



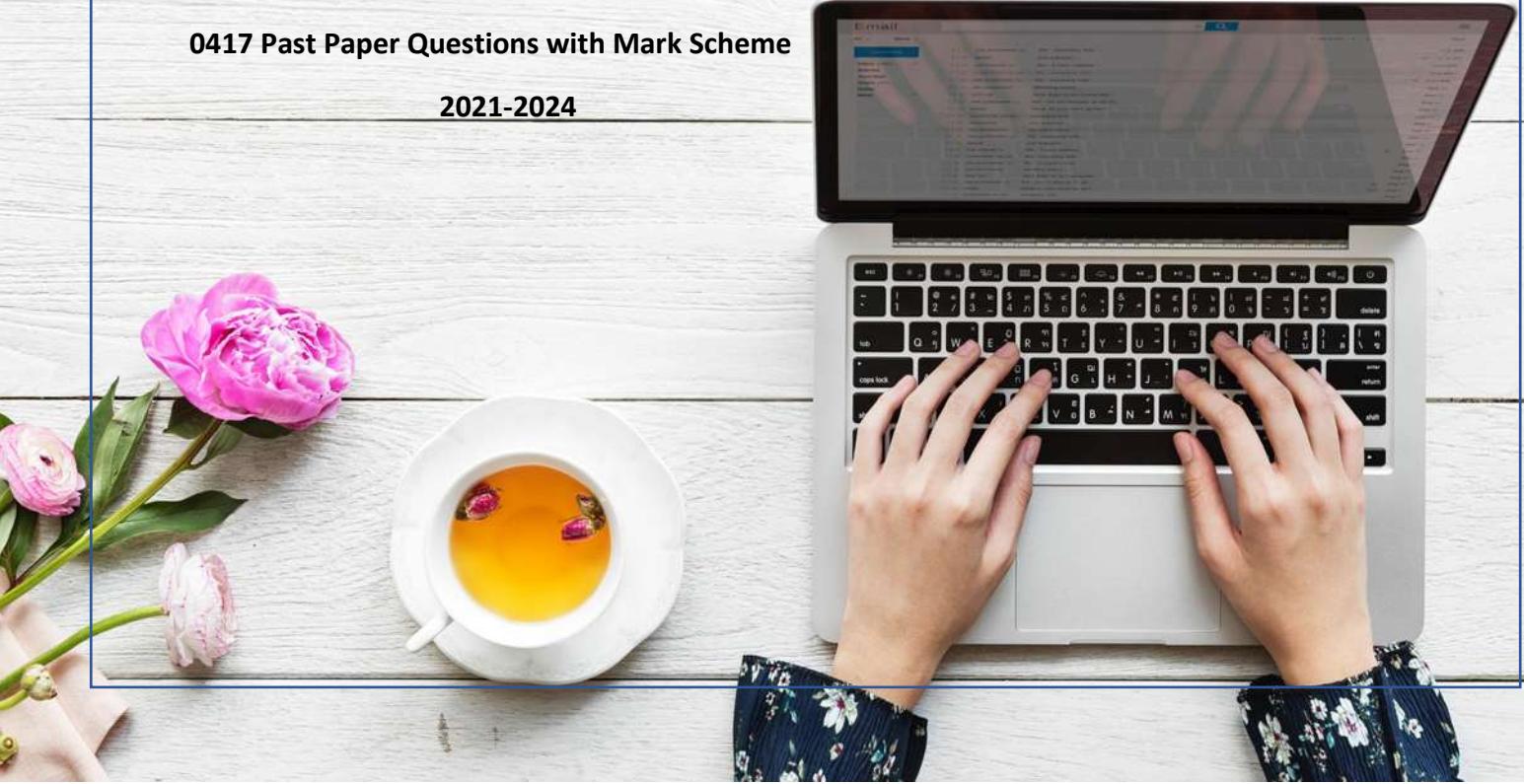
Information and Communication Technology

-0417-

Chapter Nine: Audiences

0417 Past Paper Questions with Mark Scheme

2021-2024



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1 Tawara College is setting up a new website for its older students. The website will publicise the events in the college, as well as revision and sporting activities. The headteacher wants the website to be attractive to the older students and it must meet their needs.

Before the website can be produced the needs of the audience have to be taken into account.

Analyse the needs of this audience.

[8]

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2 (a) Explain the need for copyright legislation when data is published on the internet.

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[4]

(b) Describe methods that software producers use to prevent software copyright being broken.

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[4]

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3 The audience needs to be considered when creating an ICT solution.

(a) Describe what factors need to be considered for the age of the audience.

[2]

(b) Describe what factors need to be considered for the interests of the audience.

[2]

4 A teacher is creating a revision website for her students. The website contains information taken from a number of different sources including published books. These sources are protected by copyright.

(a) State what the teacher needs to do to ensure that she does not break copyright rules when she publishes the website.

[2]

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(b) Explain the principles of software copyright.

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[3]

(c) Explain why copyright legislation is needed.

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[3]

5 State **two** methods that software producers use to enforce software copyright legislation.

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2.....

[2]

Mark Scheme

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Question	Answer	Marks
1	<p>Eight from:</p> <p>There needs to be emoticons/clipart to grab the attention</p> <p>The content needs to be relevant to improve their knowledge</p> <p>There must be a balance of information and pictures with more information than pictures</p> <p>The use of white space is less important</p> <p>More hyperlinks to related web pages</p> <p>Fonts must be clear and readable</p> <p>The interface must be simple, clear and intuitive</p> <p>Slideshows, videos and images providing more information</p> <p>High contrast background</p> <p>The students need to be constantly engaged</p> <p>Needs to be interactive</p> <p>The tone of the website needs to be casual</p> <p>The website needs to be able to work on all platforms especially mobile ones</p> <p>The content needs to be kept fresh and updated</p>	8

Question	Answer	Marks
2a	<p>Four from:</p> <p>Copyright is the legal and exclusive right to copy, or permit to be copied, some specific work</p> <p>If you own the copyright on the content of a web page someone else cannot make a copy of it without your permission</p> <p>Copyright usually originates with the creator of a work, but can be sold, traded, or inherited by others</p> <p>If you blog, take photographs, publish music, or otherwise produce copyrightable content, you legally own that content</p> <p>Whether you want to let other people use it or not is your decision</p> <p>If you want to use other people's content, you have to understand permissions and licensing, what is legal and what isn't/Read Terms and Conditions</p> <p>Supports the original producers of the software/content</p>	4
2b	<p>Serial numbers/product keys</p> <p>When software is being installed, users are often asked to enter a unique number which proves the software is original</p> <p>Serial numbers and product keys are supplied with the original copy of the software</p> <p>Holograms</p> <p>Holograms are often used on the packaging of software and they indicate that the copy is genuine</p> <p>Software without a hologram on the packaging is usually an illegal copy as they are too difficult and costly for pirates to implement</p> <p>Licence agreements</p> <p>Licence agreements are part of the software installation process and they inform the user exactly how they are legally allowed to use the product</p> <p>Users are required to 'agree to terms of use' before they can complete the installation Any breach of this can mean prosecution and fines</p> <p>One mark for naming the method then one mark for each reason</p> <p>To gain full marks candidates must have at least one description in addition to naming the methods</p>	4

Question	Answer	Marks
3a	<p>Two from:</p> <p><i>The younger the audience:</i> The more images rather than text Large font/text Bright colours</p> <p><i>The older the audience:</i> More formal language is used More formal font</p> <p>Answer must relate to the age</p>	2
3b	<p>Two from:</p> <p>The content needs to be precise/correct The language/tone used needs to be appropriate The level of knowledge of the users/audience needs to be taken into consideration Keeping to the point in the content Respects the audience Content matches their experiences and expectations Complexity of the content Correct use of video/audio/images</p>	2

Question	Answer	Marks
4a	<p>Two from:</p> <p>Must contact the copyright holders She must ask permission to use the material She should acknowledge whether material was copyright free or not She should acknowledge the sources for the material</p>	2
4b	<p>Three from:</p> <p>Users must not lend/rent/sell the software to other people User must not install the software on a network when other users can access it unless it is a network version Users must not modify/plagiarise the software Must not use coding from the software in your own software</p>	3
4c	<p>Three from:</p> <p>Prevents theft of intellectual material Protects the copyright of the owner of the software Prevents plagiarism To ensure people are rewarded for their endeavours</p>	3

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Question	Answer	Marks
5	Two from: Serial numbers Product keys Unique keys supplied with the original copy Holograms to identify legitimate copies Licensing agreements	2