

Specimen Mark Scheme

Applied Business (BS05)

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 meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting 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 the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the Mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting 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.

1

Total for this question is 29

(a) (i) Update the Stock List, using the information below, to show the amended actual quantities of stock from the recent stock take. (2 marks)
(ii) Insert the formula to show the "Value of stock in hand" for all products. (Value of stock in hand = Selling Price x Actual Quantity) (2 marks)
(iii) Insert a formula to show the 'Total Stock Value'. (1 mark)
Save and print a copy of the updated Stock list, checking and amending any inaccuracies.

(a)(i) 1 mark for 2 correct adjustments and 2 marks for all four correct adjustments.

(a)(ii) 1 mark for initial correct update in cell F2 and 1 mark for replicating to remaining cells.

(a)(iii) 1 mark for correctly entering the formula.

UPDATED STOCK LIST

Bowline Company Ltd**Stock List**

Safety Equipment: Lifejackets

Value of stock in hand =
selling price x actual quantity

Ref	Description	Selling Price each	Minimum Quantity	Actual Quantity	Value of stock in hand
911 712	Compass "Comfort" Manual operation Lifejacket with integral harness	£44.95	50	28	1258.60
911 722	Compass "Comfort" Auto-Lifejacket with integral harness	£49.95	50	43	2147.85
911 752	Set 1: 2 Compass comfort auto/harness lifejackets with DIB 7927 safety lanyard	£89.90	25	20	1798.00
911 852	Set 2: Auto/harness lifejacket with DIB 7927 safety lanyard	£59.90	25	22	1317.80
832 456	Compass Compact Automatic 16 litres lifejacket	£39.95	50	19	759.05
832 457	Compass Compact Manual operation 16 litres lifejacket	£32.95	50	50	1647.50
650 580	Compass Junior Automatic lifejacket	£54.95	10	6	329.70
890 452	Compass Professional 275N Lifejacket	£89.95	30	6	539.70
912 567	Set: 275 Newton Lifejacket and Safety Lanyard	£99.90	10	0	0.00
854 980	Compass Premium Window lifejacket 150N	£89.95	20	18	1619.10
865 450	Compass Premium Window lifejacket 275N	£109.95	15	9	989.55
750 891	Compass 16L Lifejacket with Hammer Release	£89.95	10	4	359.80
990 440	Lifejacket Light	£28.95	30	8	231.60

Total Stock Value	12998.25
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- (b) *Using the space below, explain the most appropriate method and media for communicating the updated stock list:*
- (i) *for use by the Purchasing and Finance Managers in their meeting with the Managing Director;*
- (ii) *to each of the functional areas.* *(2 x 7 marks)*

Apply the following scheme to each of part (i) and (ii).

Level	Descriptor	Marks	Objective
4	Explains an appropriate method and media for communicating the updated stock list, explaining why these are appropriate.	7	AO2
3	Explains an appropriate method or media for communicating the updated stock list, explaining why this is appropriate.	5–6	
2	Describes an appropriate method and media for communicating the updated stock list.	3–4	AO1
1	Describes an appropriate method or media for communicating the updated stock list.	1–2	

Suggested methods:

- (i) for use by the Purchasing and Finance Managers in their meeting with the Managing Director:

Appropriate methods would be: report, with possibly a summary of the figures presented, using charts and graphs throughout. Key data may be placed on presentation OHTs for discussion during the meeting. Clearly, at this stage, the information is for internal use. The need to discuss the data and to have the documentation prepared in time for the meeting will affect the method selected.

Reasons: The information may need to be discussed in the meeting; it would be helpful to have a summary of the information. The information needs to be easy to read by the parties involved. It is essential that the information is accurate as this information will ultimately be sent outside the organisation. The timing of the information is essential. The parties involved would not want to have to check through the information for inaccuracies. They need to examine key data contained within the documentation ie total value of stock figures, comparing sheet one to sheet two, helping to make decisions. The method selected to present the data must take this into account.

- (ii) to each of the functional areas:

Proposed methods: Use of electronic systems, eg email, so that the information is sent with speed and can then be used by the function to either print copies as required, or to insert into other documents as required.

Reasons: The information will be easier to use by the ICT function, they may need this information to publish on the internet site. The sales and marketing functions may need to retain this information when customers ask them for up-to-date prices. It would be a more efficient method than sending out copies (printouts) of the price lists. The other parties would not need this information in report format or with presentation slides, as they will be using the information for different purposes.

(c) *On your computer, prepare **two** short word processed documents which could be emailed with the stock list. In this document, you should explain briefly the changes that have been made and how this information will assist the user.*

Save the documents as:

- (i) *To Purchasing Manager, Finance Manager*
- (ii) *To all Managers.*

Print the two documents.

(10 marks)

The documents should use appropriate language, including the changes mentioned and brief explanation on how this will assist the user.

Taking information from **Item A**, the purpose of the changes are to make sure that the information on stock is up-to-date. The Finance manager will know the accurate value of stock in hand. The Purchasing Manager will be aware of the accurate quantities of stock they have in store, avoiding unnecessary and expensive purchases of duplication of stock. Other managers will have up-to-date information to assist them with customer and account enquiries – they can give their customers accurate information, this includes the ICT manager, to update the website – helping with e-commerce sales.

Time delay since last update – will portray poor company image if do not update! Need for the update is high.

Level	Descriptor	Marks	Objective
4	Prepared documents demonstrates effective analysis of the purpose of the changes through relating to the issues raised in Item A .	8–10	A03
3	Prepared documents demonstrates some analysis of the purpose of the changes by relating to some of the issues raised in Item A .	5–7	
2	Documents meet some of the requirements, for instance, may explain the changes that have been made.	3–4	A02
1	Prepares documents which relates to the change in the stock list.	1–2	A01

2

Total for this question is 14

<p>(a) <i>Assess the suitability of the handout provided opposite by taking into account:</i></p> <ul style="list-style-type: none"> • <i>the quality of the images</i> • <i>the appeal of the company to customers</i> • <i>the layout of the communication.</i> <p style="text-align: right;"><i>(10 marks)</i></p>
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The images can be analysed in terms of their quality, portrayal of the company and impact. This analysis should be in the context of the handout and its intention to encourage purchases.

Level	Descriptor	Marks	Objective
4	Analyses the suitability of the image(s) provided by identifying the positive and negative features of the image(s) in the context of the handout.	5	AO3
3	Explains a positive or negative feature of one of the images provided.	4	AO2
2	Describes a feature or features affecting the suitability of any image eg colour composition, clarity and impact.	2–3	AO1
1	States a feature affecting the suitability of any image eg colour composition, clarity and impact.	1	

For A04, you should award marks using the scheme below.

Note that 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	Objective
3	Assesses the suitability of the images. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	4–5	AO4 and Quality of written communication
2	Justifies some aspects of the images suitability. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–3	
1	Provides an unsupported judgement of the suitability of the images. Ideas are communicated in a simplistic way with limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1	

(b) The Sales Team have requested that you send the handout to existing customers who have ordered from the business in the last six months.

Bowline Company Ltd has a customer database, which includes the date of the last transaction of each customer.

Using the space below explain how the customer database could help you to send the handout to customers who have ordered from the business in the last six months. (4 marks)

Search/filter to establish which customers ordered during last six months – because this is a requirement of the Sales Team, and without the filter, may send out advertisements to customers who no longer order products from the business, creating unnecessary expense. Use the found set to generate a mail merge.

Level	Descriptor	Marks	Objective
3	Explains how the customer database could be used to send the handout to customers who have made a purchase within the last six months.	3–4	AO2
2	Describes a way in which customer databases can be used.	2	AO1
1	States a way in which customer databases can be used.	1	

3**Total for this question is 17**

(a) (i) Using the space below explain how you might obtain information on suitable venues for the conference. (2 marks)

1 mark for a valid source and 1 mark for explanation eg contact hotels in the area through: websites which provide search facilities for you in order to book hotels on your behalf; contact hotels directly by telephone, email or fax.

(ii) Explain how you might communicate an itinerary to the Managing Director and other members of staff attending the two day visit to the Boat Show. (2 marks)

1 mark for a valid method of communication and 1 mark for explanation eg internal communication – use group email facility to attach the details.

(b) (i) Using the planning list below, put the tasks into an order of priority for completion (high priority=1, next priority=2 etc). (3 marks)

Level	Descriptor	Marks	Objective
2	The tasks are clearly prioritised into a suitable order. Some tasks are grouped as they can be carried out at the same time. There is good evidence of prioritising and planning of work.	2–3	AO2
1	The tasks are not all logically in order of priority. No evidence of grouping tasks. There is little evidence of prioritising and planning work.	1	

(b) (ii) Using the space below justify your order of priority.

(10 marks)

Level	Descriptor	Marks	Objective
4	Fully analyses the relative importance of the given tasks.	5	AO3
3	Partly analyses the relative importance of the given tasks.	3–4	
2	Explains a factor or factors affecting the prioritisation of the given tasks.	2	AO2
1	States or describes a factor affecting the prioritisation of tasks.	1	AO1

For A04, you should award marks using the scheme below.

Note that 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	Objective
3	Fully justifies the order of priority. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	4–5	AO4 and Quality of written communication
2	Justifies some aspects of the order of priority. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–3	
1	Provides an unsupported justification of the order of priority. Ideas are communicated in a simplistic way with limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1	