AQA

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

General Certificate of Education

Applied Business 8611/8613

BS05 Business Communication and Information Systems

Mark Scheme

2006 examination – June series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

	Assessment Objectives
	The Assessment Objectives represent those qualities which can be demonstrated in candidates' work and which can be measured for the purposes of assessment.
AO1 Knowledge, skills and understanding	Candidates demonstrate knowledge and understanding of the specified content and relevant business skills.
AO2 Application of knowledge, skills and understanding	Candidates apply knowledge and understanding of the specified content and relevant business skills.
AO3 Research and analysis	Candidates use appropriate methods in order to obtain and select information from a range of sources to analyse business problems.
AO4 Evaluation	Candidates evaluate evidence to reach reasoned judgements.
Quality of Written Communication	The quality of written communication is assessed in all assessment units where candidates are required to produce extended written material. Candidates will be assessed according to their ability to: • select and use a form and style of writing appropriate to purpose and complex subject matter • organise relevant information clearly and coherently, using specialist vocabulary when appropriate • ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear. The assessment of the quality of written communication is included in Assessment Objective 4.

1. **Total for this question: 24 marks**

(a) *Recall Table **BUYER DETAILS**.*

      (i) *Add a new buyer:*
         First Name   *Dylan*
         Surname   *Cox*
         Address   *5 Willow Close*
         Town   *Weyfield*
         Phone Number   *01963 12450*
         Maximum Price   *£320,000*
         Bedrooms   *3*   *(1 mark)*

     (ii) Buyer ID2, Tracey Williams, has now bought a property.
        Delete this buyer from the table.   *(1 mark)*

     (iii) Save and print a copy of the amended table.

BUYER DETAILS							
ID	**First Name**	**Surname**	**Address**	**Town**	**Phone Number**	**Maximum Price**	**Bedrooms**
1	Julie	Brignall	34 St Andrews Rd	Carforth	01987 33656	£250,000	2
3	Mark	Gardiner	24 Chipton Lane	Chilton	01556 89698	£450,000	3
4	Anne	Trevillion	27 Monks Rd	Gotsworth	01963 33652	£300,000	3
5	Joe	Hobbins	129 London Rd	Guildown	01234 88978	£475,000	3
6	Lucy	Buxton	14A North Street	Farnbury	01333 32658	£250,000	3
7	Beverley	Goldman	57 Kingfisher Drive	Farnbury	01333 55214	£260,000	2
8	Jean	White	16 Wolf Lane	Chilton	01556 96321	£280,000	2
9	Harold	Sands	26 Upton Close	Newport	01478 55698	£325,000	2
10	James	Hancock	31 Brewery Rd	Guildown	01234 98612	£550,000	4
11	Matthew	Trantham	2 Thorncombe Street	Brackley	01234 78955	£480,000	5
12	Luke	Nolan	32 Park Street	Weyfield	01963 22589	£310,000	2
13	Roger	Savage	329 High Street	Guildown	01234 55698	£290,000	2
14	Andrew	Bolton	12 The Avenue	Guildown	01234 98346	£240,000	2
15	Dylan	Cox	5 Willow Close	Weyfield	01963 12450	£320,000	3

  (a) (i) Correct addition to records (1 mark)
  (a) (ii) Correct deleted record (1 mark).

*(b)   Recall Table **PROPERTY DETAILS**.*

  (i)   Add a new property:

Seller	*Monks*
Type of property	*detached house*
Location	*Guildown*
Post Code	*GU2 6SE*
Bedrooms	*3*
Price	*£455,000*
Status	*for sale* *(1 mark)*

  (ii) Change the Status of Property to 'Sold', for ID15, Seller: Knolly. (1 mark)

  (iii) Save and print a copy of the amended table.

PROPERTY DETAILS						
ID	**Seller**	**Type of property**	**Location**	**Post Code**	**Bedrooms**	**Price**	**Status**
1	Caversham	detached cottage	Chidsworth	RH15 1WE	4	£535,000	for sale
2	Garrard	apartment	Merthow	RH10 3WA	3	£320,000	for sale
3	Carey	terraced cottage	Alford	GU17 4ES	1	£179,950	for sale
4	Gibson	terraced house	Alford	GU17 9FK	2	£325,000	under offer
5	Russell	semi	Brackley	HA3 7PQ	3	£299,950	for sale
6	Mansfield	semi	Chilton	CH12 8HJ	2	£274,950	for sale
7	Weldale	end terrace	Alford	GU17 3DC	3	£299,950	under offer
8	Sherman	detached cottage	Shalworth	GU9 5HP	3	£310,000	under offer
9	Hill	detached house	Guildown	GU2 1AA	4	£425,000	sold
10	Forbury	semi	Horsley	HA1 9UH	3	£350,000	for sale
11	Henry	apartment	Guildown	GU2 6SP	2	£310,000	for sale
12	Hill	apartment	Shalworth	GU9 7TH	2	£240,000	for sale
13	Coley	apartment	Chilton	CH12 8JL	2	£329,950	for sale
14	Waylen	terraced house	Guildown	GU4 4EZ	2	£219,950	for sale
15	Knolly	detached house	Guildown	GU2 6PQ	4	£515,000	sold
16	Earley	detached house	Goodfields	RH12 7GH	4	£495,000	for sale
17	Fobney	detached house	Goodfields	RH12 8JP	3	£485,000	under offer
18	Abbott	semi	Chilton	CH12 0PG	3	£295,000	for sale
19	Garnet	detached house	Guildown	GU2 6AD	5	£475,000	for sale
20	Brook	apartment	Guildown	GU2 7EP	2	£329,950	for sale
21	Monks	detached house	Guildown	GU2 6SE	3	£455,000	for sale

 (i) Correct addition to records (1 mark)
 (ii) Correct change to status of property (1 mark).

(iv) *Dylan Cox, wants a 3 bedroomed property, maximum price £320,000.*
     Search the table for suitable properties.   *(3 marks)*

(v) *Print these records showing all fields.*

PROPERTY DETAILS							
ID	Seller	Type of property	Location	Post Code	Bedrooms	Price	Status
2	Garrard	apartment	Merthow	RH10 3WA	3	£320,000	for sale
5	Russell	semi	Brackley	HA3 7PQ	3	£299,950	for sale
18	Abbott	semi	Chilton	CH12 0PG	3	£295,000	for sale

Level	Descriptor	Marks	Assessment Objective
3	3 records printed, all fields shown	3	AO2
2	3 records printed	2	AO2
1	5 records printed	1	AO2

(c)   Explain how Homefinder can ensure the security of the data held on the database. (5 marks)

- Password access only with varying degrees of control depending on user needs (either restricted access or specified workstation)
- Restrict user rights to amend information using 'read only', 'write', 'execute' and/or 'delete' profiles
- Virus and spyware protection eg Norton, McAfee, firewalls.

- Relevant principles of the Data Protection Act may be referred to, for example:

  ✍ appropriate measures need to be taken to ensure no unauthorised or unlawful processing of personal data takes place through accidental loss or destruction or damage
  ✍ personal data should not be transferred outside the European Economic Area.

Level	Descriptor	Marks	Assessment Objective
2	Explains valid point(s) relating to security	3–5	AO2
1	Describes valid point(s) relating to security	1–2	AO1

(d)   *Homefinder often has to find new properties to sell. It does this by writing to property owners informing them that it has many customers wishing to buy houses in their area.*

       Explain **one** *way in which the database could help Homefinder to find out the most popular and profitable towns or villages for it to obtain more properties.*   *(4 marks)*

Interrogate the 'Buyer Details' records with a view to counting how many buyers are looking for a property in a particular village and calculating the average maximum price eg query created counting records by village and displaying average maximum price, so for Guildown = 4 buyers average of £x, sorted by quality.

Level	Descriptor	Marks	Assessment Objective
2	Explains valid way in which database can be used relating to interrogation of database	3–4	AO2
1	Describes valid way in which database can be used	1–2	AO1

(e)   *Prepare an advertisement suitable for the local paper to attract new customers to Homefinder.*

       (i) Open the word processing file called **ADVERTISEMENT DOCUMENT**.

       (ii) Create the advertisement.

       (iii) Save the advertisement and print it.   *(8 marks)*

The advertisement should:

- Include name and logo for *Homefinder*
- Be attractive, create interest and prompt action
- Be suitable for the audience it is intended to reach.

Level	Descriptor	Marks	Assessment Objective
3	Document is fit for purpose, capable of creating interest and prompting action	6–8	AO2
2	Document includes relevant information	4–5	AO2
1	Document contains some appropriate information	1–3	AO1

2.   **Total for this question: 19 marks**

> *(a)   Using the draft brochure opposite, suggest improvements to it, by taking into account:*
>
> - *the layout of the information and graphical images*
> - *the choice of font styles (eg font size, emphasis).*
>
> *Justify your answer.*   *(10 marks)*

Need to consider the quality, appeal and layout of draft brochure, portrayal of the company and the impact it may have. This analysis should be in the context of the draft brochure and its intention to encourage customers to view the property. The information should be easy for the customer to understand. Consider the impact of the draft brochure in context to it being informative, appealing and encourage customers to view the property.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the suitability of the draft brochure, provided by identifying positive and negative features in the context of what *Homefinder* are trying to achieve – considers the impact it may have.	4–5	AO3
2	Explains positive or negative feature(s) affecting the suitability of the draft brochure, eg images used, clarity, composition, emphasis.	2–3	AO2/AO3
1	States/identifies feature(s) affecting suitability.	1	AO1

For AO4, use the mark grid below.
Note that AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
E3	Fully justifies the improvements of the draft brochure. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	4–5	AO4 and Quality of written communication
E2	Some justification of the improvements of the draft brochure. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–3	
E1	Provides an unsupported judgement of the suitability of the draft brochure. Ideas are communicated in a simplistic way with limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1	

(b) *(i)* *Using **Items A** and **B**, and any other information, identify the types of data Homefinder uses.* *(3 marks)*

- Numeric data – prices etc
- Text data – property type etc
- Validated data eg 'for sale', 'under offer', and 'sold' using a list of acceptable values
- Pictorial eg photos of the houses, maps to show location.

Level	Descriptor	Marks	Assessment Objective
3	Describes type of data in context - numeric which has values eg prices	3	AO1
2	Describes type of data - numeric which has values, text for description	2	
1	Identifies data eg numeric, text etc	1	

(ii) *Assess the advantages to Homefinder of using a database.* *(8 marks)*

- Linking of different files (buyer and property details) so sorting by area, price, house type can be made
- Merging/combining information from several files to create a single customer file eg name of all buyers in area and relevant property details in full
- Helps interrogate eg list of all names/addresses within Farnbury area with price ≤ £260k
- Geographical analysis is possible of both property types and customers within postcode area.

Electronic system will enable the team to manipulate the data, to look at statistics and trends of data for analysis. They can use 'what if' scenarios to examine the effects of pricing changes. Graphs can be used for visual demonstration of sales data. It will improve efficiency of the business, and data will be easy to access and edit. The information system will allow multiple use of the data, with wider access amongst the Sales and Marketing team. This will help to provide the information the Sales and Marketing team need in order to run the business effectively. (Analysis may compare to an alternative system reasoning why proposed system would be justifiable choice.)

Level	Descriptor	Marks	Assessment Objective
3	Assess the advantages to *Homefinder* of using a database	5–6	AO3
2	Explains the advantages to *Homefinder* of using a database	3–4	AO2
1	Describes the advantages to *Homefinder* of using a database	1–2	AO1

3.   **Total for this question: 17 marks**

(a)   Using the planning list on the opposite page, put the tasks into an order of priority for completion (high priority = 1, next priority = 2 etc).   (3 marks)

For prioritising, use the following mark grid.

Level	Descriptor	Marks	Assessment Objective
2	The tasks are clearly prioritised into a suitable order. Some tasks are grouped as they can be carried out at the same time. There is good evidence of planning and prioritising work.	2–3	AO2
1	The tasks are not all logically in order of priority. No evidence of grouping of tasks. There is little evidence of planning and prioritising work.	1	AO1

(*b*) *Justify the order of priority you have given.* (10 marks)

For content, use the following mark grid.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the importance of the given tasks	4–5	AO3
2	Explains the importance of the priorities given	2–3	AO1/AO2
1	States/identifies a factor affecting the prioritising of tasks	1	AO1

For AO4, use the mark grid below.

Note that AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
E3	Fully justifies the order of priority. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	4–5	AO4 and Quality of written communication
E2	Justifies some aspects of the order of priority. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–3	
E1	Provides an unsupported justification of the order of priority. Ideas are communicated in a simplistic way with limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1	

(c)   Explain how you could use ICT to produce the schedule to give to the General Assistant.
(4 marks)

ICT:
- Excel – produce a GANTT chart with dates clearly indicated for changes
- Database – put data for changes on against property details and sort it into date order and print as a table
- Possibly CPA, with priorities and dependencies identified and put into network diagram
- Word, templates; DTP, use of graphics etc.

Level	Descriptor	Marks	Assessment Objective
3	Explains how ICT could be used to produce the schedule	4	AO3
2	Describes features of valid ICT systems	2–3	AO2
1	Identifies a valid system	1	AO1