



**General Certificate of Secondary Education  
January 2011**

**Business and Communication Systems 413008**

**(Specification 4134)**

**Unit 8: ICT Systems in Business**

***Report on the Examination***

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## General

This is the second examination of the new specification, the first in the January series. Responses were in line with expectations and questions enabled access to candidates across the ability range.

### Question 1

- (a) Many candidates scored a mark on the opening question. The majority were able to gain a mark here by extracting information from the Item. Popular answers included improving health and safety and being environmentally friendly. A few candidates seemed unclear about the difference between an objective and a method of carrying out or meeting an objective.
- (b) In most cases candidates were able to identify the correct images and support their answers with a suitable reason. Only a minority were unable to explain how the image identified a hazard.
- (c) Very few candidates were able to fully develop their answer and explain how the action helped the environment. Candidates were able to identify two ways to become more environmentally friendly. The best answers focused on saving paper and introducing recycling schemes.

### Question 2

- (a) Some candidates showed little knowledge of why data should be kept secure and made reference to data being lost by the business instead of it being stolen. The best answers were able to refer to the legal obligation to keep data secure and then expanded their answers with supporting comments. Many, however, did not specifically mention the Data Protection Act.
- (b) A majority of candidates were able to successfully identify two fields and many were able to support their answer in sufficient depth. Contact details was a popular choice.
- (c) Few candidates were able to analyse a reason for or against using a database which was relevant to Sunny Seas. Too many answers were generic which could apply to any business, thus limiting their marks. The best answers supported their judgment with consideration of the need to train staff to use the database and linked this to Rosie's aim to be more environmentally friendly. Very few answers mentioned the ease of finding information through queries and weaker responses simply stated 'quicker' and 'safer'. Some did mention relational databases without explaining what use they were to the business.

### Question 3

- (a) Many candidates scored two marks on this question, displaying an understanding of the difference between a wage and a salary.
- (b) Many candidates were awarded five marks for this question. A small number, who gave the incorrect answer, showed no calculations so it was not possible to award them any marks for their method.
- (c) Most candidates were able to explain the advantages and disadvantages of internal and external recruitment. This question received a suitable range of answers which demonstrated the candidates' level of knowledge. Many responses were generic. The best focused on the lack of Marvin's experience in managing people and his lack of skills in using databases or designing web pages. However, a few answers failed to make a clear decision as to which one Rosie should choose; this lost the candidate a minimum of two marks.

#### **Question 4**

- (a)** The majority of candidates scored one mark or less for this question as they were not clear on the purpose and importance of an agenda. Others did not respond to the key word in the question and failed to develop their answer and instead gave another relevant point.
- (b)** Although many candidates were able to explain the inclusion of the New Staff Rota onto the Agenda it was evident that not many knew about AOB. Often candidates thought that this was to do with competitive businesses.
- (c)** Very few candidates scored all four marks for analysis on this question as they were unable to answer in the context of the hotel. A small number were clearly unfamiliar with the benefits or drawbacks of presentation software. Whilst many were able to state that a benefit would make the meeting more interesting they were unable to develop their answer. Stronger candidates were able to identify the benefits of using presentation software, but often failed to put it in the context of the hotel, and its relevance to Rosie. A minority of answers provided a balanced argument considering the use of pictures to illustrate plans for parties and conferences, with some candidates linking back to the environmental issues raised earlier in the paper. The majority of candidates made a judgement.

#### **Mark Ranges and Award of Grades**

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.