

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
June 2010

Business and Communication Systems

413008

Unit 8 ICT Systems in Business

Thursday 17 June 2010 9.00 am to 10.00 am

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

Time allowed

- 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. 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.

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).

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
TOTAL	

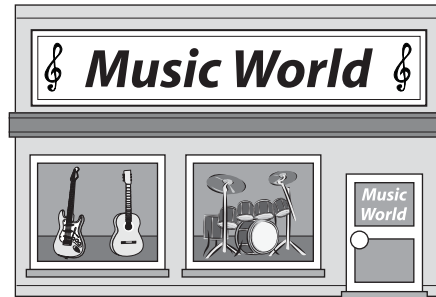


J U N 1 0 4 1 3 0 0 8 0 1

Answer **all** questions in the spaces provided.

Read the scenario and then answer the questions that follow.

SCENARIO

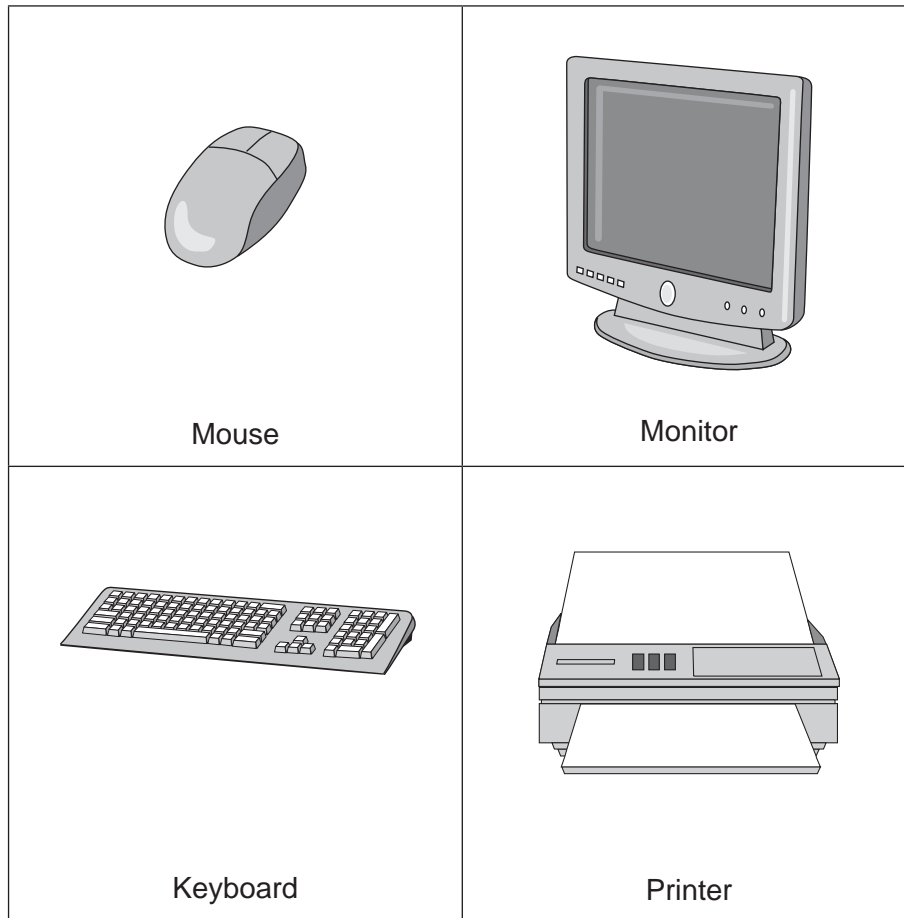


Music World is a chain of musical instrument shops owned by Matt. He is well known for the quality and range of instruments he sells. He has 10 shops in the UK; each employs a manager and two shop assistants. Matt is based at the Milton shop, where Saira is his Administrative Assistant. Matt is often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

Mouse	<input type="checkbox"/>
Monitor	<input type="checkbox"/>
Keyboard	<input type="checkbox"/>
Printer	<input type="checkbox"/>

(2 marks)

Question 1 continues on the next page

Turn over ►



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

Reason 1

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Reason 2

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(4 marks)

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.

Item 1

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Item 2

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(2 marks)

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

Item

Explanation

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(3 marks)



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

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0 5

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.

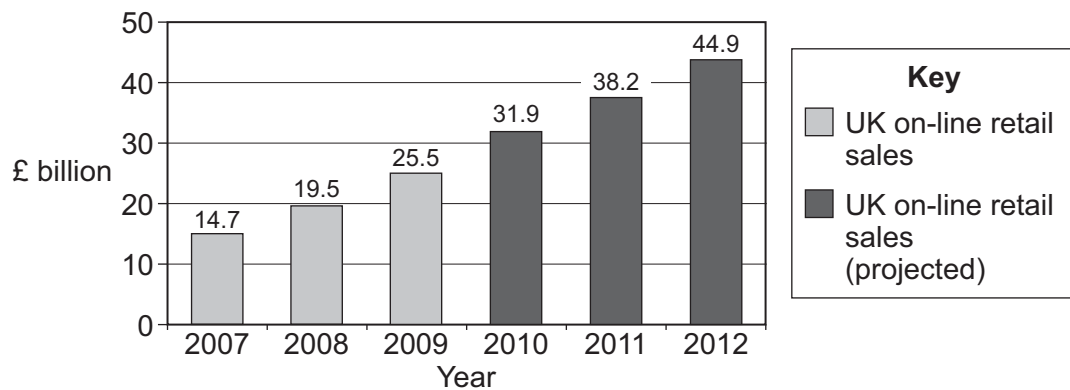


People like shopping on line as they can shop whenever they like.



But many people are worried about credit card fraud.

UK on-line retail sales



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

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(3 marks)

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

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(4 marks)

Question 2 continues on the next page

Turn over ►



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.

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(9 marks)

Extra space.....

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16



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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.

<p style="text-align: center;">Job Description</p> <p>Full-time Administrative Assistant needed to:</p> <ul style="list-style-type: none"> • process web orders • package orders • keep records. 	<p style="text-align: center;">Person Specification</p> <p>Essential:</p> <ul style="list-style-type: none"> • previous office experience and ICT use • customer service experience. <p>Desirable:</p> <ul style="list-style-type: none"> • an interest in music.
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3 (a) State a suitable place where Matt could advertise this job.

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(1 mark)

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

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(2 marks)



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.

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(4 marks)

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

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(3 marks)

Question 3 continues on the next page

Turn over ►



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.

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(2 marks)

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

Method.....

Explanation.....
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(3 marks)



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