Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

General Certificate of Education
June 2006
Advanced Subsidiary Examination

AQA

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

APPLIED BUSINESS   BS05
Unit 5   Business Communication and Information Systems

Tuesday 20 June 2006   1.30 pm to 3.00 pm

For this paper you must have:
- appropriate computer hardware and software
- a stationery folder
- 8 sheets of A4 plain paper
You may use a calculator.

For Examiner's Use			
Number	Mark	Number	Mark
1		3	
2			
Total (Column 1)			
Total (Column 2)			
TOTAL			
Examiner's Initials			

Time allowed: 1 hour 30 minutes

Instructions
- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- You should put your Centre Number and Candidate Number
  (preferably as a Header or Footer) for each practical task that you
  are requested to print.
- Answer **all** questions.
- Answer the questions in the spaces provided or on the plain sheets as
  appropriate.
- Do all rough work in this book. Cross through any work you do not
  want marked.

Information
- The maximum mark for this unit is 60.
- The marks for questions are shown in brackets.
- You will be told the arrangements for printing at your Centre.
- No alterations to the text or layout may be made after the
  one hour 30 minutes has expired.
- You may ask for more plain paper if you require it.
- You are reminded of the need for good English and clear
  presentation in your answers. Questions 2(a) and 3(b) should be
  answered in continuous prose. Quality of Written Communication
  will be assessed in these answers.

Answer **all** questions in the spaces provided.

Read the **Background Information** and then answer the questions that follow.

Communication systems within *Homefinder*

Background Information

Derek Patterson started *Homefinder* in 1998 as a house and flat Letting Agent. This meant that he did not buy or sell the properties, but that he rented them out on behalf of the owners. Having established its name in the south east of England, Derek recently decided to expand into the buying and selling of homes.

Derek operates from an office with a shop front in which he advertises the properties For Let and For Sale. He charges sellers 2% of the house price once it is sold.

There is a team of eight full-time members and one part-time 'General Assistant', working for the business as shown below.

Homefinder **Team**	Derek Patterson, Owner
	Letting Manager
	Office Manager
	Administrative Assistant
	Valuer
	Sales Team $\times 3$ members
	Part-time General Assistant

External communication methods: shop window, local newspapers, mobile phones, fax, website, direct mail, email and a variety of promotional materials including property brochures, property boards.

Internal information systems: database to hold buyer details and property details, computer network.

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1 Read **Item A** and then answer the questions that follow.

Item A

The database used by *Homefinder* has two main tables. One table holds
buyer details, the other holds **property details**. All the properties are found in the
same **area**, although there are different towns and villages within this area.

This database allows the staff to log new customers, either buyers or sellers, and to
match suitable properties to buyers. It also informs the staff of the status of a
property, such as: whether it is for sale, whether it is under offer (and therefore
should not be offered to new customers) or sold.

(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.

(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.

   (iv) Buyer: 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.

Turn over ▶

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

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(5 marks)

(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.

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(4 marks)

(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)*

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2 Read **Item B** and then answer the questions that follow.

Item B

Promotion of *Homefinder*

When new properties are obtained, the details have to be presented in the form of a property brochure, ready to send to customers. You have received the following memorandum from the Office Manager.

To: Administrative Assistant   Date: 2 June 2006

From: Office Manager

Subject: Property Brochure

Our Property Brochures are looking rather boring. They were suitable for the Letting Market but we need to make them look exciting for the Buyer Market.

I have attached a draft brochure with the essential information on it but would like you to tell me how we could lay it out in a more inviting manner.

Question 2 continues on the next page

Turn over ▶

For layout purposes the property brochure has been reduced in size. These pages will be A4.

Page 1

Homefinder

LOGO

Property

37 New Avenue, Guildown

Photo of the property

An attractive family house, offering spacious accommodation in a tree lined avenue, which in our opinion has been well maintained and decorated to a high standard, which can only be appreciated when visiting the house. Featuring a 7.23 m × 3.41 m kitchen/breakfast room, gas heating by radiators and double glazing. Located in a sought after area 4 miles from the town and close to popular schools.

£455,000

Homefinder **address**   **Tel Number**

Page 2

Accommodation: All measurements approximate.

Recess porch
Part glazed door

Entrance hall
3 m × 2.41 m max

Lounge Area
5.20 m × 3.45 m

Dining Area
4 m × 3.46 m

Kitchen/breakfast Room
7.23 m × 3.41 m
Fitted with matching range
oak panel cabinets.
Stainless steel sink, gas range
with cooker hood over.
Door to garden

Photo of Kitchen

Master bedroom
6.56 m × 4.52 m
Windows to front,
wall light 2 radiators
En-suite Shower Room
tiled shower cubicle, wash hand basin, WC

Photo of Master Bedroom and En-suite

Bedroom 2
3.35 m × 3.26 m
Radiator, window to rear,
fitted wardrobe

Bedroom 3
3.49 m × 3.35 m
Radiator, window to back

Family Bathroom

Photo of Bathroom

Panelled bath, wash basin and WC.
Radiator, heated towel rail

(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.

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(10 marks)

Question 2 continues on the next page

Turn over ▶

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

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(3 marks)

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

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(6 marks)

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Turn over for the next question

3 Read **Item C** and then answer the questions that follow.

Item C

Promotion of *Homefinder* properties

Whenever *Homefinder* puts a property on the market to Let or Sell, or when it is taken by tenants or sold, it 'plants' a board outside the property. This advertises *Homefinder's* name and attracts the notice of passers-by who may be thinking of letting, selling or buying property in the area.

Up until now, *Homefinder* has adapted its old 'For Let' boards for the properties it has for sale or has sold.

Derek now feels that it is time to distinguish between these two services and wants to use new 'For Sale' and 'Sold' boards. He has commissioned a design company to suggest ideas for the new boards. Derek has asked you to run the project from its initial stage of approving the design of the boards through to its completion of planting the boards outside the properties.

To organise this project, the following tasks need to be completed.

Planning List for the New Boards Project	
Tasks	**Priority**
Inform General Assistant of the schedule for properties needing new boards	
Estimate and order required number of new boards from the producer	
Agree delivery date with the producer	
Check database to find out where the boards that need replacing are situated	
Organise storage area for the new boards	
Check sample of the boards from the producer	
Arrange manageable schedule for the General Assistant to have the boards switched	
Send the new design to the board producer	
Approve the new design	

(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)*

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

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(10 marks)

Question 3 continues on the next page

Turn over ▶

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

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(4 marks)

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END OF QUESTIONS