

General Certificate of Secondary Education

A267

Business and Communication Systems

Unit A267: ICT skills for business
communication systems

Specimen Paper

This is a computer based assessment

Time: 1 hour

Additional materials:

Data files

INSTRUCTIONS TO CANDIDATES

- Read each task carefully and make sure you know what you have to do before starting each task.
- Complete **all** the tasks.

INFORMATION FOR CANDIDATES

- The number of marks for each task is given in brackets [] at the end of each task.
- The total number of marks for this paper is 60.

INSTRUCTIONS TO TEACHERS

- OCR has also issued data files to centres through Interchange to accompany this question paper.
- The minimum software requirement for your centre to be able to run this examination is Office 2003, which must include Access, Excel, PowerPoint and Word.
- It is the responsibility of your centre to ensure that the software is available to all candidates on the day of this timetabled examination.

This document consists of **6** printed pages.

Complete **all** tasks.

All printouts of your work should show:-

Candidate name

Candidate number

Centre number

Unit code

Task number

You are advised to allocate the following amounts of time to each task:-

Task 1: **40 minutes**

Task 2: **20 minutes**

Background/Scenario

You have recently been appointed as the Marketing Manager of The Palace Theatre, Nottingham. You have booked the group McWasp to appear at the theatre on [*date to be stated by OCR for live exam*].

Task 1 – Database

The theatre already uses a computerised database to store a mailing list of contact details of customers who want to be kept informed of forthcoming events.

It is important for records to be kept up to date.

RECALL the file **MAILING LIST** and make the following amendments.

- (a) Delete the record for Mr & Mrs D Simmons as they have emigrated to Australia. [1]
 Miss Sherratt has married and her new surname is Mrs Deakin. [2]
 Mr & Mrs J Losinski have moved to 17 Lincoln Avenue, Mansfield, NG12 3DL. [3]

Three members of the public have telephoned and wish to be added to the mailing list.

- (b) Add these details to your database.
 Miss S Swales, 73 Adam Street, Mansfield, NG30 2TG, drama. [5]
 Mr J Pytlakowski, 43 Sherwood Park, Mansfield, NG31 6LY, music. [5]

SAVE a copy of the table as **MAILING LIST 1**.

RECALL the file **MAILING LIST 1**.

- (c) Sort the database into ascending order of last name. [2]
 (d) **PRINT** one copy of the file.

At present the only contact details you have are the addresses of customers. However, if you wish to contact customers quickly, it would be beneficial to use the telephone. You have decided, therefore, to include these in your database wherever possible.

- (e) **RECALL** the file **MAILING LIST 1** and using an appropriate data type, insert a field called "telephone number" after the field "post code". [3]

The following customers have provided you with their telephone numbers.

- (f) Update the database to show this information.

Mr & Mrs Beattie	01643 999778
Mr Springett	01225 931122
Mr Paton	01999 117634

PRINT one copy of the file. [3]

SAVE a copy of the table as **MAILING LIST 2**. [1]

- (g) **PRINT** one landscape copy of **MAILING LIST 2** on one page. [2]

It would be useful to have a list of the names and telephone numbers of all customers in ascending order of last name.

(h) **CREATE** a report called **TELEPHONE NUMBERS** to show:-

- the field headings: title, last name, telephone number;
- the database sorted into ascending order of last name;
- correct report title.

[3]

PRINT one copy of the report.

(i) It will be necessary to write to customers to promote this event. You will see that Mr Pytlakowski is interested in music events. **RECALL** the word processing file **TEMPLATE** which is The Palace Theatre's letter heading. Write a letter to him, using fully blocked style and open punctuation, advising him of the following details:

- Date of event (*date to be stated by OCR for live exam*);
- Prices – Adults £25.00, Concessions £17.50;
- Name of Act – McWasp;
- Time – 7.00pm.

SAVE the file as **LETTER 1** and **PRINT** one copy.

[11]

[Total: 41]

Task 2 – Memorandum

You realise that it would be more appropriate to use the mail merge facility to produce the letter in Task 1. The Theatre Manager, Jack Setchfield, is not aware of the term 'mail merge'.

CREATE a new Word document. Using the correct layout, write a memorandum to Jack Setchfield, assessing the benefits and drawbacks to The Palace Theatre of using the mail merge facility to produce this letter.

SAVE the file as **MEMORANDUM** and **PRINT** one copy.

For layout and format of the memorandum [7]

For the assessment of the benefits and drawbacks of using mail merge [12]

[Total: 19]

[Paper Total: 60]

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

**BUSINESS AND COMMUNICATION
SYSTEMS**

A267

Unit A267: ICT skills for business communication
systems

Specimen Mark Scheme

The maximum mark for this paper is 60.

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Question Number	Answer	Max Mark
<p>Task 1</p>	<p>Database Marks <u>will not</u> be allocated if the work of a candidate has</p> <ul style="list-style-type: none"> • input errors, e.g. spelling errors, • or the candidate has not followed instructions e.g. “<u>delete the record.</u>” <p>(a) Delete the record for Mr & Mrs D Simmons as they have emigrated to Australia. Miss Sherratt has married and her new surname is Mrs Deakin. Mr & Mrs J Losinski have moved to 17 Lincoln Avenue, Mansfield NG12 3DL. One mark for deletion of correct record. One mark for correct amendment of each item. One mark for correct insertion of each item.</p> <p>(b) Three members of the public have telephoned and wish to be added to the mailing list. Add these details to your database. (Miss S Swales) (73 Adam Street) (Mansfield) (NG30 2TG) (drama). (Mr J Pytlakowski) (43 Sherwood Park) (Mansfield) (NG31 6LY) (music). SAVE a copy of the table as MAILING LIST 1. One mark for the correct insertion of each of the ten items.</p> <p>(c) RECALL the file MAILING LIST 1. Sort the database into ascending order of last name. One mark if the database is sorted but on an incorrect field, or descending order. Two marks if the database is sorted into ascending order of last name.</p> <p>(d) PRINT one copy of the file. The layout of the printout can either be portrait or landscape.</p>	<p>[6]</p> <p>[10]</p> <p>[2]</p>

Question Number	Answer	Max Mark						
(e)	<p>At present the only contact details you have are the addresses of customers. However, if you wish to contact customers quickly, it would be beneficial to use the telephone. You have decided, therefore, to include these in your database wherever possible. RECALL the file MAILING LIST 1 and using the appropriate data type, insert a field called “telephone number” after the field “post code”.</p> <p>One mark for each of the following:</p> <ul style="list-style-type: none">• correct data type for the new field “telephone number”;• inserting a field called “telephone number”;• inserting the new field <u>after</u> the field “post code”.	[3]						
(f)	<p>The following customers have provided you with their telephone numbers.</p> <p>Update the database to show this information.</p> <table><tr><td>Mr & Mrs Beattie</td><td>01643 999778</td></tr><tr><td>Mr Springett</td><td>01225 931122</td></tr><tr><td>Mr Paton</td><td>01999 117634</td></tr></table> <p>PRINT one copy of the file.</p> <p>SAVE a copy of the table as MAILING LIST 2.</p> <p>One mark for updating correctly each of the three telephone numbers.</p> <p>One mark for a printout of the correct information. The layout of the printout can either be portrait or landscape.</p>	Mr & Mrs Beattie	01643 999778	Mr Springett	01225 931122	Mr Paton	01999 117634	[4]
Mr & Mrs Beattie	01643 999778							
Mr Springett	01225 931122							
Mr Paton	01999 117634							
(g)	<p>PRINT one landscape copy of MAILING LIST 2 on one page.</p> <p>One mark for a “landscape” printout.</p> <p>One mark for “on one page” printout</p>	[2]						
(h)	<p>It would be useful to have a list of the names and telephone numbers of all customers in ascending order of last name. CREATE a report called TELEPHONE NUMBERS to show:-</p> <ul style="list-style-type: none">• the field headings: title, last name, telephone number• the database sorted into ascending order of last name• correct report title <p>PRINT one copy of the report.</p> <p>One mark for each of the following:</p> <ul style="list-style-type: none">• a report showing the field headings “title, last name, telephone number”;• the database sorted into ascending order of last name;• the correct report title displayed.	[3]						

Question Number	Answer	Max Mark
(i)	<p>It will be necessary to write to customers to promote this event. You will see that Mr Pytlakowski is interested in music events. RECALL the word processing file TEMPLATE which is The Palace Theatre's letter heading. Write a letter to him, using fully blocked style and open punctuation, advising him of the following details:</p> <ul style="list-style-type: none"> • Date of event (<i>date to be stated by OCR for live exam</i>) • Prices – Adults £25.00, Concessions £17.50 • Name of Act - McWasp • Time – 7.00pm <p>SAVE the file as LETTER 1 and PRINT one copy.</p> <p>Marks <u>will not</u> be allocated if the work of a candidate has:</p> <ul style="list-style-type: none"> • input errors e.g. spelling errors, incorrect transcriptions; • or the candidate has not followed instructions, e.g. "<u>use fully blocked style</u>". <p>One mark for each of the following:</p> <ul style="list-style-type: none"> • using the letter heading; • fully blocked; • open punctuation; • letter dated correctly (this will be the date of the exam); • correct addressee; • correct address; • salutation and complimentary close match. A mark <u>will not</u> be awarded if the salutation is • Dear First Name Last Name or if Yours faithfully is used; • date of event (<i>date to be stated by OCR for live exam</i>); • name of Act - McWasp; • price details - Adults £25, Concessions £17; • time – 7.00 pm. 	[11]

Question Number	Answer	Max Mark
<p>Task 2</p>	<p>Memorandum</p> <p>You realise that it would be more appropriate to use the mail merge facility to produce the letter in Task 1. The Theatre Manager, Jack Setchfield, is not aware of the term 'mail merge'.</p> <p>CREATE a new Word document. Using the correct layout, write a memorandum to Jack Setchfield, assessing the benefits and drawbacks to The Palace Theatre of using the mail merge facility to produce this letter.</p> <p>SAVE the file as MEMORANDUM and PRINT one copy.</p> <p>Layout and format of the memorandum:</p> <p>One mark for each of the following:</p> <ul style="list-style-type: none"> • memo or Memorandum as heading; • to – Jack Setchfield; • theatre manager; • from – Candidate's name; • job title; • date – date of examination; • appropriate title or reference. <p>For the assessment of the benefits and drawbacks of using mail merge.</p> <ul style="list-style-type: none"> • The data source is already available – either as database or spreadsheet. • Saves time. • Have to have data source available – time taken to input original data. • Implications of incorrect data being used. • Data source has to be kept up-to-date. • Multiple copies of standard letter/document can be produced. • Opportunity to select any appropriate merge fields. • Customers may see the letter as junk mail. • Can lack the personal touch. • Can print out selective documents. • Can be used for other mail shots such as leaflets/flyers. <p>0 marks – no response or no response worthy of credit.</p> <p>Level 1 1-4 marks – Relevant points identified/described. Must have at least one example of benefits or drawbacks.</p> <p>Level 2 5-8 marks – Relevant points analysed, e.g. by explaining the benefits/drawbacks.</p>	<p>[7]</p>

	<p>Level 3 9-12 marks – Relevant points evaluated, e.g. by summarising the overall impact on the theatre.</p> <p><i>Example response:</i> <i>“There are a number of benefits of using mail merge. Using mail merge saves time compared with writing each letter individually (L1); this is because all the user has to do is create the standard letter and then merge in the personalised information from a database (L2). There is less chance of getting the customer’s details wrong (L1) because if they are correct in the database then they will be correct in the letter (L2). On the other hand there are drawbacks. Mail merge makes it easier to send out junk mail (L1) which wastes paper and some customers don’t like to receive it (L2). However, mail merge is overall a useful and easy to use business tool (L3) that many businesses use because it saves them time and money compared with creating individual letters (L3).”</i></p> <p>Accept any other reasonable explanation.</p>	[12]
	<p style="text-align: right;">Paper Total</p>	[60]

Assessment Objectives Grid

Task	AO1	AO2	AO3	Total
1	17	24	0	41
2	7	0	12	19
Totals	24	24	12	60