AQA

ASSESSMENT and

QUALIFICATIONS

ALLIANCE

General Certificate of Education

Applied Business 8611/8613

BS05   Business Communication and Information Systems

Mark Scheme

2007 examination - June 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.

Further copies of this Mark Scheme are available to download from the AQA Website: www.aqa.org.uk

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

1   **Total for this question: 22 marks**

(a)   *Open the file **STARLIGHT NIGHTCLUB**.*

    (i)   *Chris Cookham has decided to upgrade his membership. Using the database table*
        ***MEMBERSHIP LIST**, change his Membership Type to Silver.*   *(1 mark)*

    (ii)   *A new member has joined the Nightclub. Add her details to the database as follows:*

        Title   *Ms*
        First Name   *Beth*
        Last Name   *Cox*
        Membership Type   *Gold*
        Email Address   *bc@virgil.net*
        Renewal Date   *01/06/08*
        Telephone Number   *01438651265*   *(1 mark)*

    (iii)   *Save and print a copy of the amended database table showing all fields.*

(i) Change Classification – 1 mark (AO1)
(ii) Correct – 1 mark (AO1)

(b)   *The Administrator needs to find out the membership renewals that are due.*

    (i)   *Search the database for those that are due in July 07.*   *(1 mark)*

    (ii)   *Save and print these records.*

(i) Correct search – 1 mark   (6 records)

(c)   *The Nightclub Manager would like to encourage more members to upgrade to Gold*
membership.

    (i)   *Search the membership renewals records, from b(i), for all members who are **not***
        Gold.   *(1 mark)*

    (ii)   *Sort these records into Silver and Bronze.*   *(1 mark)*

    (iii)   *Save and print a copy of the results.*

(i) Correct search – 1 mark (AO1)   (4 records)
(ii) Correct sort – 1 mark (AO1)   (either Bronze or Silver first)

(d) *A letter is to be sent to these members reminding them that their membership renewal fees are due. In addition, the Nightclub Manager wants a promotional paragraph added to encourage members to upgrade their membership to Gold.*

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

    (ii) *Write a letter to these members informing them that their membership fees are due for renewal. Include the additional promotional paragraph. You will need to tell them about the new VIP Area.*   *(6 marks)*

    (iii) *Save and print the letter.*

The letter should:

- include information relating to the opening of the VIP Area
- be fit for purpose – give details of the VIP Area explaining the need for Gold membership to use it
- be suitable to the audience (external).

Level	Descriptor	Marks	Assessment Objective
3	Document clearly details relevant information, worded appropriately for the intended purpose accurately using accepted conventions.	5–6	AO2
2	Document includes relevant information in context and uses conventional format.	3–4	
1	Letter states some appropriate information.	1–2	AO1

    (iv) *Edit the letter you prepared to make it suitable to send to Gold members whose membership fees are due for renewal. Include the additional promotional paragraph informing them of their new facility and benefits.*   *(4 marks)*

    (v) *Save and print the letter.*

Level	Descriptor	Marks	Assessment Objective
2	Letter is modified appropriately for Gold members.	3–4	AO2
1	Letter is modified for Gold members.	1–2	AO1

(e)   Analyse how a database could help the Nightclub to communicate effectively with its members.   *(7 marks)*

Relevant answers might include the following:

- allows mail merge
- allows selection of certain groups of members
- allows to target specific member(s)
- allows for data of different types to be stored, retrieved and disseminated
- easy to maintain.

Level	Descriptor	Marks	Assessment Objective
3	Gives specific example(s) of how the database could benefit the business.	6–7	AO3
2	Applies the benefits of the feature(s) to the context.	3–5	AO2
1	Identifies feature(s) of a database.	1–2	AO1

2   **Total for this question: 21 marks**

> *(a)* *Select which draft invitation, shown on the opposite page, is the most suitable. Justify your selection in terms of:*
>
> - *font types, suggested colour*
> - *image and tone that the business wishes to convey.* (10 marks)

Need to consider the quality, appeal and layout of the invitation, portrayal of the company and the impact it may have. The analysis should be in the context of the chosen invitation and its intention to encourage customers to attend the event. The invitation should be easy to understand. Consideration should be given to the impact of the invitation in the context of it being: eye-catching, appealing and its ability to encourage members, celebrities and media to attend the event.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the suitability of the chosen invitation by identifying positive and/or negative features in the context of encouraging appropriate people to attend the event.	3–5	AO3
2	Describes the positive and/or negative feature(s) affecting the suitability of the invitation, eg images used, clarity, composition, impact.	2	AO2
1	States/identifies feature(s) affecting suitability.	1	AO1

For AO4, you should award marks using the grid below.

Note: 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	Assessment Objective
E2	Fully justifies the suitability of the chosen invitation. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
E1	Some judgement of the suitability of the chosen invitation. Ideas are communicated in a simplistic way with limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–2	

(b) *(i)* *Describe an information system which the Administrator could use to record and monitor costs.* *(4 marks)*

Relevant answers might include the following:

- spreadsheet, paper-based:

- easy to set up
- one-off occasion so no need for complicated system
- easy to isolate different information as appropriate.

Level	Descriptor	Marks	Assessment Objective
2	Describes information system in context.	3–4	AO2
1	Describes information system.	1–2	AO1

(ii) *Analyse how the information system could help the Administrator to retrieve and to disseminate the information.* *(7 marks)*

Retrieve:
- numbers attending
- expenses
- costs of promotional activities.

Disseminate:
- produce internal reports, eg finance, personnel, catering.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the suitability of the information system to retrieve and disseminate information.	5–7	AO3
2	Explains the suitability of using the information system to retrieve and/or disseminate information.	3–4	AO2
1	Describes how the information system can retrieve and/or disseminate information.	1–2	AO1

3   **Total for this question: 17 marks**

(a)	Identify **one** way in which the Nightclub Manager and his staff could ensure that all the key administrative tasks are completed on time. Explain your answer. (4 marks)

- GANTT diagram, work plan, meetings.

Level	Descriptor	Marks	Assessment Objective
3	Full explanation of method(s) in context of the launch night.	3–4	AO2
2	Partial explanation of method(s) in context of the launch night.	2	
1	Identifies method(s).	1	AO1

(b)	Using the information in **Item C**, complete the following agenda for the meeting, making sure that the agenda items are discussed in a logical order. (3 marks)

Starlight Nightclub **Thursday 14 June 2007 – 10.30 am** **Agenda**
1   Apologies for absence
2   Press release
3   Menu /Attractions – free drinks etc.
4   Numbers attending
5   Extra staff
6   Staff rota
7   AOB

Level	Descriptor	Marks	Assessment Objective
2	Prioritises items correctly.	3	AO2
1	Attempts to prioritise items.	1–2	AO1

(c)	*Justify your order of agenda items.*		(10 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses the importance/complexity of the agenda items.	3–5	AO3
2	Explains the importance/complexity of the agenda items.	2	AO2
1	Describes a factor affecting the importance/complexity of the agenda items.	1	AO1

For AO4, you should award marks using the grid below.

Note: 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	Assessment Objective
E2	Fully justifies the order of agenda items. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
E1	Some justification of the order of agenda items. Ideas are communicated in a simplistic way with limited use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–2	