

Mark Scheme (Results)

January 2012

Principal Learning IT (IT302)

Paper 1 Understanding Organisations

### **Edexcel and BTEC Qualifications**

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our qualifications website at [www.edexcel.com](http://www.edexcel.com). For information about our BTEC qualifications, please call 0844 576 0026, or visit our website at [www.btec.co.uk](http://www.btec.co.uk).

If you have any subject specific questions about this specification that require the help of a subject specialist, you may find our Ask The Expert email service helpful.

Ask The Expert can be accessed online at the following link:

<http://www.edexcel.com/Aboutus/contact-us/>

Alternatively, you can speak directly to a subject specialist at Pearson about Edexcel qualifications on our dedicated ICT telephone line: 0844 372 2186

### **Pearson: helping people progress, everywhere**

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for raising achievement through innovation in education. Find out more about how we can help you and your students at: [www.pearson.com/uk](http://www.pearson.com/uk)

January 2012

Publications Code DP030711

All the material in this publication is copyright

© Pearson Education Ltd 2012

Question Number	Answer	Mark
1(a)	Trades on own Only owner of business	(1)

Question Number	Answer	Mark
1(b)	<p>1 mark for identification of advantage, 1 mark for expansion. Maximum 2 marks (x2)</p> <p>Advantage:</p> <ul style="list-style-type: none"> <li>• <b>owner/Eddie still runs the company</b> – no change in status for management</li> <li>• <b>more capital available</b> – to expand business</li> <li>• <b>shared liability</b> – all partners must contribute to any losses</li> <li>• <b>ability to purchase the lease on new premises</b> – no need to seek other finance</li> <li>• <b>continue trading</b> – if partner leaves, dies</li> <li>• <b>complimentary skills – networking circle increased</b></li> </ul> <p>Disadvantage:</p> <ul style="list-style-type: none"> <li>• <b>unlimited liability</b> – all partners could lose possessions if business declared bankrupt/partners liable for other partners business debts</li> <li>• <b>disagreement</b> – partnership may end and business sold</li> <li>• <b>binding</b> – partners are legally bound by deed of partnership</li> <li>• <b>shared profits</b> – Eddie has to share profits with sleeping partner</li> </ul>	(4)

Question Number	Answer	Mark
1c(i)	Matrix	(1)

Question Number	Answer	Mark
1(c)(ii)	<ul style="list-style-type: none"> <li>• <b>Dysfunctional/span of control</b> – can lead to confusion in responsibilities</li> <li>• <b>Confusion in communication</b> – can be confusion as no clear leadership pattern in evidence</li> </ul>	(1)

Question Number	Answer	Mark
<b>2</b>	Spreadsheet	D, H
	Database	A, E
	Accounts package	F, C
	EPOS/EFTPOS	B, G
		<b>(8)</b>

Question Number	Answer	Mark
<b>3(a)</b>	A computer system which is old/out of date	<b>(1)</b>

Question Number	Answer	Mark
<b>3(b)</b>	<p>1 mark for identifying problem; 2 marks for associated extension(s)</p> <p>Maximum 3 marks per problem</p> <ul style="list-style-type: none"> <li>• <b>Obsolete software</b> – expensive to maintain reduces effectiveness</li> <li>• <b>Expensive to maintain</b> – expensive to track errors expensive to repair old systems</li> <li>• <b>Will not run new software</b> - out of date programs with insufficient functionality used</li> <li>• <b>Integration/compatibility problems</b> - will not 'talk' to newer computer systems</li> <li>• <b>Any other valid responsibility</b> and associated expansion.</li> <li>• <b>Allow 'mix and match' of problems but not same extension repeated</b></li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
3(c)	<p>One mark for identifying effect, one mark for the associated expansion</p> <p>Warehouse Manager</p> <ul style="list-style-type: none"> <li>• <b>Migration of stock records</b> – A new system may involve a manual check</li> <li>• <b>Training</b> – a new program will need training courses for warehouse staff</li> <li>• <b>Downtime</b> – installation takes time and could lose business</li> </ul> <p>IT Manager</p> <ul style="list-style-type: none"> <li>• <b>New systems</b> – training/unfamiliar</li> <li>• <b>Migration of information</b> – possible loss of data/increased workload</li> <li>• <b>Increased efficiency</b> – system runs faster/more user friendly</li> </ul>	(4)

Question Number	Indicative Content
3(d)	<p><b>Key Points:</b></p> <p><b>Overall role</b></p> <ul style="list-style-type: none"> <li>• Develop the project plan</li> <li>• Set targets</li> <li>• Monitor the plan to see if targets are being met and revise plan where necessary</li> <li>• Sign the project off as complete</li> </ul> <p><b>Responsibilities for</b></p> <ul style="list-style-type: none"> <li>• Project team</li> <li>• Project Scheduling</li> <li>• Project Risk</li> <li>• Project Budget</li> </ul> <p><b>Responsibilities to</b></p> <ul style="list-style-type: none"> <li>• Management team (Eddie, Mike etc)</li> <li>• Stakeholders</li> </ul> <p><b>Restrains</b></p> <ul style="list-style-type: none"> <li>• Time</li> <li>• Resources</li> <li>• Financial</li> </ul> <p>Any other relevant suggestions</p> <p>Candidates may give a generic description or may relate to projects they have undertaken in coursework units. Credit any responses which give a clear indication of knowledge of Project management. To reach Level 3, a candidate does not have to identify every responsibility outlined in mark scheme.</p>

Level	Mark	Descriptor
	<b>0</b>	No rewardable material
<b>1</b>	<b>1-3</b>	Candidates produce an unstructured response, with some awareness of project management e.g. identify role
<b>2</b>	<b>4-6</b>	Candidates attempt to produce a structured response that demonstrates some understanding of the role of the project manager. At least two responsibilities are identified
<b>3</b>	<b>7-9</b>	Candidates produce a structured, well thought out response and clearly demonstrate a good understanding of project management with at least one point covering role, responsibilities and restraints for full marks  Candidates may reach Level 3 if response is well developed but only cover 2 areas i.e. responsibilities and role– award Max 7 marks)

Question Number	Answer	Mark
<b>4</b>	<p>Flow diagram shows that if an item is out of stock the remainder of the order is collated and then sent out without missing items.</p> <p>One mark for identifying the problem and one mark for the associated expansion. Max two marks for each point</p> <ul style="list-style-type: none"> <li>• <b>Customers receive part orders:</b> poor customer satisfaction as there has been no notification</li> <li>• <b>Order processing continues without sufficient check:</b> No check to see if missing items added</li> <li>• <b>Customer not notified of part order:</b> poor customer satisfaction</li> <li>• <b>Single orders may be delivered:</b> Orders delivered as prepared not cost effective, time management, delivery expenses</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>5(a)</b>	<p>One mark for stating:</p> <ul style="list-style-type: none"> <li>• Point of interaction between 2 computer systems</li> <li>• Applicable at hardware and software levels</li> <li>• Point of interaction between computer system and peripherals (allow egs such as graphic cards and keyboards)</li> </ul> <p>An interface (hardware or software) is an agreed method which enables one computer system to exchange data with another system.</p>	<b>(1)</b>

Question Number	Answer	Mark
5(b)	<p>Two marks for each</p> <ul style="list-style-type: none"> <li>• <b>Data types</b>; if the data types assigned to common elements vary between the two structures then some data will be lost when it is transferred to the new system.</li> <li>• <b>Data attributes</b>; if attributes such as field size are not compatible then the new structure may not be able to store all of the existing data as a single entity. More complex validation rules applied to the new structure may reject items of existing data.</li> <li>• <b>Data can be stored in different formats</b>: lack of understanding from system to system</li> <li>• <b>Different data structures</b>; data stored in different formats may not transfer</li> </ul>	(4)

Question Number	Answer	Mark
5(c)	<p>One mark for each valid point</p> <ul style="list-style-type: none"> <li>• An agreed set of rules to enable different systems to communicate</li> <li>• So that data passes from one system to another</li> <li>• Applied at the point of interchange</li> <li>• Can be applied at various levels, packet level, address level, hardware level</li> <li>• Agreed by an industry or an international body.</li> </ul>	(4)

Question Number	Answer	Mark
6(a)	<p>Two marks</p> <ul style="list-style-type: none"> <li>• <b>Profit margin too low</b> especially in first 5 years</li> <li>• <b>Accept any answer which refers to this</b></li> </ul>	(2)

Question Number	Answer	Mark
6(b)	<p>Full marks for '20%' even without calculation. One mark for correct calculation with wrong final answer.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• <math>12000/4 = 3000</math></li> <li>• <math>\frac{3000}{15000} \times 100</math></li> </ul> <p>Answer = 20%</p>	(2)

Question Number	Answer	Mark
6(c)	<p>One mark for a definition, one mark for an associated expansion.</p> <ul style="list-style-type: none"> <li>• <b>Difference between income and outgoings in an organisation;</b> typically measured over a period of time such as a week or month.</li> </ul>	(2)

Question Number	Answer	Mark
6 (d)	<p>One mark for definition; up to two marks for associated expansion. Maximum 3 marks per risk</p> <ul style="list-style-type: none"> <li>• <b>Trading conditions within a country or region may change</b> ; might be measured in terms of income, unemployment, taxation, rents,</li> <li>• <b>The financial status of a country or region;</b> strength of currency, stability of currency, availability of borrowing.</li> <li>• <b>Consumer spending:</b> how much money people have to spend</li> <li>• <b>Price rises from supplier;</b> business uneconomic because it is too small to offer discounts/absorb costs</li> <li>• <b>Cost of borrowing money</b> – rise in interest rates means rise in repayments, may limit cash flow</li> <li>• <b>Other business ceasing to trade</b> – loss of suppliers, loss of income from these businesses, outstanding debts not paid.</li> <li>• <b>Competitors</b> - offering similar goods at cut price – loss of trade</li> <li>• or any other factor that reflects the economic environment and an associated expansion.</li> </ul>	(6)

Question Number	Answer	Mark
<b>7(a)(i)</b>	Two marks: <ul style="list-style-type: none"> <li>• <b>Customer needs:</b> Main requirements of a customer; solution to customer problems</li> <li>• <b>Customer service:</b> Providing a service that (consistently) meets the needs of a customer before and after purchase</li> <li>• <b>Customer satisfaction:</b> Customers are happy with service/product; measure of how products meet/surpass requirements</li> </ul>	<b>(2)</b>

Question Number	Indicative Content	
<b>7(b)</b>	<i>Candidates must...</i> <ul style="list-style-type: none"> <li>• Learn at own pace</li> <li>• Interactive</li> <li>• Can go back</li> <li>• Relevant</li> </ul>	
Level	Mark	Descriptor
	<b>0</b>	No rewardable material
<b>1</b>	<b>1-3</b>	Candidates produce an unstructured response, with some awareness of what constitutes good website. Responses may be limited to basic page e.g. contact us pictures. Little idea of layout and little or no indication of how it can help Customer Relations
<b>2</b>	<b>4-6</b>	Candidates demonstrate understanding of contents and layout with Customer relationships referred to. Max 5 marks if no Customer Relationships
<b>3</b>	<b>7-8</b>	Candidates produce a structured, well thought out response and clearly demonstrate a good understanding layout, content and use in customer relationships

Question Number	Answer	Mark
<b>7(c)(i)</b>	<b>Two marks for features of effective e-commerce website</b> <ul style="list-style-type: none"> <li>• Contact information</li> <li>• Store location</li> <li>• Secure payment facilities</li> <li>• Online ordering</li> <li>• Product reviews</li> <li>• Privacy policy</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
7(c)(ii)	<p><b>One for advantage</b>, one for extension</p> <ul style="list-style-type: none"> <li>• <b>24/7 convenience</b> as they can buy things when shops are closed, working hours not applicable, don't have to go to shops</li> <li>• <b>find out answers to questions</b> FAQs on website</li> <li>• <b>Compare market prices</b> check for best deals</li> <li>• <b>Check availability</b> don't waste journeys to shops</li> <li>• <b>After sales service</b> contact company if there are problems</li> </ul>	(4)

Question Number	Answer	Mark
7(c)(iii)	<p><b>One for advantage</b>, one for extension</p> <ul style="list-style-type: none"> <li>• <b>Increased sales</b> because of wider customer base</li> <li>• <b>Advertising</b> make themselves known, compete with market</li> <li>• <b>Provide up to date product information</b> so they keep customers aware</li> <li>• <b>Reduced staffing</b> fewer staff to deal with customer queries</li> </ul>	(4)

Question Number		Indicative Content
8		<p><b>Risks and solutions:</b></p> <ul style="list-style-type: none"> <li>• <b>Hacking:</b> people unlawfully accessing data; firewall, antispyware (allow examples)</li> <li>• <b>Insecure data:</b> easy to access; encryption, password protection, secure hosting</li> <li>• <b>Virus/worms/Trojans;</b> picked up in transfer of data; virus guard software</li> <li>• <b>Unauthorised access to data:</b> access to sensitive data which could be used inappropriately; password protection, limited access.</li> <li>• <b>Data protection issues;</b> misuse of personal data; sign Data Protection Act <b>or</b> an agreement based around the DPA; training and guidance</li> <li>• <b>Misuse of computer system;</b> staff using system for personal use e.g. social networking, email; block sites</li> <li>• <b>Security programs become out of date –</b> will allow access to data; patching of server software</li> <li>• <b>Data sent to incorrect destination –</b> secure handshake protocols; recognition codes sent between transmitting and receiving computers.</li> </ul>
Level	Mark	Description
	0	No rewardable material
1	1-4	Candidates state problems in 1 problem = 1 mark but beware of repeats and opposites. Max 3 marks if just a list is produced
2	5-8	Candidates state 2 problems and 2 solutions. 1 problem stated with solution = 4 marks. 2 problems with 1 solution = 5 marks
3	9-12	Candidates explain problems and solutions. Legislation must be included to gain full marks.

Further copies of this publication are available from  
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email [publication.orders@edexcel.com](mailto:publication.orders@edexcel.com)

Order Code DP030711 January 2012

For more information on Edexcel qualifications, please visit  
[www.edexcel.com/quals](http://www.edexcel.com/quals)

Pearson Education Limited. Registered company number 872828  
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

