

Centre Number						Candidate Number				
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Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2012

Applied Business

BS05

Unit 5 Business Communication and Information Systems

Monday 21 May 2012 9.00 am to 10.30 am

For this paper you must have:

- appropriate computer hardware and software
 - a stationery folder (enclosed)
 - 8 sheets of A4 plain paper.
- You may use a calculator.

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 Name 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. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You are not permitted to access the Internet.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- 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(c) and 3(b) should be answered in continuous prose. In these questions you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.



J U N 1 2 B S 0 5 0 1

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

Read the **Background Information**.

JD Events

JD Events is an events management business. It organises business conferences, exhibitions and other events for clients. *JD Events'* clients range from individuals to large businesses.

JD Events is owned and managed by Jude Duncombe and is currently managing a one-day 'Fashion Trends' conference. At this conference, fashion retailers network with each other and receive information on the latest trends in fashion retailing.



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

Item A

The 'Fashion Trends' conference

JD Events is responsible for ensuring that the one-day 'Fashion Trends' conference is efficiently administered. The conference includes group sessions in the afternoon, each with a different focus on issues facing fashion retailers in the UK. Each delegate selects one group from a list of five. The group sessions, the number of delegates opting for each group and the maximum numbers allowed within each group are shown in **Figure 1**.

Figure 1: Fashion Trends conference afternoon group sessions

Group	Title	Number of delegates	Maximum number of delegates	Free spaces
A	21 st Century Retailing	41	50	9
B	The Power of the Internet	20	25	5
C	Targeting Teenagers	39	50	11
D	Ethical Fashion	26	50	24
E	Selling Abroad	34	40	6

At 8.00 am, on the day of the conference, Jude Duncombe opened an e-mail from the client stating that the **Group D** session would not be running. Delegates who signed up to this session would have to be reallocated to the other group sessions.

Prior to attending the conference, each delegate had been asked to provide a first, second and third preference for the group sessions. Jude instructed one of his assistants to reallocate the Group D delegates. He provided the assistant with a spreadsheet, containing a data table, showing the preferences of the Group D delegates. The spreadsheet also contains a formula, located to the right of the data table, which calculates a running total of the number of delegates reallocated to Groups A, B, C and E.

Jude told the assistant that two delegates had been incorrectly allocated to Group D. He said that this error should make the job of reallocating delegates a little easier.

- 1 (a) Open the file **GROUP D LIST**.

Enter your name and candidate number into the header of the document.

- 1 (a) (i) Sort the data table by the **2nd Preference** field in **ascending** order. (2 marks)

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- 1 (a) (ii) Allocate each delegate to a new group by entering A, B, C or E into each delegate's **New Group** field. You must ensure that:
- your new allocation keeps the total number in each group to no more than the maximum number shown in **Figure 1**
 - as far as possible, delegates are given their second preference. (5 marks)
- 1 (a) (iii) Save and print a copy of the amended spreadsheet in landscape. (1 mark)
- 1 (b) Jude has asked you to produce a delegate list, using the spreadsheet you saved in **1(a)(iii)**, to show the new group allocations.
- Open the file **DELEGATE LIST**.
- Enter your name and candidate number into the header of the document.
- 1 (b) (i) Enter today's date into the footer of the document. (1 mark)
- 1 (b) (ii) Enter a suitable title for the document at the top of the page and format it appropriately. (2 marks)
- 1 (b) (iii) Create a table in the **DELEGATE LIST** document using the spreadsheet saved in **1(a)(iii)**. You should:
- sort the data table in the spreadsheet so that it is easy for each presenter to see a list of their additional delegates
 - copy **only** the **First Name**, **Surname** and **New Group** fields from the spreadsheet when creating the table in the document
 - format the table in the document, considering its ability to communicate clearly the new group allocations. (5 marks)
- 1 (b) (iv) Save and print a copy of the amended document.
- 1 (c) Jude has asked you to explain any issues you faced when deciding how to reallocate the Group D delegates.
- Open the file **EMAIL**.
- Enter your name and candidate number into the header of the document.
- 1 (c) (i) Complete the e-mail, identifying the main issue you faced when reallocating the Group D delegates and explaining how this was resolved. (4 marks)
- 1 (c) (ii) Save and print a copy of the amended document.



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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

Managing events

Jenny Borwick is employed as a conference manager at *JD Events*. She is part of the team organising the 'Fashion Trends' conference and is responsible for administering the afternoon group sessions, which start at 1.30 pm. Jenny has one assistant with her on the day of the conference.

At 9.30 am, Jenny set up 25 *JD Events* laptops for the Group B session, 'The Power of the Internet'. She checked that delegates could access the *JD Events* user area on each laptop. Any files on this user area are routinely deleted at the end of each conference. In addition, each user area has restricted access to the Internet and delegates are allowed to access only those websites listed by the presenter.

At 11.30 am, Jenny spoke with each presenter to confirm that his or her room had been set up correctly. Jenny informed each of the presenters that delegate numbers would increase, possibly to the maximum, due to the cancellation of the Group D session. She noted each presenter's concerns.

At 12.00 pm, Jenny sat down with her assistant to review the concerns raised by the presenters. All of the presenters have requested that extra copies of the printed materials, used in their sessions, should be made available as soon as possible. If Jenny acted quickly, this should be manageable as there was a photocopying shop near the venue. However, the presenters of Groups B and E have additional concerns shown in **Figure 2** below.

Figure 2: Presenters' concerns

Group B Presenter	Group E Presenter
<ul style="list-style-type: none"> • Not happy with the increased number of delegates • Needs a microphone for his presentation • Wants to add two new websites to the list that delegates can access 	<ul style="list-style-type: none"> • Not happy with the size and layout of the room • Having problems getting her laptop to connect to the data projector • Because delegate numbers have increased, she wants an additional 'break-out' room to use for group work



2 (a) Using **Item B**, explain **one** reason why data security is an issue for *JD Events* when using its laptops at conferences.

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(3 marks)

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2 (b) Using **Item B**, explain why face-to-face communication with the presenters is an important part of Jenny's job role on the day of the Fashion Trends conference.

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

Item C

Improving communication

At 6.00 pm, on the day of the 'Fashion Trends' conference, Jenny Borwick reviewed the feedback sheets completed by the delegates. She was upset by the comments and the poor feedback from some of the delegates. This was partly due to the increased number of delegates in each of the afternoon group sessions.

Jenny thought that communication within *JD Events* was not effective. Why, for example, did it take until 10.00 am for Jude to tell her about the cancellation of the Group D session? He said that he had found out at 8.00 am! She even suspected that he had known about the situation the day before the conference. Everyone at *JD Events* complained that Jude was sometimes slow to reply to e-mails. Had Jude even bothered to check his e-mails the evening before the 'Fashion Trends' conference?

Back at the *JD Events* office, all of the staff complained about late and incomplete information. Often, staff would find out about a new conference or event with just a few weeks to spare. Jude was keen to get new clients but frequently failed to give his staff some of the key information that they needed in order to plan and to administrate effectively.

Jenny believed that Jude needed to improve the business's information system. She suspected that Jude would disagree. He had always said that what a successful events management business needed was flexible staff who could cope with anything and who could communicate effectively. He did not believe that an improved information system would help to achieve this.



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END OF QUESTIONS

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