

Centre Number						Candidate Number				
Surname										
Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
TOTAL	



General Certificate of Education  
Advanced Subsidiary Examination  
June 2014

# Applied Business

# BS05

## Unit 5 Business Communication and Information Systems

Tuesday 3 June 2014 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 Centre Number, Candidate Name and 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 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 1 hour 30 minutes has expired.
- You may ask for more A4 plain paper if you require it.
- Questions 2(b) 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 4 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**.

### WPR energy



WPR energy generates electricity from wind turbines. Its most recent wind farm, consisting of 20 large wind turbines, is situated between the villages of Havington, Poppleside and Wendsford. The 'Three Villages Wind Farm' is currently being built and should be in operation by the beginning of 2015.

Sally Beamish works for WPR energy and is responsible for community relations during the development of the wind farm. She is based at WPR energy's head office, 100 miles from the Three Villages Wind Farm. Sally has a team of two administrative assistants.

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

### Item A

#### Three Villages Wind Farm newsletter

When WPR energy builds a wind farm, it makes a financial contribution to the local community. Sally is producing a newsletter, to be delivered to the households in the Three Villages Wind Farm area, which will outline possible options for the financial contribution. For example, WPR energy could either:

- immediately provide £300 000 for developing sports and recreational facilities in the area **or**
- provide £600 000 to partly fund the building of affordable housing in Wendsford, where house prices have been rising beyond the reach of many locals. It would take at least two years for these houses to be built **or**
- set up a 'Three Villages Community Fund' that would provide grants to local groups. For example, in Havington, where unemployment is high, a youth group helps to provide activities for young adults but requires additional finance to keep the service running. In Poppleside, which has an ageing population, a voluntary group runs a free minibus service between the three villages. A grant from the community fund would allow it to run a second minibus.

Head office has told Sally that, as well as outlining the possible ways in which WPR energy could help the local community, the newsletter must also promote WPR energy as an electricity supplier. To assist with this, head office has provided a spreadsheet containing a brief extract from a WPR energy customer survey.



- 1 (a)** Open the file **CUSTOMER SURVEY** which shows the responses of customers to a question from a WPR energy customer survey.

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

- 1 (a) (i)** Create a pie chart showing the responses of customers to the survey question. Your pie chart should:
- have a title in bold with a font size of 10pt
  - have a legend to the right of the pie chart with a font size of 8pt
  - be 5cm high and 6cm wide.

[4 marks]

- 1 (a) (ii)** Save and print a copy of the amended spreadsheet, showing the pie chart.

- 1 (b)** Open the file **DRAFT NEWSLETTER**.

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

Open the file **NEWSLETTER INSTRUCTIONS** containing Sally's instructions on producing a draft of the newsletter.

Sally has asked you to use the **NEWSLETTER INSTRUCTIONS** to produce the draft of the July 2014 'Three Villages Wind Farm' newsletter.

The draft of the newsletter must fit on one side of A4 paper.

- 1 (b) (i)** Complete the first row of the **DRAFT NEWSLETTER**. You should:
- insert the WPR energy logo, the title of the newsletter (**Three Villages Wind Farm Newsletter**) and the month and year of the edition
  - suitably format the title area of the newsletter.

[3 marks]

- 1 (b) (ii)** Complete the 'Community benefits – the options' section of the **DRAFT NEWSLETTER**. You should consider:

- **Item A**
- Sally's **NEWSLETTER INSTRUCTIONS**
- the audience and purpose of this newsletter section
- the layout and formatting of text and photographs.

[7 marks]

- 1 (b) (iii)** Complete the 'Thinking of changing your electricity supplier?' section of the **DRAFT NEWSLETTER**. You should consider:

- Sally's **NEWSLETTER INSTRUCTIONS**
- the audience and purpose of this newsletter section
- the use and layout of the pie chart saved in **1(a)(ii)**
- the instruction that the **DRAFT NEWSLETTER** fits on one side of A4 paper.

[6 marks]

- 1 (b) (iv)** Save and print a copy of the amended document.

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Turn over ►



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

### Item B

#### Researching community opinions

The 'Three Villages Wind Farm' newsletter will be distributed next week. Sally needs to research the opinions of the local community on how WPR energy's financial contribution will be used, including any alternative ideas people might have.

The population of the three villages, approximately 600 households in total, are quite different in ages and income levels. Sally will use a questionnaire to collect as wide a range of opinions as possible in the three weeks she has given herself to complete the research. She has to decide whether the questionnaire will be carried out by post, telephone, online or a combination of all three. Each medium of communication presents her with problems: post might result in a poor response rate, telephone will be time-consuming and an online questionnaire offers other problems.

Sally is not sure that a questionnaire will provide her with enough detailed information. Consequently, she also plans to hold three face-to-face 'focus group' meetings, with a cross section of the population from each village. Each focus group will be small in size, eg eight people. As Sally is based at the head office, 100 miles from the villages, she will have to think of the best way to organise these focus group meetings.

Sally's team must carry out the research within three weeks and she does not have the budget to use any outside market research agencies. All of the responses will be entered onto a database that can hold a variety of data types, eg numbers, single lines of text, paragraphs of text and images. To meet the deadline, Sally and her two assistants must:

- produce and distribute the questionnaire, design the focus group questions and select members of the focus groups
- create and test the database
- carry out the research, ie the questionnaires and focus groups
- store the findings onto the database.

Sally needs to make the best use of her team if she is to complete the research on time.







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**Turn over for the next question**

**Turn over ▶**



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

### Item C

#### Helping the community to decide

The research, into how WPR energy's financial contribution will be used, has now been completed. Five meetings have been arranged to discuss the results with the local community. Each meeting will last for one hour, be structured in the same way and use the same methods of communication.

Sally will use the completed research database to present key information about the opinions and preferences of the local community. The opinions of each village, and groups within each village, are likely to differ and Sally will need to make effective use of the database. **Figure 1** summarises the fields held on the database.

**Figure 1: Summary of fields held on the database**

Data group	Fields
Personal details	Address (including postcode), age, gender, number of children and their ages.
Occupation	Employment status, ie employed, retired or not in employment.  If employed - occupation type, full-time/part-time, position held.
Preferences	Priority given to the three example options – sports/recreation facilities, affordable housing, community fund.  Other ideas people have for the financial contribution, including those from the focus groups.
Issues	Any concerns individuals might have, including those in the focus groups, eg how the community fund might be managed, who makes the final decision on the way in which WPR energy will provide the financial contribution.

Sally is considering the best way to inform and engage the people attending the meetings. Each meeting could be as large as 100 attendees and she thinks that it might be better to hold meetings with a mixture of people from each village. However, her main priority is to encourage sensible and informed discussions.

Sally is preparing the materials to be used at the meetings with the local community. She could set up exhibition materials, use a presentation or split people into groups and have interactive sessions. The methods of communication she uses will have an impact on the success of the meetings and she will have to consider these carefully. Sally and her two assistants will record the outcomes of the meetings.









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**END OF QUESTIONS**



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ANSWER IN THE SPACES PROVIDED**

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