

Mark Scheme (Results) January 2010

Principal Learning

Information Technology IT302 Understanding Organisations

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1(a)(i)	Enhance customer service	(1)

Question Number	Answer	Mark
1(a)(ii)	Enhance efficiency	(1)

Question Number	Answer	Mark
1(b)(i)	<p>First mark for identifying benefit, second mark for the associated expansion. Maximum two marks</p> <ul style="list-style-type: none"> • Quicker communication; less layers of hierarchy to negotiate • Direct contact with all staff: less layers of hierarchy to negotiate • Have a direct oversight of all parts of the company: easy to keep track on what is happening 	(2)

Question Number	Answer	Mark
1(b)(ii)	<p>First mark for identifying benefit, second mark for the associated expansion. Maximum two marks</p> <ul style="list-style-type: none"> • Direct access to partners: makes decision making easy • All staff feel they are equally important: encourages responsibility • Quicker communication; less layers of hierarchy to negotiate 	(2)

Question Number	Answer	Mark
1(c)	<p>One mark for each correct answer. Maximum two marks.</p> <ul style="list-style-type: none"> • Administration/Office organisation or similar • Reception duties • Initial handling of customer enquiries, orders and complaints • Finance/Accounting/Staff Pay or similar • Purchasing/Procurement or similar of orders from other departments. • HR duties <p>Any other reasonable answer related to operations. Do not accept roles that are clearly part of other sections of the company, marketing, research, warehouse and production.</p>	(2)

Question Number	Answer	Mark								
2	<p>One mark for each item correctly placed on grid</p> <table border="1"> <tr> <td>Strengths</td> <td>Weaknesses</td> </tr> <tr> <td>D F</td> <td>CG</td> </tr> <tr> <td>Opportunities</td> <td>Threats</td> </tr> <tr> <td>BEH</td> <td>A</td> </tr> </table>	Strengths	Weaknesses	D F	CG	Opportunities	Threats	BEH	A	(8)
Strengths	Weaknesses									
D F	CG									
Opportunities	Threats									
BEH	A									

Question Number	Answer	Mark
3(a)	<p>First mark for the correct answer, second mark for justification of answer. Maximum 2 marks</p> <ul style="list-style-type: none"> • £40,000 • June shows a deficit of £40,000 <p>Also allow a different sum if candidate has presented a logical argument.</p>	(2)

Question Number	Answer	Mark
3(b)	<p>First mark for identifying reason, second mark for the associated expansion. Maximum 2 marks</p> <ul style="list-style-type: none"> • Only short term; sales in the following month will repay the overdraft • Established Business; bank knows from past experience the loan will be repaid as there will be good sales in the following months 	(2)

Question Number	Answer	Mark
3(c)(i)	<p>First mark for the correct answer, second mark for either showing 'working' or justification of answer. Maximum 2 marks</p> <ul style="list-style-type: none"> • £16000 • $\frac{200}{100} * 8000$ <p>Or written explanation of calculation</p> <p>Also allow: 2 marks for: £24,000, for correctly calculating the ROI at £16,000 and then adding on the capital outlay on the laptops at £8,000. Answer must be justified.</p>	(2)

Question Number	Answer	Mark
3(c)(ii)	<p>Two marks for a correct calculation</p> <ul style="list-style-type: none"> • Ie $\text{£}8,000/4\text{years} = \text{£}2,000$ <p>Two marks for a valid explanation</p> <ul style="list-style-type: none"> • 25% of the cost of the equipment must be covered each year; as at end of four years the equipment written off. • Need to get the 8,000 spent back in four years; to cover the full cost of the investment. • Any other valid explanation; and associated expansion <p>Also allow:</p> <p>For a student who clearly states that they are planning to:</p> <ul style="list-style-type: none"> • recoup the $\text{£}8,000$ cost of the computers • and the $\text{£}16,000$ required profit • to give a total of $\text{£}24,000$ • divided by 4 years to give $\text{£}6,000$ per year as the answer. <p>(2 marks for showing calculation and 2 marks for explanation).</p> <p>An unsupported answer of $\text{£}6,000$ should not be credited.</p>	(4)

Question Number	Answer	Mark
4(a)	<p>1 mark each, for each correctly identified element.</p> <ul style="list-style-type: none"> • A - Data Flow • B- Data Store • C- Entity • D- Process 	(4)

Question Number	Answer	Mark
4(b)(i)	<p>First mark for identifying reason, second mark for the associated expansion. Maximum 2 marks</p> <ul style="list-style-type: none"> • Improved efficiency; effectively one system • Interchange of information; accounts and stock info available to both depts.. • Improved financial management; ordering linked to cash flow • any other appropriate reason; and <u>relevant expansion</u> 	(2)

Question Number	Answer	Mark
4(b)(ii)	<p>First mark for identifying the issue, second mark for the cause or consequence. Maximum 2 marks</p> <ul style="list-style-type: none"> • compatibility; must be compatible to allow accurate data transfer. • data is stored in variety of formats; will need to make sure that formats are understood by both the ordering and accounting systems • data types may differ between the two systems; may need to process data so it can be understood by another system • any other appropriate reason; and <u>relevant expansion</u> 	(2)

Question Number	Answer	Mark
4(c)(i)	<p>One mark for identifying the problem</p> <ul style="list-style-type: none"> • each order was only for one stock item • lots of orders would be generated for the same supplier • would be inefficient orders not batched. 	(1)

Question Number	Answer	Mark
4(c)(ii)	<p>First mark for identifying reason, second mark for the associated expansion. Maximum 2 marks</p> <ul style="list-style-type: none"> • orders for all the same supplier are grouped together; this saves on postage/ admin/ delivery charges • larger quantities ordered at the same time; suppliers may give discounts for larger orders • suitable answer related to improved efficiency; with appropriate expansion. 	(2)

Question Number	Answer	Mark
4(d)	<p>First mark for identifying the control, subsequent marks for the trigger/consequence Maximum 3 marks, marks can be combined from either point below.</p> <ul style="list-style-type: none"> • a time control must be introduced; orders should be held/ until a certain period of time has elapsed • a quantity control must be introduced; orders should be held/until a viable order size is reached. 	(3)

Question Number	Answer	Mark
5(a)	<p>One mark for each valid item of information Maximum 4 marks</p> <ul style="list-style-type: none"> • Are competitors found sooner on a search engine than Tees4today. • How many companies were competing with him • Prices charged by competitors • New ideas for marketing/design of website • New products that he could offer • Any other valid idea 	(4)

Question Number	Answer	Mark
5(b)	<p>EITHER</p> <p>One mark for identifying a suitable improvement to internet marketing, one mark for a supporting reason. Up to two improvements</p> <p>OR</p> <p>One mark for identifying a suitable improvement and up to three marks for a well reasoned supporting argument</p> <p>Maximum 4 marks</p> <ul style="list-style-type: none"> • redesign his website to have same features/copy similar ideas/match any special offers/add additional features such as 3D sample images etc. • have special offers on the website; have time limited offers/make sure website is able to cope with volume of traffic at these times/ensure stocks are sufficient to meet orders at peak times • redesign website to appeal to the identified customer profile offer products likely to appeal to this profile/ look at removing stuff that only has limited customer appeal. • Any idea that would improve the internet marketing; and associated expansion. (answer must be based on the outcome of purchasing of the data) le, using advertising in the media to draw identified target customers to the web site 	(4)

Question Number	Answer	Mark
6(a)	<p>One mark for an advantage (<u>which must be positive in respect of that training method</u>) and one mark for a disadvantage (<u>which must be negative in respect of that training method</u>) for each training method</p> <p>The advantage or disadvantage must be for the company (directly or indirectly) and not solely for the individual being trained.</p> <p>Maximum 2 marks per method, 8 marks overall</p> <p>i) Printed training manual</p> <ul style="list-style-type: none"> • Advantage; low cost to produce/cheap to distribute/easy for staff to refer to when on site/ any other valid advantage • Disadvantage; may not be properly understood by staff/ don't know if staff will read it/ difficult to update or modify/ no interaction with staff/ any other valid disadvantage <p>ii) Web based training event</p> <ul style="list-style-type: none"> • Advantage; training materials can be up to date/will know who has attended training/ interactive can identify problems staff may have/ any other valid advantage • Disadvantage; requires investment in new technology/workers need to have access to a computer/everyone has to attend at the same time/ any other valid disadvantage <p>iii) Intranet with training videos</p> <ul style="list-style-type: none"> • Advantage; will know who has logged in and accessed the information/video will clearly show what the worker has to do/workers can revisit as often as they want/any other valid advantage • Disadvantage; expensive to produce good training videos/no interaction with workers/security of company intranet/any other valid disadvantage <p>iv) Training at the office</p> <ul style="list-style-type: none"> • Advantage; meet new staff face to face/ more friendly or personal/able to assess personalities/ any other valid advantage. • Disadvantage; expensive as need to meet travel and accommodation costs/ office may not be big enough/need to hire training equipment/any other valid disadvantage. 	(8)

Question Number	Answer	Mark
6(b)	<p>First mark for identifying implication, subsequent mark for the associated expansion. Maximum 4 marks</p> <ul style="list-style-type: none"> • Tees4Today equipment not suitable: computers may not be fast enough/compatible/need additional equipment. • Trainees may need additional equipment; headset/broadband connection. • Will require third party: company to provide web training interface. • Trainees' equipment and software will need to be suitable; Tees4Today will need to check this before starting training. • Need technical support available; in case of technical issues when delivering the training • Any other valid technological implication; and associated expansion 	(4)

Question Number	Answer	Mark
7(a)	<p>One mark for each valid role; one mark for associated expansion Maximum four marks</p> <ul style="list-style-type: none"> • Be responsible for staff; make sure staff work contracted hours/staff are allocated suitable jobs • Be responsible for stock; Count stock/ensure its locked up at night/reorder replacement stock • Finance; Check all monies taken/bank takings/keep eye out for fraud • Liaising with festival management; allocation of stall area/staff access/security/health and safety • Any other valid reason; ann associated expansion 	(4)

Question Number	Answer	Mark
7(b)	<p>EITHER</p> <p>One mark for identifying each web enabled method of communication that could be used.</p> <p>Maximum 2 marks</p> <ul style="list-style-type: none"> • Email • Social networking sites • Sending and receiving multimedia content • Internet access • Any other valid answer <p>OR</p> <p>One mark for identifying a web enabled method of communication that could be used (as listed above) and associated benefit (as listed below)</p> <p>Maximum 2 marks</p> <p>For example</p> <ul style="list-style-type: none"> • Keep in contact; can receive reports from team leaders and take action if appropriate/can check on teams sales and progress at any time/can send up to minute information or advice. • Handle data; team leaders can send sales data or customer information straight from the field/ restocking orders can be sent in/staff wages can be calculated based on hours worked etc. • Receive video and photo reports; will be able to see if everything is operating correctly/ will see stall is set up OK/if equipment malfunctions can get a visual report of the problem 	(2)

Question Number		Indicative Content
8		<p>Key Points:</p> <p>General issues</p> <ul style="list-style-type: none"> • Laptops should be secured to the stall during use (Kensington lock) • Laptops must be stored securely overnight • Laptops will need to be protected from the weather • Data should be backed up in a secure way • Risk assessment, security of laptops and data, carried out at each site <p>Security</p> <ul style="list-style-type: none"> • The laptops should be password protected on start up • Access to customer data on the laptop should be restricted to named users • Data should be backed up securely, either between laptops or to another storage device that is stored securely at all times • Avoid using memory sticks that could be removed from laptops without alerting staff • Software used should prevent data being corrupted or lost if laptop battery fails <p>Data Protection - will mainly relate to the DPA</p> <ul style="list-style-type: none"> • Data must be fairly and lawfully collected • Accurately collected and used for Tees4Today marketing purposes only • Adequate to the needs of Tees4Today marketing, no irrelevant data • Not passed to third parties without customer's consent • It should not be possible for customers to see other customers data
Level	Mark	
	0	No awardable material.
1	1-4	Candidates produce an unstructured response, with some awareness of a security or data protection issue.
2	5-8	Candidates attempt to produce a structured response that demonstrates understanding of security and data protection issues.
3	9-12	Candidates produce a structured, well thought out response and clearly demonstrate a good understanding of security and data protection issues.

Question Number		Indicative Content
9		<p>Key Points:</p> <p>Website</p> <ul style="list-style-type: none"> • Monitor traffic to website and what customers are doing on the site • Invite feedback on website information and respond • Use customer information to offer suggestions of similar or related products and services <p>Telesales</p> <ul style="list-style-type: none"> • Monitor and record all conversations • Monitor waiting times of incoming calls <p>Order Processing</p> <ul style="list-style-type: none"> • Have a FAQ section to help customers with ordering • Check that stock is available before customer places order • Calculate a discount when a certain order value is reached • Start a loyalty scheme with points for purchases that can be redeemed for more products • Keep customer informed of progress of order by email. <p>Customer Database</p> <ul style="list-style-type: none"> • Ensure data is collected and database is up to date • Regularly search database for customers making repeat orders and contact them to offer incentives to make more purchases • Analyse orders to see if they might be repeated regularly, birthdays, anniversaries etc • Identify large value orders and give them more personal service. • Match customers to big events so that targeted mail shots/emails can go out at the right time <p>After sales</p> <ul style="list-style-type: none"> • Invite feedback from customer, • Offer incentives to give feedback • Identify and respond quickly to negative feedback • Follow up at intervals with targeted emails <p>Other</p> <ul style="list-style-type: none"> • Set up a customer group on My Space/Facebook • Any other relevant suggestions
Level	Mark	
	0	No awardable material.
1	1-4	Candidates produce an unstructured response, with some indication that technology is useful in CRM.
2	5-8	Candidates attempt to produce a structured response that demonstrates some understanding of ways technology can be used to improve CRM
3	9-12	Candidates produce a structured, well thought out response and clearly demonstrate a good understanding of ways technology can be used to improve CRM

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