



## **General Certificate of Education**

# **Applied Business 8611/8613**

## **BS05      Business Communication and Information Systems**

# **Mark Scheme**

*2007 examination - January 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.

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	<b>Assessment Objectives</b>
	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.
<b>Quality of Written Communication</b>	<p>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:</p> <ul style="list-style-type: none"> <li>• select and use a form and style of writing appropriate to purpose and complex subject matter</li> <li>• organise relevant information clearly and coherently, using specialist vocabulary when appropriate</li> <li>• ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear.</li> </ul> <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

1

Total for this question: 22 marks

(a) Recall the spreadsheet **SUMMER HOLIDAY ACTIVITY NUMBERS**

- (i) An **additional** 10 children have booked to attend the football training course in Week 4. Update the spreadsheet. (1 mark)
- (ii) 2 children, who are currently booked onto the intensive swimming course for Week 2, need to change their bookings to Week 5. Adjust the figures on the spreadsheet. (1 mark)

Number of children attending activities						
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
<b>Football</b>	15	35	22	27	23	19
<b>Swimming</b>	12	14	20	23	21	7
<b>Squash</b>	6	9	8	10	10	7

- (i) Correct addition to record (1 mark).
- (ii) Correct change of record (1 mark).

- (iii) Insert a new row under the row entitled '**Squash**'. Insert the title '**Totals**' in this new row. (1 mark)
- (iv) Insert a formula in the row '**Totals**' to calculate for each week the number of children attending all activities. (2 marks)

Number of children attending activities						
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
<b>Football</b>	15	35	22	27	23	19
<b>Swimming</b>	12	14	20	23	21	7
<b>Squash</b>	6	9	8	10	10	7
<b>Totals</b>	13	58	50	60	54	33

- (iii) Correct creation of totals row (1 mark).
- (iv) Candidate shows totals (1 mark). Candidate shows correct totals (1 mark).

- (v) Save and print a copy of the amended spreadsheet.
- (vi) Print your spreadsheet showing the formula. (1 mark)

Formula shown on printed spreadsheet (1 mark).

(vii) *Produce a graph of the number of children booked onto the football course each week. The graph should have a title and each axis should be labelled. (3 marks)*

Printing graph (1 mark)

Labels on graph (1 mark)

Accurate bar, column chart or line graph (1 mark)

(b) *The Sales and Marketing Manager needs to inform the Catering Manager of the number of children attending the holiday activities each week.*

(i) *Open the word processing file called **MEMO**.*

(ii) *Create a memo informing the Catering Manager of the total number of children attending activities each week. The memo should also ask what further details the Catering Manager needs.*

(iii) *Save and print the memo. (2 marks)*

The memo should include:

- format, ie to, from, date, subject (1 mark)
- information relating to the summer activities (1 mark).

(c) *The Catering Manager needs to know whether any of the children attending the activities have special dietary needs.*

(i) *Open the word processing file called **PERSONAL DETAILS**.*

(ii) *Design a form which can be sent to parents, to collect information about the children attending activities. This form should also collect information on any special dietary needs.*

(iii) *Save and print the form.* *(7 marks)*

- should look like a form rather than a list
- should include relevant details – name, age, allergies, medical problems etc.

Level	Descriptor	Marks	Assessment Objective
3	Uses appropriate layout and language.	6–7	AO2
2	Uses appropriate layout and/or language.	3–5	
1	Includes relevant information about the child.	1–2	AO1

(iv) *Once the forms have been completed, Farnhurst Sports & Leisure Centre plans to store the information electronically. Explain **two** legal constraints that the Centre might need to take into account when storing these data.* *(4 marks)*

Apply the marking grid below twice.

Level	Descriptor	Marks	Assessment Objective
2	Explains legal constraint.	2	AO2
1	Identifies legal constraint.	1	AO1

- Stored securely with password, permission to store information.

**2****Total for this question: 21 marks**

(a) Assess the suitability of the draft leaflet (**Figure 1**) in terms of:

- layout of information
- choice of font and styles
- visual appeal for target audience.

*(10 marks)*

Need to consider the quality, appeal and layout of the leaflet, portrayal of the company and the impact it may have. The analysis should be in the context of the leaflet and its intention to encourage customers to book a party at the Centre. The information on the price list should be easy to understand. Should consider the impact of the leaflet in context to its being eye catching, appealing and its ability to encourage customers to book children's parties.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the suitability of the leaflet by identifying positive <b>or</b> negative features in the context of attracting customers to book children's parties and/or the impact it might have.	3–5	AO3
2	Explains a positive and/or negative feature(s) affecting the suitability of the leaflet, eg images used, clarity, composition, impact.	2	AO2
1	States/identifies feature(s) affecting suitability.	1	AO1

**For AO4**, you should award marks using the grid below.

**Note:** 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
E2	Fully justifies the suitability and improvements of the draft leaflet. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
E1	Some justification of the suitability and/or improvements of the draft leaflet. Ideas are communicated in a simplistic way with a limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–2	

(b) *When parents book a party, all the relevant details are stored using a database.*

(i) *Give the titles of **three** fields that would be needed on the database other than name, contact details, and age of children. (3 marks)*

Fields could include dates, numbers, catering requirements etc.

Maximum 3 marks.

(ii) *Analyse the suitability of using a database to **process** data and to **produce** information for all the managers within the Centre. (8 marks)*

**Relevant answers might include the following:**

- will allow the data to be used in a number of ways
- able to store details of the customer and the details of the party
- can be used to calculate the price of individual parties
- customer details could be used by the sales and marketing team when targeting customers for new activities
- details of costs could also be used by the finance department when raising invoices.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the suitability of the database to process data and produce information for Centre Managers.	6–8	AO3
2	Explains how database could process data and/or produce information.	3–5	AO2
1	Identifies features of a database.	1–2	AO1



**3****Total for this question: 17 marks***(a) Explain why the centre uses:**(i) an electronic diary**(2 marks)**(ii) a colour-coded system**(2 marks)***Relevant answers might include the following:**

- electronic diary can be accessed by all interested parties to aid with planning
- ensures that rooms/facilities are not double booked by different staff
- aids with staff planning (how many assistants required etc)
- colour coding enables quick reference to access activities
- easy to record weekly events and show availability of facilities.

Apply the marking grid below twice.

<b>Level</b>	<b>Descriptor</b>	<b>Marks</b>	<b>Assessment Objective</b>
2	Explains why feature of electronic diary or the coding system is useful.	2	AO2
1	Identifies a useful feature of an electronic diary or the coding system.	1	AO1

(b) A party has been booked that requires the pool and the activities room. The following tasks need to be completed by the reception team after they have taken the deposit.

(i) Using the planning list, prioritise the tasks using the following numbers.

Task needs to be done at time of booking = 1

Tasks needs to be completed at least 7 days before the party = 2

Task needs to be completed on the day of the party = 3

(There may be more than one task for each number.)

(3 marks)

Planning List for Party Bookings	
Tasks	Priority
Request an invoice to be prepared for the outstanding balance and sent out to the person booking the party.	2
Inform the Catering Manager of the date, number of children and food and drink ordered.	1/2
Ensure notices are displayed to inform other users that the pool will not be available at the time of the party.	2/3
Book pool on electronic diary using colour coding.	1
Make a poster for display on the day of the party with the birthday child's name and age.	2/3
Advise the Sports and Leisure Centre Manager of extra staff requirements.	1/2
Give receipt for deposit to the person making the booking.	1
Record any special dietary requirements and inform the Catering Manager.	1/2
Book activities room on electronic diary using colour code.	1

For prioritising, use the following grid.

Level	Descriptor	Marks	Assessment Objective
2	The tasks are clearly prioritised into appropriate groups. There is good evidence of planning and prioritising tasks.	2–3	AO2
1	Some tasks are logically prioritised.	1	AO1

(ii) *Justify your order of priority.*

(10 marks)

For content, use the following grid.

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

**For AO4**, you should award marks using the grid below.

**Note:** 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
E2	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.	3–5	AO4 and Quality of written communication
E1	Justifies some aspects of the order of priority. Ideas are communicated in a simplistic way with a limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–2	