

Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use

General Certificate of Education
 June 2009
 Advanced Subsidiary Examination



APPLIED BUSINESS **BS05**
Unit 5 Business Communication and Information Systems

Monday 1 June 2009 9.00 am to 10.30 am

<p>For this paper you must have:</p> <ul style="list-style-type: none"> • appropriate computer hardware and software • a stationery folder (enclosed) • 8 sheets of A4 plain paper. <p>You may use a calculator.</p>

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

Time allowed: 1 hour 30 minutes

Instructions

- Use black ink or black 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) on each practical task that you are requested to print.
- Answer **all** questions.
- You must answer the questions in the spaces provided or on the plain A4 paper as appropriate. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper 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 1 hour 30 minutes has expired.
- You may ask for more A4 plain paper if you require it.
- Questions 1(b)(iv), 2(b) and 3(b)(ii) should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.



Answer **all** questions in the spaces provided or on the plain A4 paper as appropriate.

Read the **Background Information**.

Piggie Books Ltd

Piggie Books Ltd (PBL) publishes a wide range of fiction and non-fiction titles. The company is based in Gloucestershire where 500 full-time and part-time staff deal with every aspect of publishing, including: Editorial, Publications, Sales and Marketing, Publicity, Customer Services and Human Resources (HR). The publishing industry is very competitive and HR is facing many challenges.

Out of the total workforce:

- the percentage of female employees is high at 68%
- the percentage of female employees returning after maternity leave is low at 39%; of those that do return to work, many leave due to childcare problems and other issues
- approximately 40% of all employees work on part-time contracts.

PBL is addressing these issues by introducing several flexible working initiatives such as:

- flexitime
- extended maternity leave
- childcare contributions.



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

Item A

New Time and Attendance System – Flexitime

Each full-time employee at *PBL* is contracted to work 35 hours per week. These hours can be completed at any time between the hours of 8.00 am and 6.00 pm, Monday to Friday. This enables employees to have flexible start times, flexible lunch breaks and flexible end times. In addition, employees can work longer than their contracted hours in order to build up flexi hours which they can use to take time off for such things as school events, shopping trips. This Flexi Leave is in addition to Annual Leave.

Flexitime is beneficial to both employees and the company because it means that managers can cover very busy times and employees are less likely to take ‘sick days’ when they need occasional days off.

Flexi Leave should be agreed with the line manager, in the same way as Annual Leave. For both types of leave employees have to complete a **Time and Attendance Amendment Sheet**. The Senior Administrators for each department then update the main database by the use of codes to show the reason for the absence.

However, Richard Laye, Head of Human Resources, believes that employees are not fully aware of the benefits of flexitime and either do not use it properly or just work their contracted hours every month.

In order to find out whether this is true, he has asked a Senior Administrator from the Editorial Department to conduct some research for him. For this purpose, the records of the department’s employees’ hours have been exported to a spreadsheet.

Question 1 continues on the next page

Turn over ►



- 1 (a) Open the spreadsheet called **TIME AND ATTENDANCE RECORD**.
- 1 (a) (i) Enter your name and candidate number into the header of the document.
- 1 (a) (ii) Using the **Time and Attendance Amendment Sheet**, opposite, add the reasons given for absence in the **TA Code** column, for the appropriate day.

The following codes should be used:

Annual Leave = AL
Flexi Leave = FL
Other reasons = B1

In addition, cells should be filled with the indicated colour.
The first entry (ED1002) has been completed for you.

- 1 (a) (iii) Save and print the spreadsheet. *(6 marks)*



Time and Attendance Amendment Sheet

Employee Code	Day	Hours worked		Reason for amendment	Cell fill colour
		AM	PM		
ED1002	Monday	3.5	4.0		
	Tuesday	4.0	4.0		
	Wednesday	4.0	5.0		
	Thursday	3.5	5.0		
	Friday	0	0	Agreed Flexi Leave	Blue
ED1003	Monday	3.5	3.5		
	Tuesday	3.5	3.5		
	Wednesday	3.5	3.5		
	Thursday	0	0	Annual Leave Child's sports day	Yellow
	Friday	3.5	3.5		
ED1004	Monday	4	4		
	Tuesday	4	4		
	Wednesday	4	5		
	Thursday	4	4		
	Friday	4	0	Agreed Flexi Leave	Blue
ED1005	Monday	3	3	Transport problems	Yellow
	Tuesday	3	3		
	Wednesday	3	3		
	Thursday	3	3		
	Friday	3	3		
ED1007	Monday	3.5	3.5		
	Tuesday	0	0	Agreed Flexi Leave	Blue
	Wednesday	3.5	3.5		
	Thursday	3.5	3.5		
	Friday	3.5	3.5		
ED1009	Monday	0	3.5	Annual Leave Not pre-authorized Dental check-up	Yellow
	Tuesday	4	4		
	Wednesday	3.5	3.5		
	Thursday	3.5	3.5		
	Friday	3.5	2.5	Left early	Yellow
ED1010	Monday	3.5	3.5		
	Tuesday	3	3	Shopping Two hour lunch breaks	Blue
	Wednesday	3	3		
	Thursday	3	3		
	Friday	3.5	3.5		
ED1014	Monday	0	0	Annual Leave All week	Green
	Tuesday	0	0		
	Wednesday	0	0		
	Thursday	0	0		
	Friday	0	0		

Turn over ►



- 1 (c) Richard wants to communicate the benefits of flexitime to all employees. He has asked for your design ideas for a draft poster.

Open the word processing file called **POSTER**.

- 1 (c) (i) Enter your name and candidate number into the header of the document.
- 1 (c) (ii) Format the text to provide a poster that encourages employees to make use of the new flexitime arrangements. You should:
- insert an appropriate logo
 - consider layout, font type and emphasis of the text
 - insert at **least** one appropriate electronic image.
- 1 (c) (iii) Save and print a copy of the **POSTER**. (6 marks)

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Turn over for the next question

Turn over ►



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

Item B
New employee benefits

Richard Laye plans to introduce new employee benefits which he hopes will increase the percentage of employees returning after maternity leave. Richard hopes to offer the following new benefits:

- up to one year's maternity leave with 26 weeks at full pay
- a childcare contribution
- advice for new mothers returning to work.

Richard is aware that he must present a convincing explanation of the benefits of the new scheme to the Board of Directors. His presentation must be ready for the next Board meeting in a week's time. His draft presentation slides are shown in **Figure 1**.

If his proposals are accepted, Richard must let all employees know about the new benefits. His options include:

- putting an article in the company's monthly magazine
- using the Company Policy section of the new intranet system
- sending a standard letter to every employee
- displaying notices in all employee work areas.

Figure 1: Richard Laye's draft presentation slides

<p style="text-align: center;"><i>The problem</i></p> <hr style="border: 2px solid black; margin: 5px 0;"/> <p>The number of employees returning to work after maternity leave is well below the national average. In fact only 39% return after maternity leave which is considered to be very low. As a result of this our recruitment and training costs are well above the average for the publishing industry, which has an impact on our profitability.</p>	<p style="text-align: center;">THE SOLUTION</p> <hr style="border: 2px solid black; margin: 5px 0;"/> <p>I propose that we offer new benefits to our employees. Firstly that they should get up to one year's maternity leave with twenty six weeks at full pay. Secondly the company should make a contribution towards childcare costs. Thirdly all new mothers should be offered twenty four hour access to counselling, seven days a week and up to six counselling sessions paid for by PBL.</p>
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Turn over for the next question

Turn over ►



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

Item C
A Book Launch

PBL's newest author is a well-known celebrity, the young star of several reality television programmes and quiz shows. He has written an amusing and slightly controversial book about his rise to celebrity status. There has been a lot of media interest in this book and *PBL* hopes that a well-publicised book launch will also help to increase awareness of other titles aimed at the 18–24 year old market.

Donna Foster, Head of Sales and Marketing, has decided that the highlight event of the book launch should be held in a London West End cinema. It will consist of the celebrity and several other authors signing their books and reading extracts from them. During the event, well-known young actors and actresses will perform short adaptations of the books on stage. In addition, Donna wants the highlight event to be followed by a series of book signings by the celebrity in mega book stores across the UK.

Donna has sent you the following email.

From: Donna Foster	Sent: Mon 01/06/2009 08.38
To: Publicity Department, Administrative Officer	
Subject: Celebrity Book Launch	

In order to gain maximum publicity for the release of the celebrity book, the website needs to be updated.

The website will need a photo of the book and the celebrity. The publicity photo shoot has already taken place in Gloucester and the material should arrive tomorrow. As this will also be used for the book signing events, it is urgent. Please ask Reception to alert you as soon as this has been delivered.

We will also need to add to the website various links as follows.

- A link to the booking form.
- Links to the 'Other Authors' profiles' and a list of their books.
- A link to *PBL*'s Publications Catalogue.
- An email link to a contact in Customer Services.

There are quite a few jobs that need to be completed for the Celebrity Book Signings UK tour. I have left a list of tasks, please could you prioritise these and start to complete the list.

Thanks and regards

Donna
Head of Sales and Marketing



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

