

GENERAL CERTIFICATE OF SECONDARY EDUCATION
BUSINESS AND COMMUNICATION SYSTEMS
(Higher Tier)

1950/02

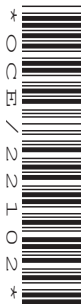
Candidates answer on the Question Paper

OCR Supplied Materials:
None

Other Materials Required:
• Calculators may be used

Thursday 17 June 2010
Morning

Duration: 2 hours



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly 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 that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Do **all** calculations and rough work in this booklet. Cross out any work you do not wish the Examiner to mark.
- 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).

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 **100**.
- The marks allocated and the spaces provided for your answers are a good indication of the length of answers required.
- The Quality of your Written Communication will be taken into account when marking your answers to questions labelled with an asterisk(*).
- You may use diagrams wherever they will help to answer a question.
- You may **not** use a dictionary.
- This document consists of **20** pages. Any blank pages are indicated.



**A calculator may
be used for this
paper**

Scenario

You work as an administrative assistant at Galaxy Screens Limited. The business operates a chain of cinemas in the west of England. You work at the head office in Plymouth. There are five other administrative assistants. You are all responsible to the head office manager, Jackie Springfield.

- 1 (a) Head office staff are given a username and password in order to log onto the head office computer network.

The current password system allows staff to create their own passwords and then change them if they so wish. Your current password is *galaxy*, because this is where you work.

Explain **one** way in which the password system could be improved.

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..... [2]

- (b) Head office staff are allowed to put copies of work-related computer files onto memory sticks to enable them to finish work at home.

How useful is it to **Galaxy Screens Limited** to allow head office staff to do this? Give reasons for your answer.

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2 (a) The Managing Director of Galaxy Screens Limited, Shirley Manson, is due to give a briefing at the next monthly meeting of cinema managers. Unfortunately, she will be unable to attend the meeting to give her briefing in person as she will be in New York. She is considering which would be the best method to use in order to deliver her message to the meeting.

..... [6]

..... [6+2]

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- 3 (a) Galaxy Screens Limited uses spreadsheet software to monitor sales in its cinemas. Part of one such spreadsheet is shown below.

	A	B	C	D
1	Cinema	Packets of popcorn sold	Price per packet	Sales income
2	Barnstaple	350	1.99	
3	Exeter	720	1.99	
4	Falmouth	650	1.99	
5	Plymouth	250	1.99	
6	Redruth	425	1.99	
7	Totals			

- (i) Write down the **formula** which will be used to carry out calculations in each of the following cells:

B7 =

D2 = [2]

- (ii) Explain why it is a good idea to use formulas in order to perform calculations in a spreadsheet.

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..... [3]

- (iii) Explain how you would improve the appearance of data in cells C2 to C6 in order to make the spreadsheet easier to understand.

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- (b) You have been asked to create a graph or chart to display the following data.

Top five films seen last month at Galaxy Screens Limited	Number of tickets sold
The Tiger King	15,350
Ocean's Twenty-seven	13,280
Papa Mia	12,725
Dude, where's my bike?	11,254
Catman and Starling	10,985

- (i) Identify which of the following types of graph or chart is most suited to display the data. Place a tick in the correct box.

Pie chart	
Line graph	
Bar chart	
Scatter graph	

[1]

- (ii) Give **one** reason for your choice of graph or chart.

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..... [1]

[Total: 9]

- 4 (a)** Galaxy Screens Limited will soon be launching a new website. Customers will be able to book cinema tickets on-line.

Assess the benefits and drawbacks to businesses such as Galaxy Screens Limited of allowing customers to book tickets on-line.

..... [6]

- (b) Galaxy Screens Limited's new website will have a section especially for teenagers. The cinema would like to collect personal information from teenagers, such as their gender, date of birth and films they have seen.

Is it right that businesses such as cinemas should collect and use personal information in order to inform customers of future events? Give reasons for your answer.

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[Total: 10]

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PLEASE DO NOT WRITE ON THIS PAGE

- 5 (a) You have been asked to write a letter to a customer. You have been given the following information.

Please send a letter to the following customer: Robert Calvert, 21 Lockheed Drive, Exeter, EX30 1ZZ. He wrote to us yesterday asking if he could use the Internet to book tickets at our cinemas. Please tell him that he will be able to do so from next month if he visits our website at www.galaxy-screens.co.uk.

Use the space on the **next page** to write the letter.

You **may** use the space below to draft your letter.

**Galaxy Screens Limited
25 The Avenue
Plymouth
Devon
PL66 7XZ**

**Telephone: 0900 345 978
Fax: 0900 345 979
Email: info@galaxy-screens.co.uk**

- (b) When creating letters on a word-processor, you always check your document for errors using the spell-check facility.

State **one** drawback of using a spell-check facility to check for errors in a document.

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 [1]

- (c) Galaxy Screens Limited is considering sending **all** letters in future by email instead of by post. It is aware that there are benefits and drawbacks of this decision.

How useful is it to **Galaxy Screens Limited** to send **all** letters by email? Give reasons for your answer.

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 [4]

[Total: 13]

- 6 (a) Head office staff are allowed to browse the Internet for personal purposes during their lunch break. Galaxy Screens Limited is aware that there are benefits and drawbacks of this policy and is considering whether it should continue.

How useful is it to **Galaxy Screens Limited** to allow head office staff to browse the Internet during their lunch break? Give reasons for your answer.

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..... [4]

(b) Galaxy Screens Limited has a staff consultative committee.

State and explain **two** benefits to **Galaxy Screens Limited** of having a staff consultative committee.

Benefit 1

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Explanation

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Benefit 2

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Explanation

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..... [4]

[6+2]

Turn over

- 7 You are responsible for organising and storing confidential customer data which has been collected for a new promotional campaign. The data is stored in a database on the head office computer network.

- (a) The network manager already has in place measures such as firewalls and door-locks to prevent unauthorised access to the head office network.

State **two** measures which can be introduced to prevent **existing network users** gaining access to unauthorised data.

Measure 1

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Measure 2

..... [2]

- (b) A customer has telephoned and has asked to be sent a copy of all her personal data held by Galaxy Screens Limited.

State **three** conditions which must be met before this personal data can be released to the customer.

Condition 1

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Condition 2

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Condition 3

..... [3]

- (c) You have been asked to send the same email message to a number of different customers. You have decided to use the 'blind carbon-copy' (bcc) facility to send the message.

State **one** way in which using the blind carbon copy facility will protect the privacy of customers who receive this message.

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..... [1]

- (d) All emails sent from Shirley Manson's Galaxy Screens Limited account include the following email signature.

*Shirley Manson
Managing Director
Galaxy Screens Limited*

The views expressed in this email are not necessarily those of Galaxy Screens Limited. If you receive this message in error, please forward a copy to the sender and delete this copy. Remember to visit our fantastic new website!

State and explain **one** benefit to businesses such as Galaxy Screens Limited of staff using email signatures.

Benefit

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Explanation

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..... [2]

[Total: 8]

- 8 (a) Galaxy Screens Limited is required to follow legislation designed to prevent the illegal use of pirated computer software.

Name the Act which makes it illegal to use pirated computer software.

..... Act [1]

- (b) Every six months the network manager carries out a software audit.

State **three** actions which are carried out as part of a software audit.

Action 1

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Action 2

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Action 3

..... [3]

[Total: 4]

- 9 The head office manager, Jackie Springfield, has been invited to give a talk at a conference for office managers in the west of England.

She has asked you to create an electronic slide show presentation to accompany her talk. You have decided to use presentation software to create the slide show.

- (a) State **two** actions which can be taken to test whether the slide show presentation is suitable for its audience.

Action 1

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Action 2

..... [2]

- (b) Assess the benefits and drawbacks to a presenter, such as Jackie Springfield, of using an electronic slide show to accompany a talk.

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- (c) The slide show presentation will need to conform to Galaxy Screens Limited's house style.

State **two** benefits to a **business** such as Galaxy Screens Limited of having a house style for business communications.

Benefit 1

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Benefit 2

..... [2]

[Total: 10]

- 10 (a) Galaxy Screens Limited has only one manager in each cinema responsible for all operations, including the management of staff. The responsibility for managing staff will be given to a new job-holder in each cinema: the Deputy Cinema Manager, who will report to the Cinema Manager.

How will this change the organisational structure of **Galaxy Screens Limited**? Give a reason for your answer.

Change

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Reason

..... [2]

..... [6

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RECOGNISING ACHIEVEMENT

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