General Certificate of Secondary Education June 2010

Business and Communication Systems

4134

ICT Systems in Business

Unit 8

Mark Scheme

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.

1   **Total for this question: 11 marks**

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1   **(a)**   **(i)** *From the devices above, choose **two** which Saira could use to input data into the database. Tick **two** boxes only.*

Mouse	
Monitor	
Keyboard	
Printer	

(2 marks)

Mouse (1)
Keyboard (1)

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

1 mark for identifying a reason, plus 1 mark for development, applied to each reason.

Possible answers include:

- an item may be listed on the database but be sold out (1), so a customer may be given the wrong information (1)
- an item may not be listed on the database (1), so again leading to incorrect information given to a customer and a sale may be lost (1)
- Matt will rely on this data to look at which instruments are selling (1) and if well or less well (1).

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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)*

1 mark per item – must be office or computer.

Possible answers include:

- a seat which is adjustable (1)
- a mouse mat with a wrist support or a wrist support on its own (1)
- an adjustable computer monitor (1)
- a desk which is height adjustable (1)
- an angled keyboard (1).

> **1 (b) (ii)** *Explain how **one** of the items you chose in **1(b)(i)** would help Saira to solve these problems.* *(3 marks)*

1 mark for identifying the function of the item.

Up to 2 marks for the consequences on Saira of using the item.

Possible answers include:

- an adjustable chair (1) would enable her to sit at the right height (1) so that she does not have to strain her neck to look at the monitor (1)
- an adjustable chair would enable her to be at the right height (1) so that her arms can rest on the desk (1) and reduce strain on them (1)
- a wrist support can reduce the strain on her wrist (1) so when she uses the keyboard (1) her wrist may not ache (1)
- an adjustable monitor could be set at the right height (1) so that she does not have to look up (1) to see the screen (1).

2   **Total for this question: 16 marks**

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

1 mark for identifying a point and up to 2 marks for developing the point.

Possible answers include:

- so customers do not ask about instruments which are already sold out (1) as the business looks inefficient (1) and a sale is not made (1)
- so that the business looks up-to-date (1), an out-of-date site looks like the business is being neglected (1) and will put customers off (1)
- people will not revisit it if it's not up-to-date (1) they will look elsewhere (1) so a sale may be lost (1)
- younger generation used to shopping online (1).

> **2 (b)** *Explain how the information in the chart in **Item A** may be useful to Music World.* *(4 marks)*

1 mark for a statement about the information in the chart in Item A, eg shows internet sales.

1 mark for interpreting information in the chart, eg internet sales are rising.

Up to 2 marks for explaining the usefulness of the information to *Music World*. Only one mark is awarded where explanations are generic, ie not referring to *Music World*, such as decision to change website.

> **2 (c)** *Recommend whether or not Matt should change the website so that customers can use e-commerce to buy musical instruments.*
>
> *Support your recommendation using arguments **for** and **against** Music World using e-commerce.* *(9 marks)*

Possible answers could include:

For changing the website:
- more sales as people can shop 24/7
- more awareness of the name of the business as people search for instruments
- the business will be more competitive as other retailers are doing this
- it is the way forward for most retailers, so they should follow the trend
- the data in figure 1 backs up this change.

Against changing the website:
- may need to employ more people to deal with website orders and manage this sort of website
- people may not want to buy musical instruments without trying them out first
- technical problems may occur which do not make the business look efficient
- some people are still wary of credit card fraud and want to shop in person.

See levels mark scheme on the next page.

Level	Descriptor	Marks	Assessment Objective
L2	Candidate states a reason relevant to *Music World* for or against changing the website.	2	AO2
L1	Candidate states a generic reason for or against changing the website.	1	AO1
0	No valid response.	0	

Note: AO3 also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates their ideas.

Level	Descriptor	Marks	Assessment Objective
E3	Candidate offers advice with good justification. Ideas are communicated with a clear structure and use of technical terms.	7–6	AO3 and Quality of Written Communication
E2	Candidate offers advice with some valid justification. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	
E1	Candidate offers advice with limited support. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

3   **Total for this question: 19 marks**

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

Possible answers include:

- *local* paper
- job centre
- in one of the *Music World* shops – notice in/poster in…
- website
- *local* radio
- specialist/music magazine.

3	**(b)**	*Using **Item B**, explain what is meant by a person specification.*	*(2 marks)*

The qualifications, experience, skills or knowledge needed by the person to be able to do the job. For this job it is essential that the person has previous office experience and desirable that they have an interest in music.

One mark for valid statement about a person specification AO1 = 1.
One mark for an example for this job AO2 = 1.

3	**(c)**	**(i)**	*In-house training will be given to the successful candidate.*
			Explain why this method of training is the most suitable form of training for the new Administrative Assistant. *(4 marks)*

1 mark for stating what in-house training means or implies this knowledge.
1 mark for applying this to the context of *Music World*.
Up to 2 marks for explaining the suitability of in-house training for this post.

Possible answers include:

- cheaper than external training (1) NB 'cheaper' on its own (0)
- Saira is experienced (1) so she can easily show the new assistant what to do (1)
- the work is related to this business (1) and their website (1) so you can learn on their system (1)
- the work is related to this business (1) and their new website (1) so external training is not appropriate as the system may be different (1). Can learn on the actual system you will use which may not be the case with external training (1)
- some notion of being trained alone rather than in a group (1).

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

1 mark for giving a generic disadvantage.

Up to 2 marks for explaining a disadvantage in context.

Possible answers include:

- the training may not be given by someone who is used to training other people (1)
- the person training the new assistant may resent it (1) as they cannot get on their with their own work (1)
- the person training the new assistant may resent it (1) as they cannot get on their with their own job and they may not have enough knowledge about processing web orders and keeping records to carry out the training effectively (1). It is a new job so the existing staff my not be sure what it will involve (1).

3	*(d)*	*Using **Items B** and **C**, recommend which candidate Matt should appoint as Administrative Assistant.*
		*Support your recommendation with arguments **for** and **against** appointing that candidate.* *(9 marks)*

Possible points for each candidate could include:

Lou

- has some relevant work and ICT experience but only for 1 year
- has an ICT GCSE which may mean she will have good skills
- she likes music.

Ella

- she has no qualifications but she is known to *Music World*
- music is a big part of her life
- she may leave if her band is successful.

Ranjit

- has good relevant work experience
- he likes music
- his qualifications are not particularly relevant but he has achieved well at school.

See levels mark scheme on the next page

Level	Descriptor	Marks	Assessment Objective
L2	Candidate recommends an applicant in context by referring to the job description/person specification.	2	AO2
L1	Candidate gives reason(s) why an applicant is chosen.	1	AO1
0	No valid response.	0	

Note: AO3 also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates their ideas.

Level	Descriptor	Marks	Assessment Objective
E3	Candidate makes decision with good justification. Ideas are communicated with a clear structure and use of technical terms.	7–6	AO3 and Quality of Written Communication
E2	Candidate makes decision with some valid justification. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	
E1	Candidate makes decision with limited support. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	

4   **Total for this question: 14 marks**

> **4**   **(a)**   *State **two** methods in which Matt could use to communicate to customers that they can now order from the Music World website.*   *(2 marks)*

1 mark for each valid answer.

Possible answers include:

- specialist music magazine
- newspaper
- notices in branches of shops
- flyers
- radio
- text messaging
- email
- letter
- their website/home page
- on a website
- mobile phone for text
- advertisement in/on…

> **4**   **(b)**   *Choose **one** of these methods and explain why it is suitable for communicating the changes on the website.*   *(3 marks)*

1 mark for a method (generic).

Up to 2 marks for an explanation of a method in context.

Possible answers include:

- specialist magazines are read by the right people (1) who are interested in buying musical instruments (1), so this method targets people who may be interested in the *Music World* website (1)
- flyers are cheap (1) and can be delivered locally to the shops (1) so targeting people who may be customers already (1)
- radio may be heard by a lot of people (1) who know the shop (1) and will then look at the website and may buy from it (1).

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)*

ossible answers for urgent communications could include:

- mobile phone as long as it is switched on, or Matt checks for messages very regularly
- leave message with his assistant Saira, who can contact him
- dedicated mobile number only for emergencies.

Possible answers for non-urgent communications could include:

- email which he or his assistant can pick up
- messages on mobile phone
- train Saira to deal with their queries and make it part of her job.

Level	Descriptor	Marks	Assessment Objective
L2	Candidate provides a reason for stating one valid method for **either** type of communication.	2	AO2
L1	Candidate states one valid method for **either** type of communication.	1	AO1
0	No valid response.	0	

Note: AO3 also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates their ideas.

Level	Descriptor	Marks	Assessment Objective
E3	Candidate offers advice with good justification. Ideas are communicated with a clear structure and use of technical terms.	7–6	AO3 and Quality of Written Communication
E2	Candidate offers advice with some valid justification. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	
E1	Candidate offers advice with limited support. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	