

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE

A265/01

**BUSINESS AND COMMUNICATION
SYSTEMS**

**Businesses and their
Communication Systems**

TUESDAY 25 JUNE 2013: Morning

**DURATION: 1 hour 30 minutes
plus your additional time allowance**

MODIFIED ENLARGED

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

A calculator may be used.

A calculator may be used for this paper
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READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**
- **Use black ink. HB pencil may be used for graphs and diagrams only.**
- **Answer ALL the questions.**
- **Read each question carefully. Make sure you know what you have to do before starting your answer.**
- **Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).**
- **Do ALL calculations and rough work in this booklet. Cross out any work you do not wish the Examiner to mark.**

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 90.
- The marks allocated and the spaces provided for your answers are a good indication of the length of answers required.
- You may use diagrams wherever they will help to answer a question.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- You may NOT use a dictionary.
- Any blank pages are indicated.

SCENARIO

Doctors International is a large charity based in Manchester. It provides medical support to countries which have experienced major disasters such as earthquakes or floods. The charity was founded by a group of doctors in 1978. You work in the Manchester head office.

- 1 (a) You have been given a letter to check for errors before it is sent to a group of fundraisers. Part of the letter is shown below.**

The text of the document contains six spelling errors. One of the spelling errors has already been circled. Circle the FIVE remaining spelling errors.

In September we will be holding another one of our successfull national fundraising weeks. This yeer's event will be called 'Sponser a Doctor'. As a valued fundraiser your invited to a special event to be held in London. The event will be hosted by a famous celebrity and we expect covrage by national newspapers and television companys.

[5]

(b) Explain TWO benefits to an organisation such as Doctors International of checking all letters before they are posted.

1 _____

2 _____

[4]

**(c) All letters received by Doctors International are stored using a manual filing system.
The method used to store the letters is by order of date received.**

(i) State TWO other methods which could be used to file the letters.

1 _____

2 _____

[2]

(ii) State TWO DRAWBACKS to an organisation such as Doctors International of using a manual filing system.

1 _____

2 _____

[2]

(iii) Explain ONE BENEFIT to an organisation such as Doctors International of using a manual filing system.

[2]

2 (a) Doctors International is a charitable organisation.

Explain ONE benefit to an organisation such as Doctors International of operating as a charity.

[2]

(b) Doctors International has a website where people can donate money, as well as buy products such as t-shirts and coffee mugs. The organisation is interested in the level of customer satisfaction amongst its customers.

State THREE methods an organisation such as Doctors International could use to find out how satisfied customers are with PURCHASES made from Doctors International.

1

2

3

[3]

- (c) Doctors International is uncertain whether the level of donations it currently receives from the public will stay the same or will drop in the future.**

Explain TWO ways in which this uncertainty about future donations may affect an organisation such as Doctors International.

1 _____

2 _____

[4]

(d)* Like most organisations, Doctors International is in competition with other charities and businesses to receive money from the public.

Recommend which ONE of the following two methods would be the best way for Doctors International to increase the amount of money it receives from the public:

a fundraising campaign on national television

a new range of clothes for sale which will feature the Doctors International logo.

Give reasons for your recommendation, explaining why you have rejected the other method. [6]

- 3 (a) The activities of Doctors International and its employees are affected by government legislation, which include the following:**

Copyright Designs and Patents Act

Data Protection Act

Supply of Goods and Services Act

Health and Safety at Work Act

Employment Act

Computer Misuse Act.

Read the following five scenarios and decide which ONE of the above six acts applies in each scenario.

Write the name of the relevant act in the space provided.

Scenario		Act
i	An employee of Doctors International has an accident at work which was caused by a faulty electrical switch.	
ii	New customers who purchase products from Doctors International's website must be asked whether or not they wish to receive email information from Doctors International.	

iii	Products sold on Doctors International's website must match the product's description.	
iv	Text and images have been copied from Doctors International's website and used on another website without permission.	
v	All employees of Doctors International are entitled to receive paid leave following the birth of their child.	

[5]

(b) (i) State TWO DRAWBACKS to an organisation such as Doctors International of complying with health and safety legislation.

1 _____

2 _____

[2]

- (ii) Explain ONE BENEFIT to an organisation such as Doctors International of complying with health and safety legislation.**

[2]

- (c) Organisations are increasingly being encouraged to operate in a socially responsible way.**

Assess the likely impact on organisations such as Doctors International of NOT acting in a socially responsible way. [6]

- 4 (a) Twice a year, Doctors International produces a short video publicising its recent charitable work. You have been asked to help produce the next edition of the video.**

Name ONE:

input device which could be used to capture moving images for the video

input device which could be used to capture sound for the video

output device which could be used to view the video

output device which could be used to listen to the soundtrack of the video.

[4]

(b) It has been decided to store the only copy of the video on a USB flash device (memory stick).

(i) State TWO DRAWBACKS of using a USB flash device (memory stick) to store the video.

1 _____

2 _____

[2]

(ii) State TWO BENEFITS of using a USB flash device (memory stick) to store the video.

1 _____

2 _____

[2]

(c) Doctors International employs a small number of fundraisers whose job is to work with other organisations and wealthy individuals in order to raise money for the charity. They are provided with laptop computers. Some of these fundraisers have asked Doctors International if they can return their laptops and have them replaced with smartphones.

(i) State TWO features of a smartphone which could help a FUNDRAISER at an organisation such as Doctors International carry out their work.

1 _____

2 _____

[2]

(ii) State TWO DRAWBACKS to an ORGANISATION such as Doctors International of providing staff with smartphones.

1 _____

2 _____

[2]

- (iii) It has been suggested that instead of replacing laptops with smartphones, fundraisers are given a tablet computer instead.**

State ONE BENEFIT to a user of using a tablet computer instead of a laptop computer.

[1]

- (iv) Explain ONE DRAWBACK to a user of using a tablet computer instead of a laptop computer.**

[2]

5 (a) Access to Doctors International's head office computer network is restricted in a number of ways.

(i) Explain how USERNAMES are used to restrict access to a computer network.

[3]

(ii) Explain how ACCESS RIGHTS are used to restrict access to a computer network. [3]

(b) Data on Doctors International's head office website is currently backed-up once a week.

Explain why it is NOT a good idea for an organisation such as Doctors International to back-up data once a week.

[3]

(c)* Currently, back-up data at Doctors International is stored on magnetic tape. The Network Manager, would like to introduce a new method of backing-up the data stored on the head office computer network.

Recommend which ONE of the following two methods would be the best way for Doctors International to back-up the data stored on the head office computer network:

portable external hard disk drives stored in the head office

a remote back-up service, transferring data via the Internet.

Give reasons for your recommendation, explaining why you have rejected the other method. [6]

6 (a) Doctors International's website has been very popular with its users.

(i) Which ONE of the following items of hardware would enable a computer to connect to the Internet? Place a tick in the correct box.

Hardware	Tick (✓)
Data Projector	
Modem	
Scanner	

[1]

(ii) Which ONE of the following items of software would enable a computer to display web pages? Place a tick in the correct box.

Software	Tick (✓)
Browser	
Slide Show Viewer	
Desktop Publisher	

[1]

- (iii) Which ONE of the following items of software would NOT help to protect a computer from unauthorised access to its data whilst connected to the Internet? Place a tick in the correct box.

Software	Tick (✓)
Firewall	
Anti-spyware	
Printer Manager	

[1]

- (b) A visitor to Doctors International's website wishes to donate money to the charity. The visitor sees the following statement on the website:**

We use data encryption to make sure that your payment information is received securely.

- (i) Which ONE of the following items would NOT usually be seen when visiting a web page which uses data encryption? Place a tick in the correct box.**

Item	Tick (✓)
'https' at the start of the website address	
Padlock symbol	
Encryption key symbol	

[1]

(ii) Explain how data encryption can help ensure that data is communicated securely.

[3]

(c) Apart from the use of data encryption, state TWO other actions a visitor to Doctors International's website could take to help ensure that any data which they enter onto the web page is kept secure.

1

2

[2]

- (d) Like many other business organisations, Doctors International must comply with data protection legislation.**

Assess the impact on organisations such as Doctors International of NOT complying with data protection legislation. [6]

[illegible]

END OF QUESTION PAPER

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