AQA

General Certificate of Secondary Education
January 2011

Business and Communication Systems
4134

Unit 8 ICT Systems in Business

Final

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**

> **1 (a)** State **one** suitable objective that Rosie may have for the hotel. (1 mark)

1 mark for any valid objective.

Possible answers include:

- make profit
- make more money
- more customers/sales
- change old fashioned image
- gain a good reputation
- be environmentally friendly
- improve health and safety
- diversify
- expansion/growth of the business.

NB not just an action/suggestion.

> **1 (b)** Choose **two** of the images above which would be most suitable for a health and safety leaflet for use in an office environment. Give a reason for each answer.
> (4 marks)

1 mark for correct answer + 1 mark for valid reason (max 2 marks). Apply twice.

Correct pictures: A and C.

Possible answers include:

A
- loose wires are a hazard
- people may trip over wires
- wires can be an electrical hazard or fire hazard if they are disorganised

C
- open filing cabinets are a trip hazard
- people can hurt themselves bumping into open cabinets
- draws can fall out and injure people
- the filing cabinets may fall over.

1 (c)	Rosie wants the hotel office to be run in a more environmentally friendly way. State and explain **two** ways in which she can do this. *(6 marks)*

1 mark for a valid action plus 1 mark how to achieve action plus 1 mark how the action helps the environment x 2.

Possible answers include:

- only printing a document when necessary (1) to save paper (1) to reduce waste (1)
- turning off computers at the end of the day (1) to save on electricity (1) saves energy/reduces pollution (1)
- using refillable printer cartridges (1) to reuse resources (1) reduce waste (1)
- only purchase recycled paper (1) to reuse resources (1) saves energy/reduces pollution (1)
- use email (1) to save paper (1) reduces waste (1)
- use recycling bins (1) so paper is reused (1) less harmful to the environment (1)
- save paper (1) by only printing when necessary (1) using less trees (1)
- save paper (1) use recycling bins (1) so less paper created/ less waste (1)
- save paper (1) use email (1) less trees used (1)
- turn off air conditioning (1) reduces demand for energy (1) reduces pollution/global warming/CO2 (1)
- better insulation (1) saves energy (1) less harmful to environment (1)
- install solar panels (1) saves energy (1) less harmful to environment (1).

2   **Total for this question: 18 marks**

2 (a)	Explain why Rosie should keep data about customers secure.	(3 marks)

1 mark for a valid answer and up to 2 marks for explaining the answer.

Possible answers include:

- under the Data Protection Act (1) she is obliged to keep data safe (1) so that it cannot be accessed by unauthorised users or third parties (1)
- sensitive information is held (1) such as credit cards details (1) which can lead to illegal activity in the wrong hands (1).

2 (b)	State **two** fields which Rosie may have in her customer database, other than title, first name and surname. Give reasons for your answers.	(6 marks)

1 mark for each correct field and up to 2 marks for reason x 2.

Possible answers include:

- address (1) so that she can send out mail shots (1) to chosen areas (1)
- a unique reference number (1) to identify customers (1) if same surname (1)
- telephone number (1) contacting them (1) quickly (1)
- e-mail address (1) contacting them (1) quickly (1)
- special requirements (1) to reduce errors (1) keep customers happy (1)
- number of times they have stayed at the hotel (1) for loyalty scheme (1) to send out offers (1)
- age (1)
- gender (1).

2 (c)	*Rosie is considering using a database to record bookings and to keep customer details.*
	Do you think she should use a database rather than her paper based system for this purpose? Give reasons for your answer. *(9 marks)*

Possible areas for discussion include:

For using a database

- more secure than paper system if protected properly
- quicker to use than a paper system after initially being set up
- can use the data effectively by producing reports about customers' staying habits etc
- can use to create mailing lists which target certain customers
- can set up a relational database to linking bookings and customer details
- can work on at home
- formulae can be used to calculate pay.

Against using a database

- if she is not sure how to use a database it may take longer to make bookings and access data on customers
- Rosie must ensure that the data is kept securely so as to not breach the Data Protection Act
- staff will need to be trained, which costs in terms of time and money.

Level	Descriptor	Marks	Assessment Objective
3	Candidate analyses reason(s) relevant to Sunny Seas Hotel for or against using a database.	4–3	AO3
2	Candidate explains reason(s) for or against using a database.	2	AO2
1	Candidate states a reason for or against using a database.	1	AO1
0	No valid response.	0	

In addition, separately award marks for evaluation using the grid below.

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
2	Candidate offers a supported judgement. **Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted conventions.**	5–3	AO3 and Quality of Written Communication
1	Candidate offers an unsupported judgement. **Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.**	2–1	
0	No valid response.	0	

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

3 (a)	*What is the difference between a wage and a salary?*	*(2 marks)*

Possible answers include:

- salary is an annual sum of money (1) wage paid monthly (1)
- annual pay (1) not weekly (1)
- pay for a whole year (1) not per week or month (1)
- salary is monthly pay (1) wage is weekly (1)
- wage based on hours worked (1) salary not usually on hours (1).

3 (b)	*Last week, Marvin worked 35 hours Monday to Saturday and 3 hours on Sunday at £12 per hour.*	
	Calculate Marvin's pay for last week. Write your answers in the shaded boxes below.	*(5 marks)*

For Sunday pay: 1 mark for identifying 3 hours + 1 mark for identifying £12 + 1 mark for correctly multiplying the two together to get £36 (max 3 marks).

Total Gross pay: 1 mark for identifying £280 + £36 + 1 mark for correctly adding them together (max 2 marks).

£316 (5 marks)

OFR applies

3	(c)	*Rosie wants to recruit an office manager. Do you think Rosie should:*
		• *promote Marvin **or***
		• *recruit externally.*
		Give reasons for your answer. *(9 marks)*

Possible areas for discussion include:

Benefits of promoting Marvin:

* Marvin would know the business very well
* Rosie would have a lot of knowledge of his capabilities
* would motivate Marvin and show others that promotions are possible
* Marvin may have good knowledge of how Rosie wants the hotel to develop, such as the database.

Benefits of external recruitment:

* wider field of applicants
* already have experience of running an office
* fresh ideas brought in to develop hotel
* is five years enough experience for Marvin to be an office manager?

Level	Descriptor	Marks	Assessment Objective
3	Candidate analyses benefit(s) of using internal or external recruitment for this post of new office manager.	4–3	AO3
2	Candidate explains benefit(s) of using internal or external recruitment.	2	AO2
1	Candidate states a benefit of using internal or external recruitment.	1	AO1
0	No valid response.	0	

In addition, separately award marks for evaluation using the grid below.

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.

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2	Candidate offers a supported judgement. **Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention**.	5–3	AO3 and Quality of Written Communication
1	Candidate offers an unsupported judgement. **Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.**	2–1	
0	No valid response.	0	

4   **Total for this question: 15 marks**

> *4   (a)   Explain why it is important to have an agenda for a meeting.   (2 marks)*

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1 mark for a valid answer with up to 1 mark for development.

Possible answers include:

- so that people attending the meeting know what will be discussed (1) and can prepare questions about how the changes at the hotel will affect their work (1)
- so that people can ask for something they want discussed to be put on the agenda (1) so that queries about the changes can be addressed (1)
- so that the timing of a meeting can be managed by not including too many items (1) as it is an important agenda enough time should be given to each item (1)
- so that the proper procedures are followed in the meeting (1) such as agreeing previous minutes, noting apologies, etc (1).

> *4   (b)   Rosie is going to include the following **two** items on the agenda. Explain why each item has been included.   (4 marks)*

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1 mark for explanation, plus 1 mark for development x 2.

Possible answers include:

New staff rota

- so that staff know how the changes will affect them (1) and have an opportunity to ask questions to Rosie about the changes (1)
- so that staff can see what new hours they will have to work (1) and can raise any objections they may have (1).

Any Other Business (AOB)

- this gives someone with a question not already covered (1) a chance to ask a question (1)
- Rosie may not have thought of everything that may need to be discussed (1) so other people can raise relevant issues (1).

4	(c)	*Do you agree that Rosie should use a computer presentation at the meeting when telling staff about the new plans for the hotel? Give reasons for your answer.* *(9 marks)*

Areas for discussion include:

For using presentation software

- provides a visual way of presenting ideas
- very useful communication tool if she does not use too many slides, words, styles, etc
- she can use graphics, sound animation etc to make the presentation lively
- she can show pictures of the rooms used for parties and meetings and how they will look
- if she presents figures or charts it's easier for people to absorb the information.

Against using presentation software

- presentations can be very boring if there are too many slides
- a set of paper notes may be just as useful to convey this sort of information
- it may be more difficult for staff to ask questions as Rosie goes through the slides
- Rosie must be a confident user of the software and equipment or the presentation may suffer from technical interference which distracts the audience.

NB Full marks can still be earned if only one side of the argument is considered.

Level	Descriptor	Marks	Assessment Objective
3	Candidate analyses reason(s) relevant to Rosie/Hotel for or against using presentation software.	4–3	AO3
2	Candidate explains reason(s) for or against using presentation software.	2	AO2
1	Candidate states a reason for or against using presentation software.	1	AO1
0	No valid response.	0	

In addition, separately award marks for evaluation using the grid below.

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.

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0	No valid response.	0	