

Tuesday 26 June 2012 – Morning

GCSE BUSINESS AND COMMUNICATION SYSTEMS

A265/01 Businesses and their Communication Systems

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

- A calculator may be used.

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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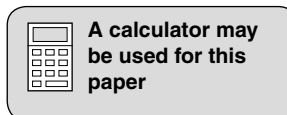
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. 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.
- Do **not** write in the bar codes.

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.
- This document consists of **20** pages. Any blank pages are indicated.



Scenario

E-Z Phones Ltd sells mobile phones to personal and business customers. The business was started by Trevor Engels in 1999 when he set up a stall on Ipswich market. Today, E-Z Phones Ltd has stores throughout the east of England. You work in the company’s head office in Ipswich. Part of your work involves giving advice and support to Trevor.

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

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

We are very glad to hear that you had such a wonderful time when you you visited our store in Cambridge last week. I have passed on your kind words to the store manger Mrs Jones and I am sure that she will let her colleagues now that they are doing such a wonderful job.

[5]

- (b) (i) State **two** drawbacks to **E-Z Phones Ltd** of checking **all** letters before they are sent to customers.

1

2 [2]

- (ii) State **two** benefits to **E-Z Phones Ltd** of checking **all** letters before they are sent to customers.

1

2 [2]

2 (a) E-Z Phones Ltd has recently opened a new store in Norwich. You have been asked to produce a leaflet which will advertise the new store. The leaflet will need to include a range of images and text.

Name **one**:

- input device you could use to enter text onto the leaflet.
.....
- output device you could use to view the leaflet whilst you are editing it.
.....
- output device you could use to create a paper copy of the leaflet.
.....
- input device you could use to take an image of the new store.
.....
- device you could use to put a copy of the image of the new store onto your computer.
.....

[5]

(b) The head office computer network at E-Z Phones Ltd consists of a number of desktop computers. Fatima, the head office network manager, is considering replacing the desktop computers with laptop computers.

(i) State **three** differences between a desktop computer and a laptop computer.

- 1
 - 2
 - 3
- [3]

(ii) Explain **two** benefits to business organisations such as E-Z Phones Ltd of replacing desktop computers with laptop computers.

1

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..... [4]

(c) Products which are for sale at E-Z Phones Ltd's stores contain a barcode on their outer packaging. When a customer wishes to purchase an item, the data on the barcode is input into the store's electronic point of sale (EPOS) system.

(i) Name the device used to capture the data stored on the barcode.

..... [1]

(ii) State **two** benefits to business organisations such as E-Z Phones Ltd of using electronic point of sale (EPOS) systems.

1

.....

2

..... [2]

[Total: 15]

- 3 (a) (i) Trevor Engels started E-Z Phones in 1999 as a sole trader. Which **one** of the following is an accurate statement about a 'sole trader'? Place a tick in the correct box.

Statement	Tick (✓)
A business with several shareholders	
A business owned jointly by two people	
A business owned by a single person	

[1]

- (ii) In 2003 Trevor changed his business to a private limited company. Which **one** of the following is an accurate statement about a 'private limited company'? Place a tick in the correct box.

Statement	Tick (✓)
Shares can be bought by anyone on the London Stock Exchange	
A private limited company cannot become bankrupt	
A private limited company must have at least one shareholder	

[1]

- (b) One benefit to Trevor of changing his business from a sole trader into a private limited company is that the business now has limited liability.

Explain how limited liability is of benefit to a business owner such as Trevor.

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

- (c) In recent years, Trevor has discussed the possibility of changing E-Z Phones Ltd into a public limited company (plc).

Explain **one** drawback to the owners of a private limited company of changing it into a public limited company (plc).

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..... [3]

- (d) Trevor believes that a business can only succeed if all its employees understand how important customers are to its success. When Trevor meets a new employee for the first time he likes to ask them the following:

“Tell me **one** reason why customers are vital to the success of E-Z Phones Ltd.”

How would you reply to Trevor if he asked you why customers are vital to the success of E-Z Phones Ltd?

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

4 E-Z Phones Ltd displays the following statement in its stores:

E-Z Phones Ltd is a socially responsible business.
We always aim to operate in an ethical way.

- (a) (i) Which **one** of the following is an accurate definition of a 'socially responsible business'? Place a tick in the correct box.

Definition	Tick (✓)
A business which only employs adults	
A business which chooses not to make a profit	
A business which aims to have a positive impact on the people affected by its actions	

[1]

- (ii) Which **one** of the following is an accurate definition of 'ethics'? Place a tick in the correct box.

Definition	Tick (✓)
The rules which help to decide if an action is right or wrong	
The benefits which result from making good decisions	
A method of making decisions based on the wishes of the majority of people	

[1]

- (c) (i) Apart from actions to reduce its impact on the environment, state **three** actions which a business organisation such as E-Z Phones Ltd could take in order to operate in a socially responsible manner. Explain how each action would help make E-Z Phones Ltd more socially responsible.

Action 1

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How it would help

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Action 2

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How it would help

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Action 3

.....

How it would help

.....

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..... [6]

- (ii) State **one drawback** to a business such as E-Z Phones Ltd of **not** acting in a socially responsible way.

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..... [1]

[Total: 15]

- 5 (a) E-Z Phones Ltd is required to comply with a wide range of legislation passed by the United Kingdom government.

State **three** actions which business organisations such as E-Z Phones Ltd must take in order to comply with data protection legislation.

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- (b) Explain **two** ways in which consumer protection legislation helps to protect the interests of customers of E-Z Phones Ltd.

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..... [4]

- (c) State **two** actions an employee of E-Z Phones Ltd should take whilst using electrical equipment in order to ensure the health and safety of their fellow workers.

1

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..... [2]

(d) Assess the impact of complying with employment legislation on business organisations such as E-Z Phones Ltd.

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[6]

[Total: 15]

6 (a) Employees of E-Z Phones Ltd who use its head office network are given a password.

(i) State **one** other item of information employees would normally need to provide in order to log onto the network.

..... [1]

(ii) A colleague, Sandra Maynard, uses the following password: sandra. Sandra has written her password on a piece of paper which she keeps next to her computer.

State **one** reason why Sandra’s choice of password is **not** a good one.

..... [1]

(iii) State **one** reason why it is **not** a good idea for Sandra to keep a written note of her password.

..... [1]

(b) Fatima, the head office network manager at E-Z Phones Ltd, uses a range of different security measures to help restrict access to the head office network.

Four of the security measures she uses are listed below:

- firewall
- anti-virus software
- anti-spam filter
- data encryption.

In each of the following situations, which **one** of the four security measures listed above would be used? Write your answers in the table below.

Situation	Security measure
Scan documents to make sure they are safe to use on a computer system	
Scramble information into a code	
Automatically put emails from unknown sources into a separate folder	

[3]

- (c) Fatima has introduced security measures to help prevent unauthorised people from gaining **physical** access to one of the head office computers.

State **three** methods which can be used to help prevent **physical** access to E-Z Phones Ltd's head office computers.

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..... [3]

17
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18
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