



**General Certificate of Education (A-level) Applied
June 2011**

Applied Business

BS05

**(Specification
8611/8613/8616/8617/8619)**

**Unit 5: Business Communication and
Information Systems (External Test)**

Mark Scheme

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 events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process 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 standardisation each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised 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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	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	<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"> • 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. <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

1

Total for this question: 20 marks

1 (a) (i) Calculate the % **change** in Holby Transport's **Total revenue** and in its **Carbon footprint** between 2009 and 2010 by copying the formula from cell D5. (1 mark)

Total Revenue 2.50%
Carbon footprint -12.84%

1 (a) (ii) Format all monetary values to display as £ with no decimal places. (2 marks)

1 mark for demonstrating how to format a value as £ with no decimal places.

1 mark for selecting correct range of data, ie B4 to C6.

	A	B	C	D
1	HOLBY TRANSPORT SALES			
2		Year		
3		2009	2010	% change
4	Road transport revenue (£ 000)	£230,120	£220,250	-4.29%
5	Rail transport revenue (£ 000)	£64,150	£81,390	26.87%
6	Total revenue (£ 000)	£294,270	£301,640	2.50%
7	Carbon footprint (CO2 tonnes)	109000	95000	-12.84%

1 (a) (iv) Print a copy of the amended spreadsheet showing formulae. (1 mark)

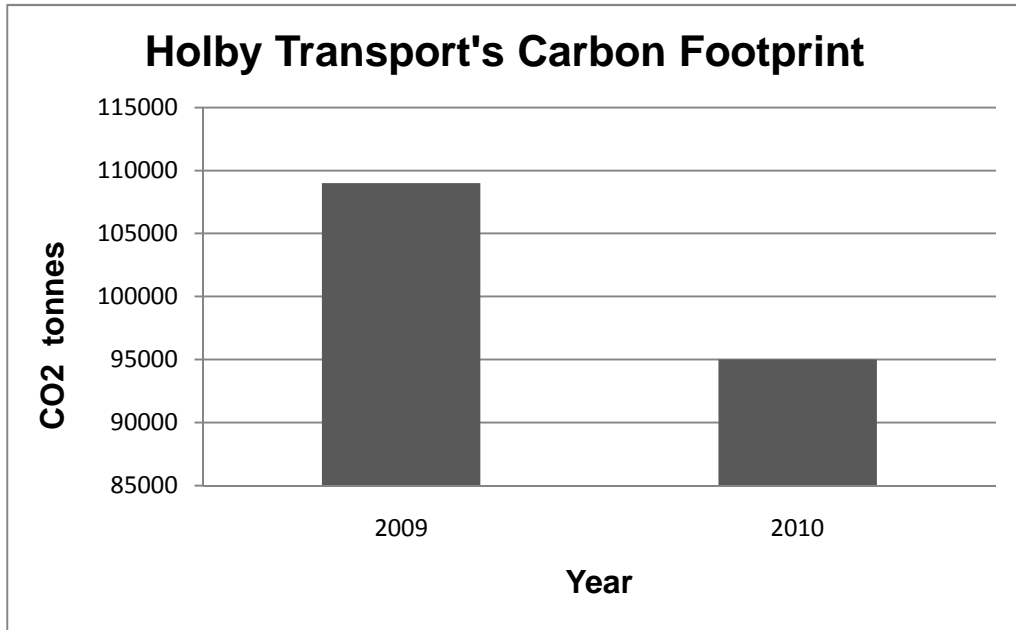
1 mark for print out showing formulae.

Own figure rule applies.

	A	B	C	D
1	HOLBY TRANSPORT SALES			
2		Year		
3		2009	2010	% change
4	Road transport revenue (£ 000)	£230,120	£220,250	=(C4-B4)/B4
5	Rail transport revenue (£ 000)	£64,150	£81,390	=(C5-B5)/B5
6	Total revenue (£ 000)	£294,270	£301,640	=(C6-B6)/B6
7	Carbon footprint (CO2 tonnes)	109 000	95000	=(C7-B7)/B7

1 (a) (v) Produce a column chart showing Holby Transport's **Carbon footprint** in 2009 and 2010. The column chart should have a suitable **title** and **axis labels**.
(3 marks)

- 1 mark for a suitable title
- 1 mark for both axis labels
- 1 mark for producing an accurate bar chart.



1 (b) (i) Format the text:

- 'Holby Transport Rail' as bold, font size 12
- 'Reducing our carbon footprint!' as font size 10. (1 mark)

1 mark for correctly formatting the text.

1 (b) (ii) Move the logo and the image into the text box, ensuring that:

- the 'ACT ON CO₂' logo is placed above the words 'Holby Transport Rail'
 - the image is placed above the words 'Reducing our carbon footprint!'.
- (4 marks)

1 mark for each image being included (x2)

1 mark for placing each image in the correct place (x2)



1 (c) (i) Complete the draft of the magazine cover. You should:

- insert the graphic you produced in **1(b)(ii)** in the top row of the document
 - insert appropriate electronic images, and the column chart you produced in **1(a)(v)** considering their size and positioning in the document
 - format the document text, considering its impact on readers.
- (8 marks)

Removes bar chart notes	1 mark
Inserts logo, electronic image and bar chart	1 mark
Appropriate placing of images – one mark for each image	2 marks
Appropriately formatting of all section headings for impact	1 mark
Evidence of formatting of section text	1 mark
Appropriate formatting of all section text	1 mark
Good use of white space	1 mark

2

Total for this question: 20 marks

2 (a)	<i>Explain why the promotions team uses both electronic and print media to provide information about Holby Transport's products.</i>	<i>(3 marks)</i>
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Level	Descriptor	Marks	Assessment Objective
2	Explains why the promotions team might want to use particular media when promoting <i>Holby Transport's</i> merchandise.	3–2	AO2
1	Demonstrates general understanding of media.	1	AO1

Relevant answers might include the following:

- catalogue might be easier to access than website for some users
- printed catalogue might be preferred as members might want to review products without having to use their computer.

2 (b)	<i>Using Item B, explain how the membership database could be used to assist in the administration of the Members' Club.</i>	<i>(5 marks)</i>
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Level	Descriptor	Marks	Assessment Objective
2	Uses Item B to explain how the database could be used to help support administrative functions.	5–3	AO2
1	Demonstrates general understanding of database functions.	2–1	AO1

Relevant answers might include the following:

- use sort/mail merge functions to send out communications to members (email or letters)
- use search function to identify membership renewal dates and remind members
- use search function to profile membership and send out information about events in their geographical areas.

2 (c)	<p><i>The Marketing Director wants to produce a monthly newsletter.</i></p> <p><i>Do you agree with the promotions team’s view that the club website is sufficient to keep members informed about Holby Transport? Use Item B to justify your answer.</i></p> <p style="text-align: right;"><i>(12 marks)</i></p>
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Level	Descriptor	Marks	Assessment Objective
3	Analyses the effectiveness of the website as a method for sharing information.	7–5	AO3
2	Explains the positive or negative aspect(s) of the website’s ability to share information.	4–2	AO2
1	Identifies purpose of information systems or states how the website could help to share information.	1	AO1

Relevant answers might include the following:

- effective system as the site is suitable for sharing information
- it is secure – accessed only by members
- suitable for a variety of types of information – text, images and numbers
- supposedly up-to-date, in contrast to magazine which would be out-of-date
- however, only as up-to-date as the last update of the site
- newsletter might be a more focused way of communicating information
- for this type of activity a secure members area is probably the best way of communicating/sharing information although members might want to be allowed a greater input/say in the operation of the website.

For AO4, you should award marks using the scheme 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	Justifies, using Item B , the extent to which the website is the best way of sharing information. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	5–3	AO4 and Quality of written communication
E1	Demonstrates some judgement when considering the suitability of the website. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	2–1	

3

Total for this question: 20 marks

3 (a)	<i>Other than verbal communication, what methods of communication could Holby Transport use to ensure a successful and safe experience for tour visitors? Use Item C to support your answer.</i>	<i>(8 marks)</i>
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Level	Descriptor	Marks	Assessment Objective
3	Explains how other methods of communication could enhance the success or safety of the tour.	8–7	AO3
2	Describes other methods of communication in context.	6–4	AO2
1	Demonstrates understanding of other methods of communication.	3–1	AO1

Relevant answers might include the following:

- important for the guide to be enthusiastic and make the ‘day-out’ enjoyable for club members
- staff within the distribution centre could use body language to demonstrate that club members are welcomed and not an irritant!
- overall, non-verbal communication is likely to be important in a noisy and busy environment, ie to keep the attention of the club members
- the hi-visibility vest is an obvious example of graphic communication – worn to grab the attention of vehicle drivers
- graphic communication will also be needed to indicate designated visitor areas, ie to clearly indicate demarcation zones
- signage could be used to notify club members of areas they are not allowed to access – in an unfamiliar environment, these signs would benefit from being bold and highly visible
- finally, the trucks themselves are examples of visual communication and represent one of the main reasons the club members are on the tour!

3 (b)	<p><i>What actions should the promotions team take to help to ensure that the Manchester tours go ahead successfully?</i></p> <p><i>You should justify your proposed actions by considering their purpose and priority.</i></p> <p style="text-align: right;"><i>(12 marks)</i></p>
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Level	Descriptor	Marks	Assessment Objective
3	Explains how the action(s) could ensure success.	7–5	AO3
2	Describes a valid action(s) in context.	4–2	AO2
1	Demonstrates understanding of planning.	1	AO1

Relevant answers might include the following:

- possibly postpone next week’s tour to provide planning time – seek permission from the Marketing Director and, if granted, contact club members to reschedule (offer free gifts from club shop etc)
- confirm switch of venue with Manchester distribution centre, possibly requesting the Marketing Director to contact the manager of the centre and stress importance of the tours
- communicate with staff running the tours at the Manchester centre for the next six weeks – need to review purpose/structure of tour
- see if a member of staff from the Leeds depot could carry out review of tour with Manchester staff
- inform club members of final arrangements
- get feedback from Manchester centre and club members on progress of tours and communicate this to Marketing Director
- contact Leeds depot to confirm when tours can recommence – contact club members if any delays
- keep Marketing Director informed at all stages.

For AO4, you should award marks using the scheme 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	Justifies, using Item C , the importance of the proposed actions. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	5–3	AO4 and Quality of written communication
E1	Demonstrates some judgement when considering the importance of the proposed actions. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	2–1	