

Centre Number						Candidate Number				
Surname										
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 2013

Applied Business

BS05

Unit 5 Business Communication and Information Systems

Tuesday 4 June 2013 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 3 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**.

Claro advertising agency

Claro provides advertising services to other businesses. It first meets with clients to discuss their advertising requirements. The various parts of the campaign are then developed such as the possible content and layout of brochures. *Claro* uses other businesses to produce the advertising materials (eg a business to print multiple copies of a brochure).

One of *Claro's* customers is *Prescott Homes* – a construction business that builds houses and flats in the United Kingdom. Beth Hardcastle is responsible for managing the *Prescott Homes* account for *Claro*. This account has many ongoing projects which require close management by Beth to ensure that all deadlines are met. She has an assistant who carries out administrative tasks for her. Beth works three days a week at *Claro's* offices and two days a week at home.



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

Item A

Meeting deadlines

One of Beth's responsibilities is to ensure that the advertising ordered by *Prescott Homes (PH)*, for all of its projects, is delivered on time and to the standard expected. A status report is produced every month by her assistant which summarises the progress that *Claro* is making on the advertising ordered by *PH*.

For example, *Claro* produces full colour brochures for developments being built by *PH*. The brochures play an important part in portraying the quality of the houses and flats. **Figure 1** describes the tasks that staff at *Claro* work through to complete a brochure. The final column shows the time allowed, in working days (Monday to Friday), for each task to be completed.

Figure 1: Brochure tasks

Task		Description	Duration
A	Initial meeting	Meet with <i>PH</i> to agree on the design, layout and content of the brochure.	1 day
B	Produce draft	Design department produces draft.	7 days
C	Client review of draft	<i>PH</i> reviews draft brochure and, if necessary, requests changes to it.	4 days
D	Produce first version	First 'neat' version produced by design department.	8 days
E	Client review of first version	<i>PH</i> checks for errors and can request further changes.	1 day
F	Produce final version	Design department produces the version that will go to the printing business.	3 days
G	Client approval of final version	Final check for errors by <i>PH</i> .	1 day
H	Printing	Requested number of copies printed.	10 days

- 1 (a) Open the file **STATUS REPORT** containing the data table which summarises the progress on the advertising ordered by *Prescott Homes*.
Enter your name and candidate number into the footer of the document.
- 1 (a) (i) Enter a suitable title for the data table and today's date into the header of the document. You should left align the title and right align the date. (3 marks)
- 1 (a) (ii) Choose a suitable font style and size for the title. (1 mark)
- 1 (a) (iii) Sort the data table by the **Deadline** field in **ascending (oldest to newest)** order. (2 marks)
- 1 (a) (iv) Save and print a copy of the amended spreadsheet.

Turn over ►



1 (b) Beth has asked you to use the **STATUS REPORT** to respond to the following questions.

- “Are there any jobs that should have been completed by today (04/06/2013) but which have **not** been completed?”
- “Are there going to be any problems with jobs in the North West region?”

Open the file **EMAIL**.

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

1 (b) (i) Complete the email, responding to Beth’s questions. You should use the information in the spreadsheet that you saved in **1(a)(iv)** to provide a sufficiently detailed response.
(7 marks)

1 (b) (ii) Save and print a copy of the amended document.

1 (c) Beth has requested that you identify three jobs that may not meet their deadline and need to be chased up as a matter of urgency.

Open the file **PRIORITY TASKS**.

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

1 (c) (i) Complete the document by identifying and providing reasons for your top three priorities. You should use **Item A** and the **STATUS REPORT** to support your answer.
(7 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

Working from home

Claro has a computer network through which managers access its information system. When they are not in the office, *Claro's* managers access the information system over the Internet using laptops which have secure network software installed on their hard drives. Each manager has a user name and a password which they have to enter in order to log securely into *Claro's* network.

When securely logged in, managers can access the information system and view status reports and other documents, such as updated presentations for *Prescott Homes*. *Claro's* managers make every effort to ensure that the information system is kept up to date.

Beth Hardcastle works two days a week at home (Tuesdays and Wednesdays). She is a single parent and sends her two-year-old son to nursery school, Mondays to Thursdays. On Fridays, her mother looks after the child. On Tuesdays and Wednesdays, Beth collects her son from the nursery school at 1pm. This saves her the expense of paying for childcare on two afternoons each week.

When Beth is working from home, clients and *Claro* staff contact her by telephone and email at any time during office hours (9am to 5pm). As a successful manager, she knows about time management techniques and, for example, makes regular use of to-do lists. Beth also tries to get as much work done in the mornings as possible but sometimes responds to work emails in the evenings when her son has gone to bed. However, a friend has pointed out that she could manage her time better by learning to prioritise some requests from staff and clients. Her friend thinks that Beth is too ready to 'drop everything' and respond to the latest 'crisis' at work. She also thinks that Beth could make better use of her assistant.

Beth is very torn between working from home and keeping on top of her work at *Claro*. Perhaps working from home is just not for her. Then again, maybe she could work from her mother's house on Tuesdays or Wednesdays.



2 (a) Explain **one** reason why it is important for *Claro* to keep its information system up to date.

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

Item C

A difficult client

One of *Prescott Homes*' (*PH*) recent developments is 'Halston Point'. The development offers spacious flats that are suitable for 'young professionals' earning high incomes in London. Sandeep Gupta has recently joined *Prescott Homes* and has taken over as the *PH* manager for promoting London developments. From his experience, he knows that these types of flat are best sold to 'buy-to-let' investors. These investors buy the flats and then rent them out to individuals. Buy-to-let investors are interested in the location and size of properties and are not persuaded by 'glossy' brochures.

Beth Hardcastle received a telephone call from Sandeep, in which he complained about a recent 'photo shoot'. *Claro* had employed a business to take photographs, with professional models, to use in the promotional brochure. Sandeep complained that the photographs were 'trendy' and would look better in a glossy magazine. He said that they were not suitable for a brochure aimed at buy-to-let investors.

Beth explained to Sandeep that, at the initial meeting, the previous *PH* manager had stated that there was growing demand from first-time buyers in London's high income areas and that it would be better to target first-time buyers than buy-to-let investors. Beth told Sandeep that first-time buyers were persuaded by glossy brochures and that trendy photographs were appropriate.

During the telephone call, as Sandeep was still very unhappy about using the photographs, Beth emailed Sandeep some examples of alternative advertising materials. These materials had been used successfully for a similar development in the South East. In this development, a 'facebook' advertising campaign had been used in place of a traditional website page. The campaign also made use of a 'twitter' account and alternative media for printed advertising, eg poster advertising at a nearby railway station. Sandeep replied that Beth had 'lost the plot' and that he would talk to the senior *PH* manager.

Beth has to persuade Sandeep that new forms of promotion are required. She has arranged a meeting with Sandeep in seven days' time at the Halston Point site. She will use one of the site buildings to hold the meeting. The room has audio-visual equipment and she can invite other people to help to persuade Sandeep. She definitely knows that a standard PowerPoint presentation will not, by itself, convince Sandeep.



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END OF QUESTIONS



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