

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**

**A265/01**

**BUSINESS AND COMMUNICATION  
SYSTEMS**

**Businesses and their Communication  
Systems**

**MONDAY 22 JUNE 2015: Afternoon**

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

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**None**

**OTHER MATERIALS REQUIRED:**

**A calculator may be used.**

<p><b>A calculator may be used for this paper</b></p>
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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.**

**Answer ALL the questions.**

## **SCENARIO**

**Fitness4Good Limited (Ltd) is based in Cambridge. It operates a number of gyms and fitness centres in the East of England. You work in the Cambridge head office.**

- 1 (a) You have been given some text to check for errors before it is put onto Fitness4Good Ltd's website. Part of the text is shown below.**

**We will begin puting the knew equipment into our fitness centres during Septembre. We will hopfully keep the disruption to a minnimum during this period. We hope that u will enjoy using the equipment.**

**The text contains six spelling errors. One of the spelling errors has already been circled.**

**Circle the FIVE remaining spelling errors. [5]**

**(b) You have been asked to create new content for the website page about the new fitness centre equipment.**

**(i) For EACH of activities 1, 2 and 3 in the table below, show which input device should be used by placing a tick (✓) in the correct box. Your completed answer should contain THREE ticks.**

<b>Device</b>	<b>Activity 1 Create a new photograph</b>	<b>Activity 2 Create a new sound-clip</b>	<b>Activity 3 Create a digital copy of an existing drawing</b>
<b>Camera</b>			
<b>Concept keyboard</b>			
<b>Microphone</b>			
<b>Scanner</b>			

**[3]**

- (ii) For EACH of activities 1, 2 and 3 in the table below, show which output device should be used by placing a tick (✓) in the correct box. Your completed answer should contain THREE ticks.

<b>Device</b>	<b>Activity 1 Listen to a sound clip</b>	<b>Activity 2 View a video clip</b>	<b>Activity 3 Create a paper copy of the website</b>
<b>Alarm system</b>			
<b>Monitor</b>			
<b>Printer</b>			
<b>Speaker</b>			

[3]

- (c) Shawaz, a new employee, needs to use a voice recognition system in order to communicate with his computer.**

## Describe how a voice recognition system works.

[illegible]

- 2 (a) Fitness4Good Ltd was started in 2006 by Shareen Tyler. Shareen started the business after she lost her job when the business where she was employed closed down.**

**Explain ONE reason why Shareen might have chosen to start her own business.**

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**[3]**



**(b) Fitness4Good Ltd is a private limited company (Ltd).**

**Explain ONE reason why Shareen might have chosen to set up Fitness4Good as a private limited company (Ltd).**

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**[3]**

**(c) Fitness4Good Ltd has a number of functional areas including a:**

**Marketing department**

**Human Resources department**

**Finance department.**

**(i) Describe ONE activity which could be carried out by the MARKETING department at Fitness4Good Ltd.**

**Activity** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[2]**

**(ii) Describe ONE activity which could be carried out by the HUMAN RESOURCES department at Fitness4Good Ltd.**

**Activity** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[2]**

- (iii) Describe ONE activity which could be carried out by the FINANCE department at Fitness4Good Ltd.**

**Activity** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[2]**

- (d) Fitness4Good Ltd aims to have over 90% of its customers 'very satisfied' with the quality of the service provided by the business.**

**Explain ONE reason why customer satisfaction is important to Fitness4Good Ltd.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[3]**

- 3 (a) Fitness4Good Ltd’s website contains the following statement:**

**“Unless stated otherwise, the copyright on all information on this website belongs to Fitness4Good Ltd”.**

**Explain the term ‘copyright’.**

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**[2]**

- (b) All members of Fitness4Good Ltd's fitness centres are asked to provide personal data such as their date of birth and contact details.**

**State THREE rights which data protection legislation gives members over their personal data held by Fitness4Good Ltd.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[3]**

- (c) Fitness4Good Ltd is required to provide a safe working environment for all its employees.**

**Describe TWO actions which Fitness4Good Ltd must take in order to help ensure that it provides a safe working environment for its employees.**

**1** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

- (d)\* Fitness4Good Ltd tries to operate in a socially responsible way.**

**Analyse the benefits and drawbacks to Fitness4Good Ltd of it operating in a socially responsible way.**

**[6]**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[illegible]

- 4 (a) Employees at Fitness4Good Ltd store data using a range of different types of storage device.**
- (i) Fitness4Good Ltd has chosen to give each of its employees a USB memory stick on which to store data.**

**Explain why Fitness4Good Ltd has chosen a USB memory stick as a suitable device for this purpose.**

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**[2]**

- (ii) State ONE external storage device which can be read by an optical disk drive.**

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**[1]**



**(iii) Describe ONE drawback of using magnetic tape to store data.**

**Drawback** \_\_\_\_\_

**Description** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [2]

**(b) Explain TWO drawbacks to Fitness4Good Ltd of using an Internet-based remote storage service to store data.**

**1** \_\_\_\_\_

**Explanation** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

**Explanation** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.

**5 An employee wishing to use a computer in a Fitness4Good Ltd fitness centre is asked to enter a password.**

**(a) (i) State ONE reason why a password is required.**

\_\_\_\_\_  
\_\_\_\_\_ [1]

**(ii) State ONE reason why 'password' is NOT a good choice of password.**

\_\_\_\_\_  
\_\_\_\_\_ [1]

**(iii) Users are prompted to change their password regularly. When doing so they are asked to enter their new password twice.**

**State ONE reason why users are asked to enter their new password twice when changing their password.**

\_\_\_\_\_  
\_\_\_\_\_ [1]

- (b) The computer network manager at Fitness4Good Ltd uses access rights to help increase the security of the data stored by the business.**

**State THREE ways in which the use of access rights can help Fitness4Good Ltd to increase its data security.**

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

**[3]**

- (c) The computer network manager at Fitness4Good Ltd stores confidential data on a laptop. The data is protected using data encryption software. The software makes use of an encryption key.**

**Explain how the use of an encryption key helps data to be stored securely.**

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**[3]**

- (d) Some employees of Fitness4Good Ltd have questioned the need for data security measures.**

**Assess the possible benefits and drawbacks to Fitness4Good Ltd of NOT using data security software on its computer systems.**

**[6]**

[illegible]

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**6 (a) Fitness4Good Ltd is planning to develop an app for smartphone and tablet computer users.**

**(i) State THREE items of information about Fitness4Good Ltd which customers could obtain when using this app.**

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

**[3]**

**(ii) Explain ONE benefit to Fitness4Good Ltd of introducing this app.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[2]**



- (b) Fitness4Good Ltd currently uses a webhosting service to host its website. Fitness4Good Ltd is considering whether it should host the website itself.**

**Explain TWO issues which Fitness4Good Ltd should consider if it is to successfully host its own website.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**(c)\* Fitness4Good Ltd is considering increasing its online presence by using social media on which users can follow its activities.**

**Assess the possible benefits and drawbacks to Fitness4Good Ltd of using social media in this way.**

**[6]**

[illegible]

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**END OF QUESTION PAPER**

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