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For Examiner's Use

General Certificate of Education
 January 2010
 Advanced Subsidiary Examination



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

Thursday 14 January 2010 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>

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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 2(b) and 3(b) 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.



J A N 1 0 B S 0 5 0 1

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

Read the **Background Information**.

Rescue Me

Anita Patel founded *Rescue Me* in 2001. It is a charity that provides care and support for mistreated animals in Kent, ranging from domestic pets to larger animals such as horses. The work of the charity is partly funded through financial donations, but also through the profits made by three charity shops located in Ashford, Maidstone and Tonbridge. These shops sell goods that have been donated by the public, eg clothing and jewellery.

Anita Patel manages the charity's finances. This includes assessing the financial performance of the charity shops. Each shop employs one part-time manager, whilst unpaid volunteers help out with the day-to-day running of the shops. These volunteers offer their services when they can and one of the duties of a shop manager is to ensure that the charity has enough trained and enthusiastic volunteers to staff the shop.

Each shop has a store room where donated goods are stored before being sorted and either sold in the shop or sent for recycling. One of the skills required of volunteers is to assess the value of donated goods and to price them accordingly.



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

Item A

Rescue Me and the ‘credit crunch’

In 2008, the ‘credit crunch’ increased the public’s interest in charity shops. More people used charity shops as a way of reducing their expenditure on clothing and other goods. However, in 2009, Anita received some worrying sales reports from her shop managers. In addition, the shop managers were complaining that there had been a decline in the number and quality of donations from the public.

At the beginning of 2010, Anita asked Vijay, her administrative assistant, to produce a report on the sales performance of the charity shops. She provided Vijay with data on annual sales between 2007 and 2009 for the three shops.

To encourage donations, Anita has arranged a specific date with local businesses, for their employees to donate one item of quality clothing. This ‘Day for Donations’, or ‘D-Day’, will take place on the 21st of January. Anita has asked Vijay to produce a poster that will be placed in the canteens and staff rooms of the local businesses. Anita has provided her assistant with a template for this poster, which was downloaded from the website of the Association of Charity Shops.

- 1 (a) Open the spreadsheet called **ANNUAL SALES**.
- 1 (a) (i) Enter your name and candidate number into the header of the document.
- 1 (a) (ii) Calculate **Total Sales** in 2008 and 2009 by copying the formula from 2007.
(1 mark)
- 1 (a) (iii) Format the **Total Sales** data to display as £ with no decimal places.
(2 marks)
- 1 (a) (iv) Save and print a copy of the amended spreadsheet.
- 1 (a) (v) Produce a bar chart showing the sales of each shop for 2007, 2008 and 2009. The bar chart should have a suitable **title**, a **legend** and **axis labels**.
(5 marks)
- 1 (a) (vi) Save the spreadsheet and print a copy of the bar chart.

Question 1 continues on the next page

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- 1 (b) Anita has asked Vijay, her administrative assistant, to produce a brief report on the sales performance of the charity shops.

Open the word processing file called **RESCUE ME SALES REPORT**.

- 1 (b) (i) Enter your name and candidate number into the header of the document.

- 1 (b) (ii) Write a report on the sales performance of the charity shops in 2009 compared with 2007 and 2008. Use the information contained in the spreadsheet you saved in **1(a)(iv)**. Your report should include the bar chart you created in **1(a)(v)**.

(6 marks)

- 1 (b) (iii) Save and print the report.

- 1 (c) Open the word processing file called **D-DAY 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 local business employees to donate one item of quality clothing. You should:

- update the text with the correct information
- insert an appropriate logo and at least **one** appropriate electronic image
- consider layout, font type and emphasis of the text.

(6 marks)

- 1 (c) (iii) Save and print a copy of your poster.



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ANSWER IN THE SPACES PROVIDED**

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

Item B

Improving communications at Rescue Me

Anita has become aware of a problem with the quality of stock being held by the three charity shops. The Tonbridge shop has a higher proportion of ‘star items’, ie good quality clothes that are fashionable. However, the Ashford store holds a very low proportion of these star items. In order to maximise revenue for the charity it is better that the ‘star items’ are shared equally.

Anita is surprised that this problem has occurred as each shop has access to an electronic database to record stock levels. The fields of each record include: price, quality (using a five star rating), item description (eg dress, blouse etc) and quantity held. Anita was disappointed that the part-time shop managers had not made better use of this stock database. At the very least, the managers could have communicated with each other to resolve the problem!

Figure 1: Example of an entry in Rescue Me’s Stock database

Store	Price	Quality (5 Star Rating)	Item description	Quantity held
Tonbridge	£20	4	Dress	3

To make matters worse, on a visit to one of the charity shops, Anita was shocked by the attitude of a volunteer. The volunteer made no attempt to communicate with customers and failed to engage with people donating goods.

Anita carried out a customer survey focusing on the communication skills of the shops’ volunteers. The results were worrying and indicated that a significant proportion of volunteers:

- were often abrupt with customers and failed to help them find the items they were interested in
- failed to thank people donating goods and did not seem interested in the aims of the charity
- looked miserable “half the time” and had a body language which “Put you off wanting to ask questions”.



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

Item C

Rescue Me moves up-market

Rescue Me's Maidstone shop recently recruited two additional volunteers – Oliver and Katrina, who are students at the local university for creative arts.

Oliver was surprised by the lack of fashion knowledge shown by the existing volunteers. He thought that it would help the volunteers to identify fashionable items if he put together some training videos. Oliver would upload the videos to the 'YouTube' website and they could be viewed by anyone using the Internet. These videos would act as guides to spotting valuable items and pricing them correctly. The shop volunteers could educate themselves as they have access to the Internet in all three shops. Oliver said he would update these videos as and when he or Katrina came across good examples of fashionable items donated to the shops. 5 10

Katrina thought it would be a fantastic idea for *Rescue Me* to organise its own fashion show using clothes from the charity shops and some designs from some fashion student friends. Katrina had a venue in mind and was certain she could get these friends to model their designs. Anita was impressed by Katrina's idea but pointed out that putting on a successful fashion show would require effective communication. Katrina made a list of the groups of people involved in the fashion show, along with notes on each group (**Figure 2**, page 12). 15



Figure 2: Katrina’s list

Group	Notes
Fashion students	Needed to supply some of the clothes and to act as models. These are friends, so perhaps I don’t need to use formal communication?
Suppliers	Needed to supply staging and lighting. I must get this organised as soon as possible and hopefully get discounts to keep costs down. Also, very important to get the venue sorted. I have three venues in mind. The best one is really popular.
Media	One of the main aims of the fashion show is to raise the profile of the charity. I have to make sure that the media tell a good story about the charity.
<i>Rescue Me</i> staff	They will help to prepare the fashion show and run it on the day. I’m sure everyone will help out.
General public	Not sure how best to do this. I want an enthusiastic audience who are willing to give money to the charity!

3 (b) Using **Item C**, how should Katrina communicate with the groups shown in **Figure 2** above? You should consider:

- the communication methods and media used
- the priority of communicating with each group.

Justify your answer.

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