" style="border: 1px solid black; padding: 10px;"> <p>This is to inform you that from next month we will be using a new version of our currant database softwear. We will be giving <u>traning</u> on this new software and will contact you next week to find a conveyent time for this. Please liaise with Sheena Morgan if you have any queries.</p> </div> <p>Errors are:</p> <ul style="list-style-type: none"> • softwear instead of software • conveyent instead of convenient • currant instead of current <p>1 mark for each of three correctly circled items. DNA if circles are ambiguous, e.g. two or more complete words are included inside a circle.</p>	[3]

Question Number	Answer	Max Mark
3(b)(i)	<p>Ascobury Stores Limited only keeps electronic copies of letters sent.</p> <p>Explain <u>two</u> benefits to Ascobury Stores Limited of only keeping electronic copies of documents</p> <p>Benefits include:</p> <ul style="list-style-type: none"> • Takes less space than paper copies • Easier to edit files to create new documents • Easier to create back-up copies • Can be accessed by multiple users <p>1 mark for each of two valid benefits to the business plus a further 1 mark for each of two developments/explanations.</p> <p><i>Example responses:</i></p> <p><i>“Electronic copies take up less space than paper copies (1) because paper copies need to be stored in filing cabinets (+1)”</i></p> <p><i>“Electronic copies can be easily edited (1) to create new versions of documents(+1)”</i></p> <p>Accept any other reasonable explanation</p>	[4]
3(b)(ii)	<p>Explain <u>one</u> drawback to Ascobury Stores Limited of only keeping electronic copies of documents.</p> <p>Drawbacks include:</p> <ul style="list-style-type: none"> • Need to ensure security of electronic data • Need for back-up data • Consequences of data loss <p>1 mark for a valid drawback to the business plus 1 mark for development/explanation.</p> <p><i>Example response:</i></p> <p><i>“Electronic copies are vulnerable to hackers (1) who could copy confidential data (+1)”</i></p> <p>Accept any other reasonable explanation</p>	[2]

Question Number	Answer	Max Mark
3(c)*	<p>Ascobury Stores Limited has a policy that all letters are checked for errors before they are sent.</p> <p>Assess the usefulness of this policy to a business such as Ascobury Stores Limited.</p> <p>Possible benefits:</p> <ul style="list-style-type: none"> • less chance of messages containing errors (spelling, grammar, facts etc.) being sent • improved corporate image • Managers/supervisors know about all items of correspondence <p>Possible drawbacks:</p> <ul style="list-style-type: none"> • time taken to read all communications • managers/supervisors have less time to do other things (or more staff needed) • may slow down the response time to incoming communications: worsening corporate image <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Relevant points identified/described with basic communication. The response lacks organisation, structure and accuracy of spelling, punctuation and grammar.</p> <p>Level 2 (3-4 marks): Relevant points analysed with adequate communication, e.g. by explaining the benefits/drawbacks. The response is adequately organised, structured and with some errors of spelling, punctuation and grammar.</p> <p>Level 3 (5-6 marks): Relevant points evaluated with effective communication through discussion, e.g. by summarising the overall business impact. The response is well organised, structured, with few errors in spelling, punctuation and grammar.</p> <p><i>Example response:</i></p> <p><i>This is a good policy because letters might contain errors (L1) such as spelling mistakes (L1) or incorrect information (L1). So there is less chance that the firm's corporate image will suffer because of poor communication with customers (L2). On the other hand checking documents is time-consuming (L1) and expensive (L1) because a member of staff needs to be employed to check the letters (L2). In my opinion businesses should check all letters because of the problems that poor communication can cause (L3) but it would be better still if staff didn't make mistakes in the first place (L3).</i></p> <p>Accept any other reasonable explanation</p>	[6]

Question Number	Answer	Max Mark								
4	<p>Ascobury Stores Limited is required to comply with the following acts:</p> <ul style="list-style-type: none"> • Disability Discrimination Act • Sale of Goods Act • Employment Act • Health and Safety at Work Act <p>(a) For each of the following requirement, state which act is being applied. Write your answers in the table.</p> <table border="1" data-bbox="336 584 1233 860"> <thead> <tr> <th data-bbox="336 584 823 618">Requirement</th> <th data-bbox="823 584 1233 618">Act</th> </tr> </thead> <tbody> <tr> <td data-bbox="336 618 823 685">Products sold must be as described on their packaging</td> <td data-bbox="823 618 1233 685"></td> </tr> <tr> <td data-bbox="336 685 823 752">An accident book must be kept</td> <td data-bbox="823 685 1233 752"></td> </tr> <tr> <td data-bbox="336 752 823 860">Disabled employees must be provided with adapted work facilities</td> <td data-bbox="823 752 1233 860"></td> </tr> </tbody> </table> <p>Answers (in correct order):</p> <ul style="list-style-type: none"> • Sale of Goods Act • Health and Safety at Work Act • Disability Discrimination Act <p>1 mark for each of three correctly identified Acts.</p>	Requirement	Act	Products sold must be as described on their packaging		An accident book must be kept		Disabled employees must be provided with adapted work facilities		[3]
Requirement	Act									
Products sold must be as described on their packaging										
An accident book must be kept										
Disabled employees must be provided with adapted work facilities										
4(b)	<p>An Ascobury Stores Limited manager wants to collect personal information from customers. This activity is covered by the Data Protection Act.</p> <p>Tick the <u>two</u> statements below which are correct requirements if the supermarket is to operate within the terms of the Data Protection Act.</p> <p>The two correct statements are:</p> <ul style="list-style-type: none"> • Each customer must agree to have data collected • The data must be kept up to date <p>1 mark for each of two correct answers.</p>	[2]								
4(c)	<p>Ascobury Stores Limited would like to obtain information from a local council to help understand why it has refused permission for the business to build a new supermarket.</p> <p>Name the law which entitles Ascobury Stores Limited to ask for this information.</p> <p>Freedom of Information (Act)</p> <p>1 mark for the correct answer.</p>	[1]								

Question Number	Answer	Max Mark
4(d)	<p>Explain how the Computer Misuse Act helps to protect <u>customer data</u>.</p> <p>Possible answers:</p> <ul style="list-style-type: none"> • Makes it illegal to use data for unauthorised purposes • unauthorised users of data face fines... • ...or imprisonment... <p>So people are less likely to misuse personal data 1 mark for a valid reason and up to two marks for development/explanation</p> <p><i>Example response:</i> <i>“The act makes it illegal to gain unauthorised access to a computer (+1), if caught offenders face a fine (+1), this acts as a deterrent (+1).”</i></p> <p>Accept any other reasonable explanation</p>	[3]
4(e)*	<p>Assess the impact on business organisations such as Ascobury Stores Limited of complying with health and safety legislation.</p> <p>Possible impact:</p> <ul style="list-style-type: none"> • Need for compliance actions, e.g. <ul style="list-style-type: none"> ○ Keeping an accident book ○ Providing safe equipment ○ Providing healthy working practices ○ Make staff aware of rights/responsibilities • Fines/imprisonment/bad publicity if laws broken • Overall business impact: <ul style="list-style-type: none"> ○ May need to employ staff to implement the legislation ○ May increase costs/reduce profits <p>Answers must relate to the impact on the business.</p> <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Relevant points identified/described with basic communication. The response lacks organisation, structure and accuracy of spelling, punctuation and grammar.</p> <p>Level 2 (3-4 marks): Relevant points analysed, e.g. by describing the impact, with adequate communication. The response is adequately organised, structured and with some errors of spelling, punctuation and grammar.</p> <p>Level 3 (5-6 marks): Relevant points evaluated, e.g. by an assessment of the overall business impact, with effective communication through discussion. The response is well organised, structured, with few errors in spelling, punctuation and grammar.</p>	[6]

	<p><i>Example response:</i> “Businesses such as Ascobury Stores Limited are required to provide a safe working environment for their employees and customers (L1) and keep an accident book (L1) because otherwise they can be investigated by the Health and Safety Executive and face large fines (L2) or even imprisonment for their Directors (L2). It is very important to follow the legislation (L3) because, ultimately, a business that does not follow health and safety legislation can be shut down (L3).”</p> <p>Accept any other reasonable explanation.</p>	
<p>5(a)</p> <p>(i)</p>	<p>Study the newspaper article below and answer the questions which follow.</p> <p>Explain <u>one</u> benefit to the <u>local community</u> of this sponsorship deal.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Better football team • Improved local facilities <p>1 mark for a valid benefit to the local community plus 1 mark for development/explanation.</p> <p><i>Example response:</i> “The community will benefit because the local team will receive £15,000 (1). This will result in improved sports facilities in the local area (+1).”</p> <p>Accept any other reasonable explanation.</p>	<p>[2]</p>
<p>(ii)</p>	<p>Explain <u>one</u> benefit to <u>Ascobury Stores Limited</u> of this sponsorship deal.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • Advertising • Improved standing in local community <p>1 mark for a valid benefit to the business plus 1 mark for development/explanation.</p> <p><i>Example response:</i> The business will become more well known in the local area (1) so more customers are likely to buy from them (+1)</p> <p>Accept any other reasonable explanation.</p>	<p>[2]</p>

Question Number	Answer	Max Mark
(iii)	<p>Explain <u>one</u> drawback to <u>supermarket customers</u> of this sponsorship deal.</p> <p>Possible drawbacks include:</p> <ul style="list-style-type: none"> • Cost of sponsorship results in higher prices • Supermarket may not be able to afford other improvements e.g. to the store <p>1 mark for a valid drawback to the customers plus 1 mark for development/explanation.</p> <p><i>Example response:</i> <i>“The sponsorship deal costs the business money (1) so it might have to put up prices to get it back (+1)”</i></p> <p>Accept any other reasonable explanation.</p>	[2]
<p>5(b)</p> <p>(i)</p> <p>(ii)*</p>	<p>Study the newspaper article below and answer the questions which follow.</p> <p>State <u>three</u> actions which Ascobury Stores Limited could take to reduce the amount of waste it creates.</p> <p>Possible actions include:</p> <ul style="list-style-type: none"> • Use less packaging • Recycle more • Use recyclable bags • Stop issuing plastic bags to customers <p>Reward other valid actions. 1 mark for each of three valid actions.</p> <p>Assess the impact on a business such as Ascobury Stores Limited of taking action to reduce its impact on the environment.</p> <p>Possible impact includes:</p> <ul style="list-style-type: none"> • Cost of recycling • Need to have recycling bins • Some customers may not like not being given plastic bags • Increased business costs • Positive impact on customers of the action • Impact on profits (either up or down, depending on the overall impact) <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 (1-2 marks): Relevant points identified/described with basic communication. The response lacks organisation, structure and accuracy of spelling, punctuation and grammar.</p> <p>Level 2 (3-4 marks): Relevant points analysed, e.g. by describing the impact with adequate communication. The response is adequately organised, structured and with some errors of spelling, punctuation and grammar.</p>	[3]
		[6]

	<p>Level 3 (5-6 marks): Relevant points evaluated, e.g. by an assessment of the overall business impact with effective communication through discussion. The response is well organised, structured, with few errors in spelling, punctuation and grammar.</p> <p><i>Example response:</i> <i>“The business will have to make sure that it recycles more of its waste (L1) which might increase its costs (L1) because it will cost them money to send their waste to a recycling facility (L2). On the other hand recycling is seen as a good thing (L1) so it will improve their corporate image (L2). I believe that recycling will have a positive impact on the business as more people will shop with them (L3) if they see that it is taking action to reduce its environmental impact (L3).”</i></p> <p>Accept any other reasonable explanation.</p>	
<p>6</p> <p>(a)</p> <p>(i)</p>	<p>Ascobury Stores Limited works hard to have good relationships with its customers and be more competitive than other supermarket chains.</p> <p>Study the following data and answer the questions which follow.</p> <p>Is Ascobury Stores Limited becoming more or less competitive? Explain your answer.</p> <p>More competitive. Reasons include:</p> <ul style="list-style-type: none"> • Market share is increasing • So sales are probably increasing • So the business is selling more than its competitors <p>Reward other valid reasons.</p> <p>One mark for each of three valid reasons, but also award marks for developed points, e.g. for explaining what the data means or what it signifies.</p> <p><i>Example response:</i> <i>“The business is becoming more competitive because its market share is increasing (1), this means it is probably selling more products than its rivals (+1) and this might be because they are cheaper (+1)”</i></p> <p>Accept any other reasonable explanation.</p>	[3]
(ii)	<p>State <u>three</u> actions a business such as a supermarket can take to be more competitive than its rivals.</p> <p>Possible actions:</p> <ul style="list-style-type: none"> • Lower prices • Better products • Greater range of products • More convenient location • More convenient opening times <p>Reward other valid actions.</p> <p>One mark for each of three valid actions.</p>	[3]

Question Number	Answer	Max Mark
6(b)	<p>Ascobury Stores Limited would like to find out about the quality of its customer service.</p> <p>State <u>three</u> methods which Ascobury Stores Limited can use to obtain this information.</p> <p>Possible methods:</p> <ul style="list-style-type: none"> • Questionnaires • Interviews • Focus groups • Secret shopper surveys • Observe staff interacting with customers <p>Reward other valid methods.</p> <p>One mark for each of three valid methods.</p>	[3]
6(c)	<p>Analyse <u>two</u> benefits to <u>Ascobury Stores Limited</u> of having good customer relations.</p> <p>Possible benefits include:</p> <ul style="list-style-type: none"> • More competitive than its rivals • More customers • Customers return to the store (repeat business) • Increased income/profits <p>Reward other valid benefits to the business.</p> <p>1 mark for each of two valid benefits to the business plus up to four marks for analysis (could all be awarded for the analysis of a single point).</p> <p><i>Example response:</i></p> <p><i>“Good customer relations can result in more satisfied customers (1) who keep coming back to the supermarket (+1) resulting in greater income for the business (+1) and so probably higher profits (+1)”</i></p> <p>Accept any other reasonable explanation</p>	[6]
Paper Total		[90]

Assessment Objectives Grid (includes QWC*)

Question	AO1 marks	AO2 marks	AO3 marks	Total
1	5	4	6	15
2	5	8	2	15
3*	1	7	7	15
4*	8	3	4	15
5*	8	3	4	15
6	8	3	4	15
	35	28	27	90

SPECIMEN