

# Mark Scheme (Results)

## Summer 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)	C	(1)

Question Number	Answer	Mark
1(b)	1 mark for placing each element correctly as follows:- A = Group Director and Pembrokeshire Centre Manager B = Group Fundraiser C = Mull Centre Director	(3)

Question Number	Answer	Mark
1(c)	<p>First mark for identifying a valid role or responsibility, second mark for the associated expansion Maximum 2 marks if answers only relate to their role as head of a centre, 4 marks if covers group role.</p> <ul style="list-style-type: none"> <li>• <b>Chair (or similar term)</b>; call and control meetings</li> <li>• <b>Policy Maker</b>; forward thinking, bringing new developments to organisation</li> <li>• <b>'The Boss' (or appropriate term)</b>; most senior person in hierarchy, has final say on decisions</li> <li>• <b>Responsible for Senior Appointments</b>; will appoint directors of other centres and SMT</li> <li>• <b>Figurehead</b>; will be the person associated with the organisation.</li> <li>• <b>Manage their own centre</b>: day to day admin of his/her own centre</li> <li>• <b>Keep up morale</b>: maintain staff morale</li> <li>• <b>Report back to Trustees</b>: maintain accountability to trustees</li> <li>• <b>Any other appropriate role</b>; and associated expansion.</li> </ul>	(4)

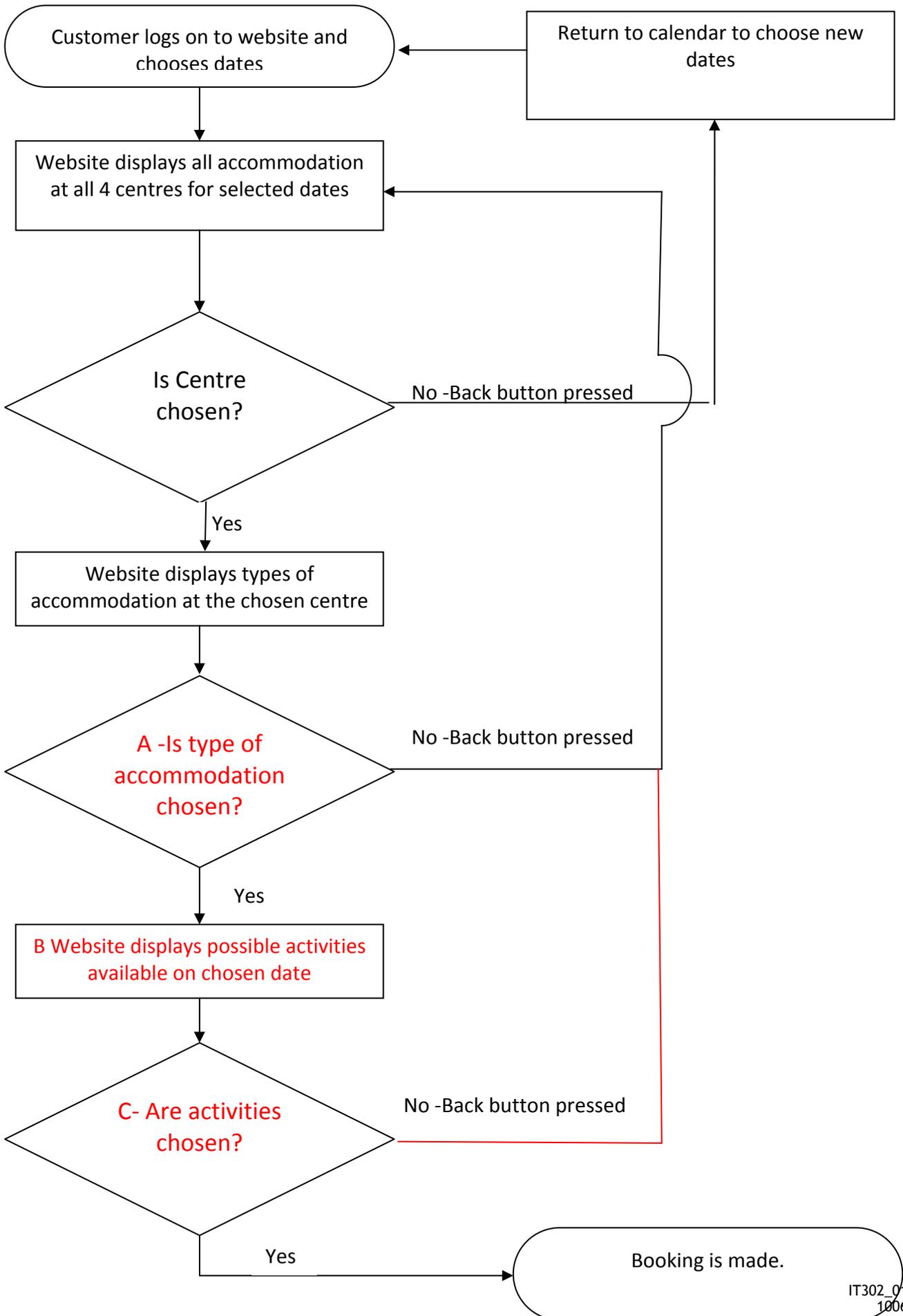
Question Number	Answer	Mark
1(d)	<p>First mark for identifying a valid role or reason, second mark for the associated expansion Maximum 2 marks</p> <ul style="list-style-type: none"> <li>• <b>No central control</b>; no policy was set that each centre would follow</li> <li>• <b>Independent Structure</b>; each centre was autonomous, had own budget, could make own decisions</li> <li>• <b>Personal Preference</b>; centres chose the IT system that they thought best suited their needs.</li> </ul>	(2)

Question Number	Answer	Mark
1(e)	<p>First mark for identifying a valid advantage/disadvantage, second mark for the associated expansion Maximum 2 marks for advantage Maximum 2 marks for disadvantage</p> <p><b>Advantage</b></p> <ul style="list-style-type: none"> <li>• <b>Save money</b>; Laton's not big enough to justify a full time IT dept</li> <li>• <b>Shared expense</b>; Laton's can share expensive IT provisions with other companies</li> <li>• <b>Expertise</b>; outsourced organisation will have plenty of experience of similar projects/systems, provide IT services that Latons can't do.</li> <li>• <b>Flexibility</b>; can cope with flexible demand for IT needs</li> <li>• <b>Data Security</b>; better able to offer secure storage of data</li> <li>• <b>Improve Efficiency</b>; specialist handling the work, able to solve IT problems</li> <li>• <b>Saves time</b>: staff released for other work</li> </ul> <p><b>Disadvantage</b></p> <ul style="list-style-type: none"> <li>• <b>Loss of Control</b>; Laton's become dependent for IT provisions on a company they have no control over, might go bust,</li> <li>• <b>Remote</b> ; IT provider is in Cardiff so getting help person to person will be limited, will rely on remote assistance</li> <li>• <b>Unfamiliar</b>; IT provider will only have a general understanding of the organisation.</li> <li>• <b>Initial Cost</b>: costs associated with making a change in way company works, training of staff on new system</li> </ul>	(4)

Question Number	Answer	Mark
2(a) (i)	One mark for symbol correctly identified <ul style="list-style-type: none"> <li>Decision symbol/box or any other suitable phrase such as Yes/No, Question, Selection Box, IF/THEN</li> </ul>	(1)
2(a) (ii)	One mark for symbol correctly identified <ul style="list-style-type: none"> <li>Process box or any other suitable phrase such as Action</li> </ul>	(1)

Question Number	Answer	Mark
2(b)	First mark for identifying weakness, second mark for the associated expansion. Maximum 4 marks <ul style="list-style-type: none"> <li><b>restricted choice</b>; can only book for one centre at a time</li> <li><b>limited information</b>; no way of knowing if other nearby dates are available</li> <li><b>all or nothing approach</b>; if nothing suitable customer has to start over again</li> <li><b>depends on staff availability</b>; needs someone to be available to answer phone/ not a 24/7 service/ cant cope with more than one customer at a time.</li> <li><b>Follow up needed</b>; have to then fill in booking form and post back to centre.</li> </ul>	(4)

Question Number	Answer	Mark
2(c)	<b>See also diagram following</b> One mark for each item - any suitable phrase acceptable that conveys the meaning for A, B and C <ul style="list-style-type: none"> <li>A - Is type of accommodation chosen/suitable?</li> <li>B - Website displays possible activities available on chosen date/ activities check</li> <li>C - Are activities chosen/suitable?</li> </ul>	(3)



Question Number	Answer	Mark
2(d)	<p>First mark for identifying benefit, second mark for the associated expansion. (note old system was telephone/postal based to each centre) Maximum 4 marks</p> <ul style="list-style-type: none"> <li>• <b>Available 24/7</b>; customers can book at any time, doesn't need to be done in office hours/no staff tied up with bookings</li> <li>• <b>Offer widest possible choice</b>; customer can see where all the vacancies are/customers may choose a centre they had not first considered</li> <li>• <b>Automatic booking</b>; no need to send out booking forms and await return</li> <li>• <b>Less danger of errors/double bookings</b>; less risk of a clerical error leading to a double booking.</li> <li>• <b>Improved system design</b>: customers have better navigation choices.</li> </ul>	(4)

Question Number	Answer	Mark
3(a)	<p>First mark for identifying the issues, second mark for the associated expansion. Maximum 4 marks</p> <ul style="list-style-type: none"> <li>• <b>Use of different data formats</b>; may be a mixture of date/currency/postcode/'other sensible suggestion' formats</li> <li>• <b>Order of data fields may differ</b>; to integrate the data the data fields from each centre must be in the same order</li> <li>• <b>Additional Fields</b>; some centres may have additional data fields not found in other centres.</li> <li>• <b>Differing overall database structure</b>; centres may have created relational databases around differing structures.</li> <li>• <b>Differing languages in the two countries</b>; data may be different due to language ie Mr &amp; Monsieur yet means the same thing.</li> </ul>	(4)



Question Number	Answer	Mark
3(b)	<p>One mark for each purpose. Maximum 4 marks</p> <ul style="list-style-type: none"> <li>• Decides how computers talk to each other/who talks first</li> <li>• Determines where information is sent</li> <li>• Decides how information is sent</li> <li>• Confirms when information is received</li> <li>• Carries out error checking</li> <li>• Reports success or failure of information transmitted</li> <li>• Avoids data loss</li> <li>• A set of rules</li> </ul>	(4)

Question Number	Answer	Mark
3(c)	<p>One mark for each correct protocol, accept just the abbreviation for these listed below.</p> <ul style="list-style-type: none"> <li>• TCP/IP - Transmission Control Protocol/Internet Protocol</li> <li>• FTP - File Transfer Protocol</li> <li>• HTTP - HyperText Transfer Protocol</li> <li>• SMTP - Simple Mail Transfer Protocol</li> <li>• POP - Post Office Protocol</li> <li>• DHCP - Dynamic Host Configuration Protocol</li> <li>• Any other valid protocol must be explained, not just initials.</li> </ul>	(2)

Question Number	Answer	Mark
4(a)	$\frac{2500}{10000} \times 100 = 25\%$ <p>1 mark for 25%</p>	(2)

Question Number	Answer	Mark
4(b)	<p>One mark for each valid point made. Maximum <b>three</b> marks</p> <ul style="list-style-type: none"> <li>• Compares income against expenditure</li> <li>• Can be used to evaluate the efficiency of the organisation</li> <li>• Based on real income and expenditure figures and so reliable</li> <li>• Uses historic trading data</li> <li>• Is long term, can only really evaluate in retrospect</li> <li>• Allows financial comparisons between similar size organisations</li> <li>• Note -do not accept profit definitions</li> </ul>	(3)

Question Number	Answer	Mark
4(c)(i)	<p>One mark for a definition and one mark for an associated expansion.</p> <ul style="list-style-type: none"> <li>• <b>The production, distribution and consumption of goods and service;</b> in a country/region or trading block.</li> <li>• <b>A local or global measure of prosperity;</b> usually reflected by figures measuring the economic health such as cash flow, liquidity etc.</li> <li>• <b>Identifies indicators of economic change:</b> indicates their significance eg stock market, interest rates, share dividends, currency rates.</li> <li>• <b>Any valid description;</b> and associated expansion.</li> </ul>	(2)

Question Number	Answer	Mark
4(c)(ii)	<p>One mark for an example and one mark for an associated expansion.</p> <ul style="list-style-type: none"> <li>• <b>Access to finance;</b> may be hard to raise money in poor economic environment</li> <li>• <b>Poor outlook; lot of people out of work;</b> less money for leisure</li> <li>• <b>Recession/Credit Crunch:</b> people spending less, less money available in the economy</li> <li>• <b>Any other valid reason;</b> and associated expansion.</li> </ul>	(2)

Question Number	Answer	Mark
5(a)	<p>First mark for identifying disadvantage and second mark for associated expansion Maximum 4 marks</p> <ul style="list-style-type: none"> <li>• <b>too late;</b> by the time find out customer is unhappy they have gone/staff receiving praise may have left</li> <li>• <b>needs collating;</b> will take time to process the paper info into a database.</li> <li>• <b>Inflexible;</b> can't modify questions in the light of experience of early questionnaires</li> <li>• <b>No validation:</b> can't control invalid answer combinations</li> </ul>	(4)

Question Number	Answer	Mark
5(b)	<p>First mark for identifying reason, second mark for associated expansion Maximum 8 marks</p> <ul style="list-style-type: none"> <li>• <b>Cost:</b> considerable expense for limited benefit</li> <li>• <b>Accessibility;</b> many customers may be unable to use a conventional computer setup</li> <li>• <b>Security:</b> issues of keeping the system secure free from misuse.</li> <li>• <b>Accountability:</b> would be difficult to permit anonymous feedback without potential for abuse</li> <li>• <b>Networking:</b> computers would need to have access to the companies' network creating additional costs.</li> <li>• <b>Maintenance costs:</b> likely to be high maintenance due to location and casual use</li> <li>• <b>New website:</b> could be a more practical option for feedback</li> <li>• <b>Computer based options unpopular:</b> people may not like using computers.</li> <li>• <b>Other methods could be used:</b> may be better options candidate gives example</li> <li>• <b>Reliability:</b> system may be down etc</li> </ul>	(8)

Question Number	Answer	Mark
6(a)	<p>One mark for each point. Maximum 2 marks</p> <ul style="list-style-type: none"> <li>• The balance of income and expenditure</li> <li>• Usually measured monthly over a year</li> <li>• Can be negative or positive (or expansion meaning the same)</li> <li>• Allows company to identify borrowing needs.</li> <li>• Identifies trends in spending</li> </ul>	(2)

Question Number	Answer	Mark
6(b)	<p>One mark for each point. Maximum 2 marks</p> <ul style="list-style-type: none"> <li>• Automatic calculations of conversion between £ and €</li> <li>• Formula can be amended daily as currency rates fluctuate</li> <li>• Currency transaction charges can be automatically calculated</li> <li>• Keep running total of cash held in €.</li> </ul>	(2)

Question Number	Answer	Mark
6(c)	<p>One mark for a benefit; additional mark for an associated expansion            Up to 2 benefits may be credited            Maximum four marks</p> <ul style="list-style-type: none"> <li>• <b>Accuracy</b>; minimise risk of miscalculations/ human errors are minimised</li> <li>• <b>Transparency</b>; automatic tracking of transactions reduces the risk of fraud/ makes it difficult for alterations to be made at a later stage</li> <li>• <b>Accessibility</b>; information is in electronic format and can be viewed from any location with authorised access/copies of accounts can be made readily available.</li> <li>• <b>Security</b>; accounting records can be duplicated and stored securely/access to accounts can be restricted and those accessing the account recorded.</li> <li>• <b>Integration</b>; banking information can be automatically transferred to accounts package/reports can be produced from the accounting package/invoices can be automatically generated.</li> <li>• <b>Up to date Information</b>; a snapshot of financial state of the company can be taken at any time/funds can be moved to ensure that accounts stay in credit/surplus money kept in interest bearing accounts</li> <li>• <b>Default tracking</b>; people owing money can be easily tracked and followed up upon/ own payments can be made at last possible date.</li> <li>• <b>Off the shelf package</b>; can be used straightaway no need to commission bespoke software.</li> </ul>	(4)

Question Number		Indicative Content
7		<p><b>Key Points</b></p> <ul style="list-style-type: none"> <li>• <b>Online training package;</b> can be accessed at any time, could be interactive and provide feedback for user and company, is easy to amend and update, requires internet access, can't be 'taken away' by staff to study at their leisure, can make use of video and still images, not really suitable for half day event</li> <li>• <b>CD based training package;</b> can be accessed at any time, can be used on any computer no internet connection needed, would be difficult to update or amend, cheap and easy to distribute, could be sent out before starting job, not really suitable for half day event</li> <li>• <b>Web seminar;</b> could be used for both types of training, could be interactive allowing Q&amp;A sessions, can be recorded for subsequent viewing, is constrained to fixed times, requires good internet connections and up to date computers</li> <li>• <b>Video Conference;</b> allows for good interaction between participants, may be less easy to present documents than web seminar, is fixed to a certain time, not really suitable for the introductory training course.</li> <li>• <b>Podcasts;</b> easy to access, portable carry on MP3 player/phone, listen when able, listen again for reinforcement. No interactivity.</li> </ul>
Level	Mark	Descriptor
	0	No rewardable material
1	1-4	Candidates produce an unstructured response, with some awareness of IT enabled training provisions. Candidates must cover at least one of the Key points.
2	5-8	Candidates attempt to produce a structured response that demonstrates some understanding of IT enabled training provisions. Candidates must cover at least two of the Key points.
3	9-12	Candidates produce a structured, well thought out response and clearly demonstrate a good understanding of IT enabled training provisions. Candidates must cover at least two of the Key points.

Question Number	Indicative Content	
8	<p><b>Key Points</b></p> <p>Note any additional suitable advantage or disadvantage may be accepted besides those listed below.</p> <p><b>Status Quo</b></p> <ul style="list-style-type: none"> <li>• <b>Advantages;</b> Low cost/ all existing documents retained/no need to retrain staff/continuity of documents</li> <li>• <b>Disadvantages;</b> may not be possible to send documents/data between centres/will require conversion of files and potential data corruption/different peripherals and support systems in each centre make for inefficiency/skills gained in one centre do not transfer easily/hard to provide support</li> </ul> <p><b>Start Afresh</b></p> <ul style="list-style-type: none"> <li>• <b>Advantages;</b> all working with same hardware and software makes it easy to support and share knowledge and skills/long term cost savings by making bulk purchases of consumables/up to date so better software and more efficient working/continuity and comparability of files and documents across centres/ easier to set up remote training</li> <li>• <b>Disadvantages;</b> Initial capital outlay/ retraining of staff/resentment at losing familiar system/loss of continuity of files and documents with older system/risk of data loss or corruption during changeover/ short term reduction in productivity as staff become familiar with new system.</li> </ul>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-4	Candidates produce an unstructured response, with some indication which option might be chosen. Candidates identify at least one advantage or disadvantage for recommended option.
2	5-8	Candidates attempt to produce a structured response that favours one of the options. Candidates identify at least two advantages or disadvantages for recommended option.
3	9-12	Candidates produce a structured, well thought out response that makes a clear case for one of the options. Candidates identify at least three advantages or disadvantages for recommended option.



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