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General Certificate of Education  
Specimen Paper



## APPLIED BUSINESS

**BS05**

### Unit 5 Business Communication and Information Systems

Date and time

**For this paper you must have:**

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

Time allowed: 1 hour 30 minutes

**Instructions**

- Use blue or black ink or 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 a Footer) for each task that you are requested to print.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want marked.
- If you need additional space, you should continue your answers at the end of this book, indicating clearly which question you are answering.

**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 one hour 30 minutes have expired.
- You may ask for more plain paper if you require it.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
3			
Total (Column 1)	→		
Total (Column 2)	→		
TOTAL			
Examiner's Initials			

**There are no questions printed on this page**

Answer **all** questions in the spaces provided.

Read the **Background to the Business** and then answer the questions that follow.

### Background to the Business

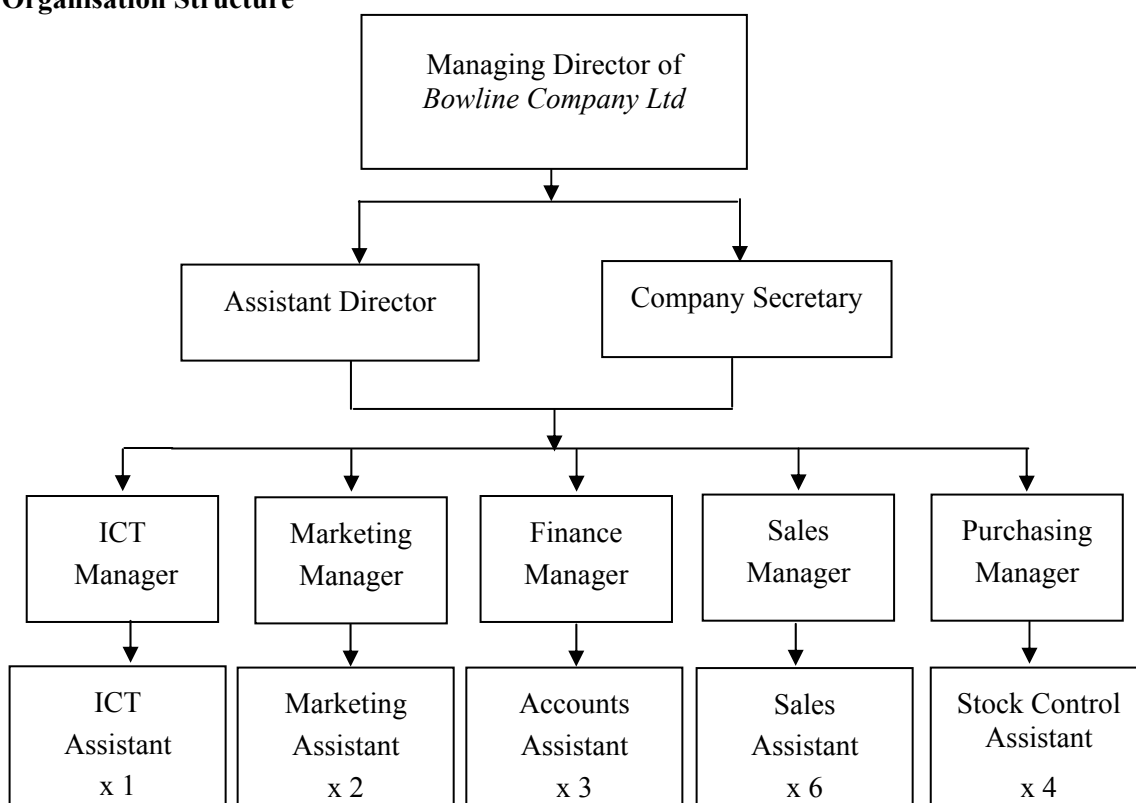
*Bowline Company Ltd* has been in business since 1998. It sells a wide range of safety equipment for yachting companies. It has a range of items in stock, published both in catalogue form and available on its internet site: [www.Bowline.co.uk](http://www.Bowline.co.uk). It sells stock direct to customers through these methods. It also sells through retailers of boat and sailing equipment.

#### Methods of communication

Orders for stock are taken from retailers of boat and sailing equipment, private individuals and other business organisations. Stock and price lists are recorded on a spreadsheet, from which up-to-date price lists can be sent out to customers on request. All customer records are kept on a database.

*Bowline Company Ltd* uses a word processor for many of the documents it sends out, including the mail merge facility. It has email for both internal and external communications. The ICT Manager has set up an intranet site for internal use by the business and manages the internet facility for the business. Information for the internet site is passed to him from all other functional areas.

#### Organisation Structure



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

**Item A**

The Purchasing Manager has been working with the Finance Manager to produce an up-to-date list of stock items and prices. This is to be produced at their next meeting with the Managing Director. Once approved, the ICT Manager will update the information on the internet site. The information also needs to be made available to other functional areas to assist them with customer and account enquiries.

Working as an ICT Assistant, you have been asked to update the stock list using the information that has been given to you by the Purchasing Manager and the Finance Manager. This needs to be accurately produced in preparation for their meeting with the Managing Director. It has been a while since the stock has been amended.

**Action:** Recall the spreadsheet ‘**Stock List**’ for *Bowline Company Ltd*.

- (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.

**Bowline Company Ltd**  
**Stock Take**  
Safety Equipment: Lifejackets

Ref	Description	Minimum Quantity	Actual Quantity
911 712	Compass "Comfort" Manual Operation Lifejacket with integral harness	50	28
911 722	Compass "Comfort" Auto-Lifejacket with integral harness	50	43
911 752	Set 1: 2 Compass Comfort Auto/Harness Lifejackets with DIB 7927 safety lanyard	25	20
911 852	Set 2: Auto/Harness Lifejacket with DIB 7927 safety lanyard	25	22
832 456	Compass Compact Automatic 16 litres Lifejacket	50	19
832 457	Compass Compact Manual Operation 16 litres Lifejacket	50	50
650 580	Compass Junior Automatic Lifejacket	10	6
890 452	Compass Professional 275N Lifejacket	30	6
912 567	Set: 275 Newton Lifejacket and Safety Lanyard	10	0
854 980	Compass Premium Window Lifejacket 150N	20	18
865 450	Compass Premium Window Lifejacket 275N	15	9
750 891	Compass 16L Lifejacket with Hammer Release	10	4
990 440	Lifejacket Light	30	8

Question 1 continues on the next page

(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;

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*(7 marks)*

(ii) to each of the functional areas.

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*(7 marks)*

(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)*

**There are no questions printed on this page**



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

**Item B**

The Marketing Manager of *Bowline Company Ltd* is planning to have a stand at the Boat Show in Southampton during July and August in order to market their products.

You have received the following email from the Marketing Manager:

**To:** *ICT Assistant*  
**From:** *Marketing Manager*  
**Subject:** *Boat Show*

We require a handout that we can give to customers visiting our stand that will promote our company.

The handout needs to be eye catching, appeal to our customers and encourage them to purchase our products after the Boat Show.

We have attached a handout that could be used and would like your opinion.

**Question 2 continues on the next page**

# Bowline Company Ltd

As advertised at the Southampton Boat Show

See our range of high quality lifejackets, at good value prices



RNLI  
recommended

Photograph not reproduced here due to third-party copyright constraints

Photograph not reproduced here due to third-party copyright constraints

For all your boating needs  
Visit our Company

[www.bowline.co.uk](http://www.bowline.co.uk)

Source: photographs printed with the permission of *Compass Watersports Ltd*

(a) Assess the suitability of the handout provided opposite, by taking into account:

- the quality of the images
- the appeal of the company to customers
- the layout of the communication.

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*(10 marks)*

**Question 2 continues on the next page**

- (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.

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(4 marks)



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

**Item C**

You have been asked to plan an event.

The Managing Director of *Bowline Company Ltd* has asked you to plan a two day visit to the Boat Show in Southampton for a number of staff. The following staff will be attending: the Managing Director; the Assistant Director; the Sales Manager with three Sales Assistants; the Marketing Manager.

During their visit, they will be holding a one day conference in a hotel, meeting other businesses involved in the sale of safety products.

You need to organise their visit.

You have a list of all the items you need to do in order to plan the visit (see planning list on page 14).

(a) (i) Using the space below, explain how you might obtain information for a suitable venue for the conference.

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(2 marks)

(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.

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(2 marks)

**Question 3 continues on the next page**

- (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)

<b>Planning List for the Southampton Boat Show visit</b>	
<b>Tasks</b>	<b>Priority</b> High priority = 1
Organise suitable hotel venue for the conference.	
Organise marketing brochures to ensure sufficient numbers are printed in time for this event.	
Provide an itinerary and schedule to those people who will be attending the Boat Show venue.	
Ensure publicity material that they require is ready and price lists are up-to-date.	
Prepare OHTs for the presentation at the conference.	
Book a buffet for the day of the conference.	
Establish the appropriate day(s) for the visit to the Boat Show.	
Check whether there are any dietary or special requirements.	
Inform the hotel and the buffet caterers of these dietary requirements.	
Organise travel for the members of the party visiting the Boat Show.	
Obtain entry tickets for those attending the Boat Show.	

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

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(10 marks)



**END OF QUESTIONS**

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