



## General Certificate of Education

# Applied Business 8610

*BS05 Business Communication and Information Systems*

## Mark Scheme

### *2006 examination – January series*

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.

	<b>Assessment Objectives</b>
	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.
<b>Quality of Written Communication</b>	<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"> <li>• select and use a form and style of writing appropriate to purpose and complex subject matter</li> <li>• organise relevant information clearly and coherently, using specialist vocabulary when appropriate</li> <li>• ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear.</li> </ul> <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

**1****Total for this question: 22 marks***(a) Recall the customer database file **VISITOR LIST**.**(i) Add a new customer:*

*Postcode*                    *LL12 4LW*  
*Surname*                    *Ibrahim*  
*No. of Adults*                *2*  
*No. of Children*              *2*  
*Email*                         *ibo@moontown.co.uk*

*(1 mark)*

*(ii) One customer, surname Charles, has asked to be removed from the database.  
Delete this record.*

*(1 mark)**(iii) Save and print a copy of the amended database.*

Postcode	No. of Adults	No. of Children	Surname	Email
LL13 4AW	2	2	Bovisman	visman@viscali.co.uk
SW1 3JJ	2	2	Hardaker	man@aker.wanabee.co.uk
LE18 9TD	1	1	Smithson	smiths@dsl.pipet.com
CA6 9BW	2	2	Patterman	pat@ht.com
LE19 4AP	2	2	Patel	patel@ibis.com
NN16 8QT	2	3	Hutterman	family@butterman.wanabee.co.uk
SW1 3HH	3	2	Williams	cog@wil.viscali.co.uk
PB14 6NJ	2	4	Parseghian	fam@par.ht.com
LL12 4LW	2	2	Ibrahim	ibo@moontown.co.uk

Correct addition to records (1 mark), correct deleted record (1 mark).

- (b) (i) *A special offer is planned for family visits at ‘off peak’ periods. ‘Family of 4’ tickets are available (2 adults, 2 children). Search the database for customers who are eligible for this promotion. (2 marks)*
- (ii) *Print these records showing all fields.*

Postcode	No. of Adults	No. of Children	Surname	Email
LL13 4AW	2	2	Bovisman	visman@viscali.co.uk
SW1 3JJ	2	2	Hardaker	man@aker.wanabee.co.uk
CA6 9BW	2	2	Patterman	pat@ht.com
LE19 4AP	2	2	Patel	patel@ibis.com
LL12 4AW	2	2	Ibrahim	ibo@moontown.co.uk
PB14 6NJ	2	4	Parseghian	fam@par.ht.com
NN16 8QT	2	3	Hutterman	family@butterman.wanabee.co.uk

Level	Descriptor	Marks	Assessment Objective
2	7 records printed.	2	AO1
1	5 records printed.	1	AO1

(c) Explain **one** way in which the Data Protection Act might influence the type of information, **or** security of information, held on the database. (3 marks)

Any of the key principles of the Data Protection Act may be referred to, for example:

- need to ensure that all personal data is processed fairly and lawfully
- personal data must be obtained only for one or more specified and lawful purposes (cannot ‘sell’ information on to other companies, for example)
- personal data shall be adequate, relevant and not excessive in relation to the purpose
- personal data shall be accurate and kept up-to-date (where necessary)
- personal data processed for any purpose shall not be kept for longer than is necessary for that purpose (*Sutton Theme Park* need to establish whether they need to keep the database of customers who have not been to visit for over 12 months, for example)
- appropriate measures need to be taken to ensure no unauthorised or unlawful processing of personal data takes place through accidental loss or destruction or damage
- personal data should not be transferred outside the European Economic Area.

Explanations should refer to the *influence* of these restrictions on the information kept by *Sutton Theme Park* on its database system.

Level	Descriptor	Marks	Assessment Objective
2	Explains the influence of the Data Protection Act on <i>Sutton Theme Park</i> .	3	AO2
1	Describes key feature(s) of the Data Protection Act.	1–2	AO1

(d) Prepare a Press Release on the new ride and special family promotion which could be emailed to external customers such as the Tourist Board.

(i) Open the word processing file called **DOCUMENT**.

(ii) Create the Press Release.

(iii) Save the Press Release and print it.

(7 marks)

The Press Release should:

- include information relating to the new ride and to the details of the special family promotion
- be fit for the purpose to which it is intended (external promotion)
- be suitable for the audience it is intended to reach
- include the name of the theme park.

Level	Descriptor	Marks	Assessment Objective
3	Document clearly details relevant information, worded appropriately for intended purpose and audience.	6–7	AO2
2	Document includes relevant information in context.	4–5	
1	Document states some appropriate information.	1–3	AO1

(e) *Explain the most appropriate method and media for communicating information regarding new attractions at the theme park to:*

*Site management team*  
*Visitors*

*(4 marks)*  
*(4 marks)*

Apply the following grid to each (i) and (ii).

Level	Descriptor	Marks	Assessment Objective
3	Explains an appropriate method and media for communicating the information.	4	AO2
2	Describes an appropriate method or media for communicating the information.	2–3	AO1
1	Identifies an appropriate method or media for communicating the information.	1	

**Suggested methods:**

**Site Management team:** (internal communication)

- method: verbal, meeting (media face-to-face) with the team to discuss new attractions
- method verbal, (media – face-to-face), with visual – presentation. Presentation of new rides to Site Management team
- method: written, eg memo sent to each member of the Site Management team to inform them of the new rides (media – internal post)
- method – electronic via internal email – group email to all members of the Site Management team with details or attachments detailing the new rides (media – telecoms)
- method electronic – intranet. Update information on the site regarding the new rides (media – telecoms).

**NB** Should be a discussion of appropriateness of the selected method (in terms of the impact it may have) to reach the higher level.

**Visitors:** (external communication)

- method: visual/written. Use of poster/leaflet/flyer sent out to the travel agencies and tourist board by post, (media – printed publications); in order that they may hand out the updated information to customers. This can be attractively displayed and printed to meet *Sutton Theme Park's* requirements, to ensure satisfactory quality, images, etc used
- method: use of electronic systems – email – (media – telecoms) - information can be sent at speed by the agencies, and they can print out copies as required to distribute to clients or insert into other brochures as required
- method: written; (media – electronic) - use the database of customers. Then use mail merge in order to send out a brochure to each of the customers.

2

**Total for this question: 21 marks**

(a) Using **Item B**, assess the suitability of the direct mail leaflet opposite by taking into account:

- the quality and layout of the information
- the inclusion of ticket prices.

(10 marks)

Need to consider the quality, appeal and layout of direct mail leaflet, portrayal of the company and the impact it may have. This analysis should be in the context of the leaflet and its intention to encourage customers to visit *Sutton Theme Park*. The insertion of the price list on the leaflet, given the context in which they are trying to encourage more guests to visit at off peak times. The information on pricing needs to be kept accurate and up-to-date and should be easy for the customer to understand. Consider the impact of the leaflet in context to it being eye catching, appealing and encouraging customers to visit *Sutton Theme Park* and the new rides.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the suitability of the leaflet, provided by identifying positive and negative features in the context of what <i>Sutton Theme Park</i> are trying to achieve – considers the impact it may have.	3–5	AO3
2	Describes positive or negative feature(s) affecting the suitability of the leaflet, eg images used, clarity, composition, impact.	2	AO2
1	States/identifies feature(s) affecting suitability.	1	AO1

For AO4, use the mark grid below.

This 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
3	Assesses the suitability of the direct mail leaflet. 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
2	Explains some aspects of the suitability of the direct mail leaflet. 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 direct mail leaflet. 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 and Marketing team will need to analyse the sales figures after the direct mail leafleting campaign. They will be using an IT based information system for storing this information.*

(i) *Describe the type of data that the team would need to collect, and suggest a suitable information system for them to use. (3 marks)*

Quantitative information – information has a value, can be measured.

Will be measuring volume of sales, process and manipulate data.

Suggest – spreadsheet system. This will enable them to find trends of sales, forecast future demand with pricing changes.

Level	Descriptor	Marks	Assessment Objective
3	Describes type of data and suggests suitable information system.	3	AO1
2	Describes type of data <b>or</b> suitable information system.	2	
1	Identifies type of data <b>or</b> information system.	1	

(ii) *Analyse the suitability of the system you have chosen to process and disseminate the data. (8 marks)*

Electronic system (use of spreadsheet) will enable the team to manipulate the data, to look at statistics and trends of data for analysis. They can use ‘what if’ scenarios to examine the effects of pricing changes. Graphs can be used for visual demonstration of sales data. It will improve efficiency of the business, and data will be easy to access and edit. The information system will allow multiple use of the data, with wider access amongst the Sales and Marketing team. This will help to provide the information the Sales and Marketing team need in order to run the business effectively. (Analysis may compare to an alternative system reasoning why proposed system would be justifiable choice.)

Level	Descriptor	Marks	Assessment Objective
4	Analyses suitability of proposed system to process and disseminate the data.	7–8	AO3
3	Explains suitability of proposed system to process <b>or</b> disseminate.	5–6	
2	Describes valid points relating to the proposed system.	3–4	AO2
1	Identifies features of the system.	1–2	AO1

**3**

**Total for this question: 17 marks**

(a) *Using the planning list on the opposite page, put the tasks into an order of priority for completion (high priority = 1, next priority = 2 etc). (3 marks)*

For prioritising, use the following mark grid.

<b>Level</b>	<b>Descriptor</b>	<b>Marks</b>	<b>Assessment Objective</b>
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 planning and prioritising work.	2–3	AO2
1	The tasks are not all logically in order of priority. No evidence of grouping of tasks. There is little evidence of planning and prioritising work.	1	AO1

(b) *Justify the order of priority you have given.*

(10 marks)

For content, use the following mark grid.

Level	Descriptor	Marks	Assessment Objective
4	Analyses the importance of the given tasks.	4–5	AO3
3	Explains the relative importance of the given tasks.	3	AO2
2	Describes a factor or factors affecting the prioritising of the given tasks.	2	AO1
1	States/identifies a factor affecting the prioritising of tasks.	1	

For AO4, use the mark grid below.

This 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
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
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	

(c) Explain how presentation software could be used to deliver the educational talk. (4 marks)

Presentation software – visual method of communication. Illustration of the rides on offer and any other attractions *Sutton Theme Park* has to offer. Show students what *Sutton Theme Park* has to offer, help to illustrate features and to explain issues such as why they chose that location etc. May encourage students to visit again, and encourage their families/friends to visit. By using presentation, will enable *Sutton Theme Park* to show best features it has to offer, image they wish to portray. Otherwise, simple talk with leaflets, for example, might not have same impact.

Level	Descriptor	Marks	Assessment Objective
3	Explains valid points relating to the use of presentation software, in context.	3–4	AO3
2	Describes valid features relating to the use of presentation software.	2	AO2
1	Identifies valid features relating to the use of presentation software.	1	AO1

