MODULE R EXAM TECHNIQUE · R4

Answering 8-mark extended response questions: mark scheme

20 marks · OCR J277 spec 3a (J277/01 has one 8-mark extended response question), 3d (command words), 3k (assessment of extended response), 1.6.1 (ethical, legal, cultural, environmental and privacy issues; legislation)

How to use. One mark per bullet up to the maximum shown. **/** separates alternative words; **//** separates alternative answers for the same mark. Words in (brackets) are not needed for the mark. "..." means the point depends on the one before it. **NE** = not enough on its own. Question 5* is marked with mark bands (levels of response), shown below the table. Laws are as at November 2026.

QUESTION	ANSWER	MARKS	GUIDANCE
1 J277 3a, 3k	Whole answer placed in a mark band, not one mark per point: True Only drawbacks can reach the top band: False General points with no link to the scenario are enough for the top band: False	**3**	1 mark per correct row. A row with both boxes ticked scores 0.
2 J277 3d (Discuss)	A range of arguments / factors / points // more than one issue A balanced review // both sides / for and against // benefits and drawbacks A clear conclusion / opinion / judgement / recommendation (Conclusion / points) supported by evidence / reasons // linked to the scenario / context	**2**	1 mark each to max 2. Credit any other valid feature that matches the OCR meaning of Discuss. Mark the first two answers only. "Explain it" / "write a lot" / "detail" alone = NE. Do not credit "only the advantages" or "a list of points".
3 J277 1.6.1, 3k	**Why:** some customers have no bank card / bank account / smartphone // cannot use the app // some customers only use / prefer cash (e.g. to budget) // some older customers / people on low incomes may not have a card or phone **Why:** if the card reader / app / internet connection fails (or a phone battery is flat), customers cannot pay (and cash is not available as a back-up) **Impact on customers:** they are shut out / excluded // cannot buy from the café // must go elsewhere // are treated unfairly (compared with other customers) **Impact on the chain:** loses those customers / sales / income // damaged reputation / bad publicity // complaints Identifies this as an ethical issue // the digital divide	**3**	1 mark per bullet to max 3. For 3 marks the answer must include at least one **why** and at least one **impact**; otherwise max 2. Repeating the given point ("they cannot pay") = 0. Credit any other valid reason or impact in context.

QUESTION	ANSWER	MARKS	GUIDANCE
4 J277 1.6.1	Record of every drink, when and where: privacy Tell customers, use only for that purpose, keep secure, or be fined: legal No card and no smartphone, cannot buy anything: ethical Paper receipts stop, receipts in the app: environmental	**4**	1 mark per correct row. Row 3: also accept cultural (digital divide). Row 2: accept "Data Protection Act" for legal. Each row needs one word; two words in a row = 0 for that row.
5* J277 1.6.1, 3k	Mark using the mark bands and indicative content below.	**8**	Read the whole answer, decide the band, then the mark within it. Bullet points or a table are acceptable if each point is expanded. Whether UK shops must accept cash is not on the J277 specification: ignore such points (no credit, no penalty).

Question 5*: mark bands

MARK BAND	DESCRIPTOR
Mark Band 3 **High** **6 to 8 marks**	Thorough, accurate knowledge of a wide range of considerations. Knowledge is applied directly and consistently to the café chain, its customers and the app. Both sides are weighed up (benefits and drawbacks). A well-developed line of reasoning that is clear and logically structured, with points expanded, reaching a conclusion supported by the points made. **Top of band (8):** at least one ethical, one privacy and one legal issue, with impacts on both customers and the chain.
Mark Band 2 **Mid** **3 to 5 marks**	Reasonable knowledge, generally accurate but at times underdeveloped. Applied to the scenario, though some chances are missed. A line of reasoning with some structure; some points expanded. May cover only benefits or only drawbacks; **top of band (5)** needs at least one of each. May refer to only customers or only the chain. Any conclusion is weak or not fully supported.
Mark Band 1 **Low** **1 to 2 marks**	Basic knowledge, with limited understanding; some inaccuracy. Mostly general points with little link to the café chain. Points are listed rather than discussed; information is basic and unstructured.
0 marks	Nothing worthy of credit.

Question 5*: indicative content (not a checklist; credit any other valid point)

BENEFITS	DRAWBACKS
Café chain • No cash to count, bank or transport: saves staff time and money • Less risk of cash being stolen or of mistakes in the till; staff safer from robbery • Card / app payments can be quicker, so shorter queues and more customers served • Purchase data shows what sells, where and when: better stock planning, less food waste • Personalised offers can bring customers back more often and increase sales **Customers** • Quick, easy payment; no need to carry cash or wait for change • Offers and rewards matched to what they actually buy • Receipts kept in the app; can see what they have spent	**Ethical** • Excludes people with no bank card or smartphone (e.g. some older people, people on low incomes): digital divide, unfair • Customers may feel pressured to download the app and hand over data to get a fair deal • Personalised offers may encourage people to spend more than they intended • If the payment system or app fails, no one can pay: lost sales, angry customers • Lost customers and reputation could outweigh the savings **Privacy** • The app builds a detailed record of each customer's habits: what, when and at which café • This could reveal daily routine and where a person is at certain times • Data could be shared with or sold to other organisations; customers may not read the terms • Stored data could be leaked or stolen in a data breach **Legal** • Data Protection Act 2018: data must be used fairly, lawfully and transparently, only for the stated purpose, kept secure, accurate and no longer than needed • Customers have rights, e.g. to see their data, have it corrected or erased, and to object to marketing • A breach could lead to a fine and loss of trust • Hacking into the app's data is an offence under the Computer Misuse Act 1990, but the chain must still protect the data
Conclusion (examples): any conclusion is credited if it follows from the points made. A supported middle position is fine, e.g. go cashless only if customers can still pay by card without the app; make data collection and offers opt-in; tell customers clearly what is recorded and why; keep data secure and delete it after a set time; keep cash in some cafés for a trial period.	

Total: 20 marks