

Surname _____

Other Names _____

Centre Number _____

For Examiner's Use

Candidate Number _____

Candidate Signature _____

ASSESSMENT AND QUALIFICATIONS ALLIANCE

**General Certificate of Secondary Education
June 2010**

Business and Communication Systems

Unit 8 ICT Systems in Business

413008

Thursday 17 June 2010 9.00 am

**You will need no other materials.
You may use a calculator.**

TIME ALLOWED

- **1 hour plus your additional time allowance.**

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

[Turn over]

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INSTRUCTIONS

- **Use black ink or black ball-point pen.**
- **Answer ALL questions.**
- **You must answer the questions in the spaces provided.**
- **Do all rough work in this book. Cross through any work you do not want to be marked.**

INFORMATION

- **The marks for questions are shown in brackets.**
- **The maximum mark for this paper is 60.**
- **You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in questions 2(c), 3(d) and 4(c).**

DO NOT TURN OVER UNTIL TOLD TO DO SO

Answer ALL questions in the spaces provided.

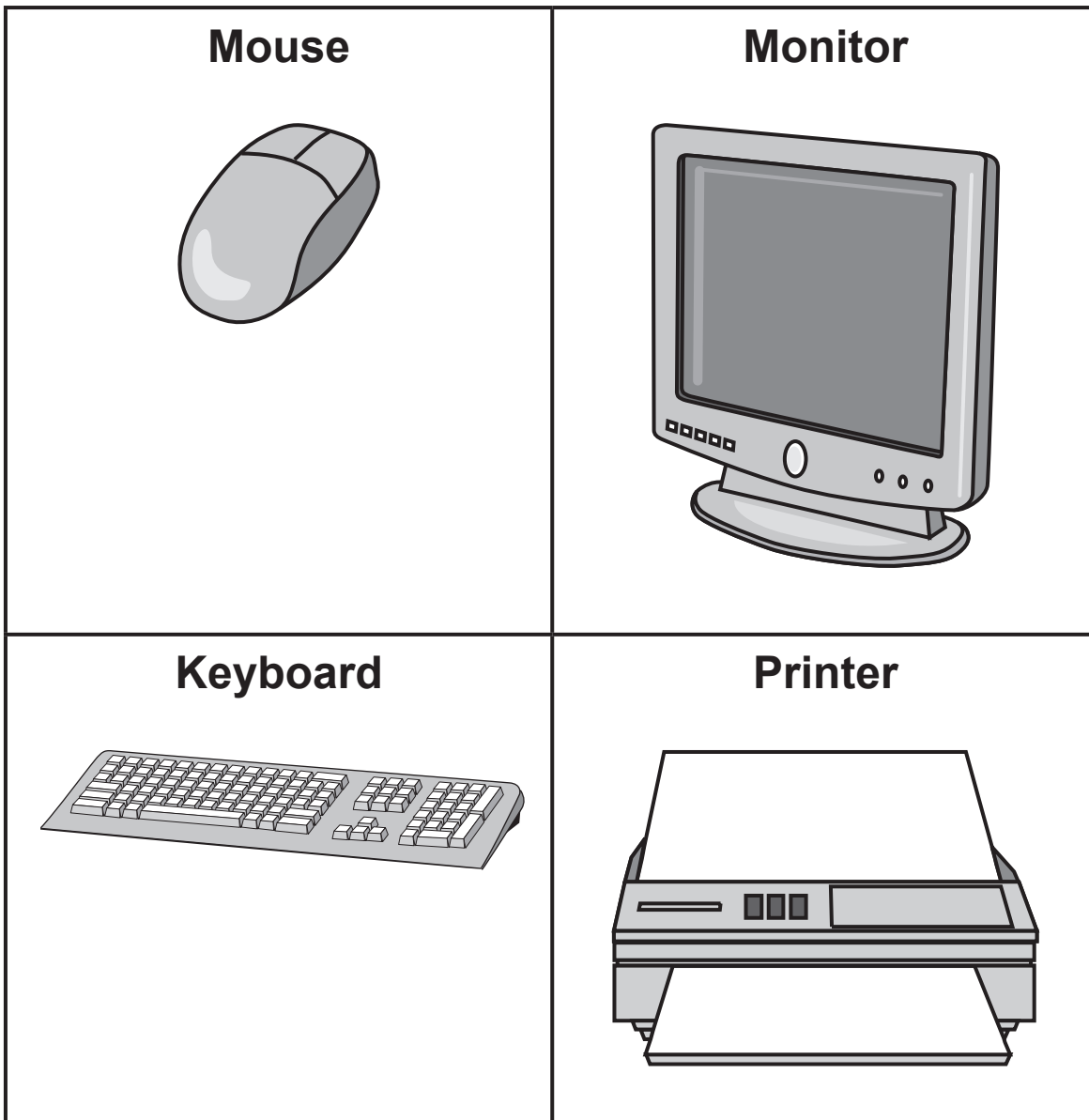
Read the scenario and then answer the questions that follow.

SCENARIO

Music World is a chain of musical instrument shops owned by Matt. He is well known for the quality and range of instruments he sells. He has 10 shops in the UK; each employs a manager and two shop assistants. Matt is based at the Milton shop, where Saira is his Administrative Assistant. Matt is often away from the business buying stock.

TOTAL FOR THIS QUESTION: 11 MARKS

- 1 Music World uses a database to store information about the instruments which they sell. Saira is responsible for inputting this information into the database.**



- 1 (a) (i) From the devices above, choose **TWO** which Saira could use to input data into the database. Tick **TWO** boxes only. [2 marks]

Mouse	
Monitor	
Keyboard	
Printer	

[Question 1(a) continues on the next page]

1 (a) (ii) Explain TWO reasons why it is important that Saira inputs this data accurately. [4 marks]

Reason 1 _____

Reason 2 _____

1 (b) Saira has complained that her work makes her neck and arms ache. She wants to replace some of the old office equipment to solve these problems.

1 (b) (i) State TWO items of office equipment which may help Saira to solve these problems. [2 marks]

Item 1 _____

Item 2 _____

1 (b) (ii) Explain how ONE of the items you choose in 1(b)(i) would help Saira to solve these problems. [3 marks]

Item _____

Explanation _____

TOTAL FOR THIS QUESTION: 16 MARKS

- 2** Read **ITEM A** and then answer the questions that follow.

ITEM A

Saira also keeps the Music World website up-to-date. At the moment, the website can be used for viewing stock but you cannot buy from it. You can buy the instruments only from the Music World shops. Matt is thinking about changing the website so that customers can buy on line.



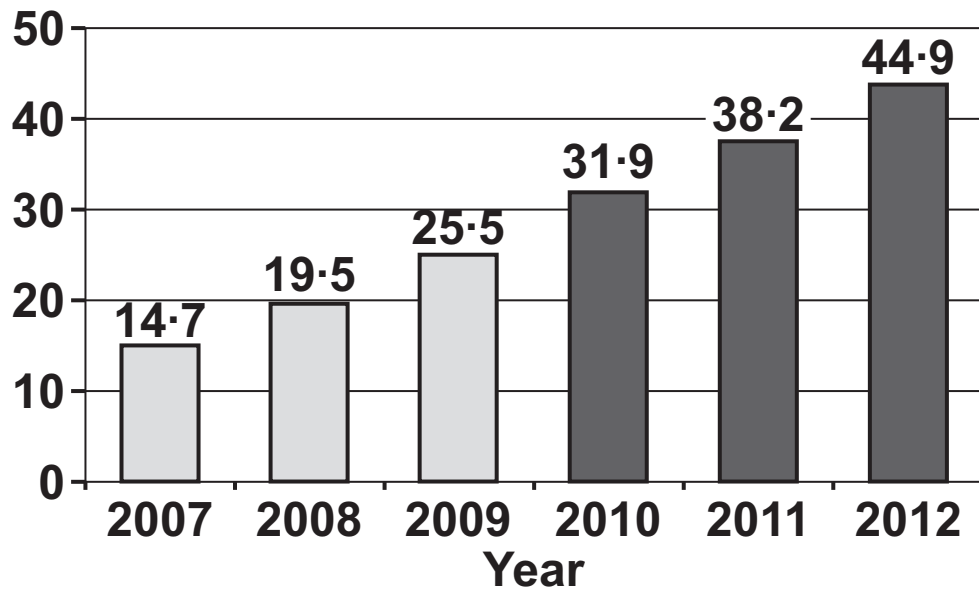
People like shopping on line as they can shop whenever they like.

But many people are worried about credit card fraud.



UK ON-LINE RETAIL SALES

£ billion



KEY

-  UK on-line retail sales
-  UK on-line retail sales (projected)

[Question 2 continues on the next page]

2 (a) Explain why it is important that Saira keeps the website up-to-date. [3 marks]

[Turn over for the next question]

TOTAL FOR THIS QUESTION: 19 MARKS

- 3** Read ITEMS B and C and then answer the questions that follow.

ITEM B

Matt decided to change the website. Customers can now buy instruments on line. This has created a lot more work so Matt needs to recruit a new Administrative Assistant to work with Saira to process the on-line orders.

Extract from Job Description and Person Specification for the new job.

JOB DESCRIPTION

Full-time Administrative Assistant needed to:

- **process web orders**
- **package orders**
- **keep records.**

PERSON SPECIFICATION

Essential:

- **previous office experience and ICT use**
- **customer service experience.**

Desirable:

- **an interest in music.**

3 (a) State a suitable place where Matt could advertise this job. [1 mark]

3 (b) Using ITEM B, explain what is meant by a person specification. [2 marks]

[Question 3 continues on the next page]

3 (c) (ii) Explain ONE disadvantage of using in-house training for the new Administrative Assistant. [3 marks]

[Question 3 continues on the next page]

ITEM C

Matt has shortlisted three candidates for the post of Administrative Assistant. Extracts from their CVs are shown below.

Name: Lou Brown

Qualifications: 5 GCSEs including ICT, English and Music at Grades A to C.

Experience: I have worked in administration for 1 year which involves the use of ICT.

Interests: Listening to music and going out with friends.

Name: Ella Markwell

Qualifications: None.

Experience: I currently work as an assistant in one of the Music World shops.

Interests: I play guitar in a band which has just signed a recording contract.

Name: Ranjit Devraj

Qualifications: 8 GCSEs and 2 A levels in Physics and Chemistry.

Experience: I have done general office work for 5 years which involves web sales.

Interests: I enjoy going to gigs and watching football.

TOTAL FOR THIS QUESTION: 14 MARKS

- 4** Read ITEMS D and E and then answer the questions that follow.

ITEM D

The new website has led to more sales, but Matt thinks that many people still do not know that they can order on line. He is thinking of methods that could be used to communicate this information to customers.

- 4 (a)** State TWO methods which Matt could use to communicate to customers that they can now order from the Music World website. [2 marks]

1 _____

2 _____

[Question 4 continues on the next page]

4 (b) Choose ONE of these methods and explain why it is suitable for communicating the changes on the website. [3 marks]

Method _____

Explanation _____

ITEM E

Matt is often away buying stock for the shops. This means that he can be difficult to contact. As a result, the shop managers of Music World often communicate with Saira. They sometimes have urgent matters, such as health and safety issues and non-urgent matters, such as when new stock is coming in.

4 (c) Recommend how the shop managers of Music World could communicate with Matt.

Support your recommendation using arguments FOR and AGAINST the methods you have chosen. [9 marks]

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Examiner's Initials	
Question	Mark
1	
2	
3	
4	
TOTAL	

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