

Centre Number						Candidate Number				
Surname										
Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
TOTAL	



General Certificate of Secondary Education  
June 2011

# Business and Communication Systems

**413008**

## Unit 8 ICT Systems in Business

Thursday 16 June 2011 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 1(d), 2(d) and 3(d).



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

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

Read the **Background Information** before answering the questions.

**Background Information**

***Bowler's Biscuits***

*Bowler's Biscuits* produces high quality biscuits which it sells directly to shops. The business is owned and managed by Louise and employs 20 other people. It is located in the centre of a town. Sales are growing so the production and office space is no longer big enough.



**Total for this question: 19 marks**

- 1** Read **Item A** and then answer the questions that follow.

**Item A**

Anushka, an administrator, records all the orders received from shops onto a database. The Marketing Manager uses this information to monitor the sales of each type of biscuit. The Production Manager uses the information to plan how many packets of each type of biscuit to produce.

The Marketing and Production Managers meet each week. They use the information held on the database to discuss sales, promotions and plans for new biscuits.

- 1 (a)** A variety of tasks are carried out by the employees at *Bowler's Biscuits*. Tick **one** box for **each task**, to show who would be responsible for it.

Task	Operative	Supervisor	Manager
Recruiting new members of staff			
Making goods in a factory			
Checking invoices are correctly prepared			

(3 marks)

- 1 (b)** Tick **one** box for **each task**, to show which are **routine** and which are **non-routine**.

Task	Routine	Non-routine
Operating machinery in the biscuit factory		
Dealing with an employee who is suspected of stealing from the factory		
Taking orders for biscuits from shops		

(3 marks)

**Turn over ►**



**1 (c)** If Anushka made a mistake when recording orders on the database, explain how this would affect:

Shops .....

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*Bowler's Biscuits* .....

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(4 marks)

*Extra space* .....

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**1 (d)** The Marketing Manager is promoting a new biscuit. Should he send a mailshot to the customers on the database **or** put an advertisement in a trade magazine? Give reasons for your answer.

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**Turn over for the next question**

**Turn over ▶**



**Total for this question: 20 marks**

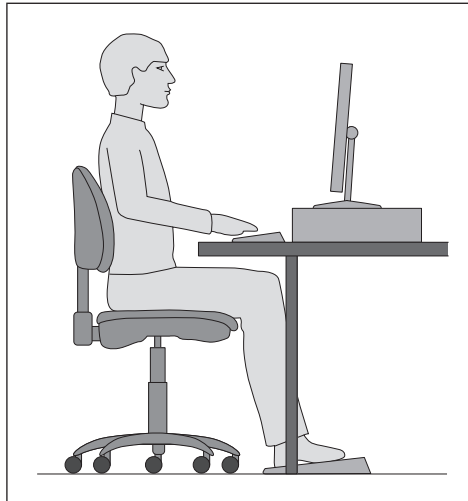
**2** Read **Item B** and then answer the questions that follow.

**Item B**

As the production and office space is now too small, *Bowler's Biscuits* is moving to a new building. The new building is a large open space which needs to be split into two areas, one area for the administration staff and one area for the biscuit production.

Louise thinks that the administration area could be split into two offices, one office for the administration staff and one office for herself, the Production Manager and the Marketing Manager. She has received a suggestion that the managers should have a cellular office each but the administration staff should have an open plan office.

**2 (a)** Identify **two** features from health and safety regulations for ICT users that are shown in this picture.



Feature 1 .....

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Feature 2 .....

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(2 marks)



**2 (b)** Describe **two** problems which an employee may experience if their work station does not meet health and safety regulations.

Problem 1 .....

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Problem 2 .....

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(4 marks)

*Extra space* .....

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**2 (c)** Explain how an open plan office can help communication between staff.

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(5 marks)

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**2 (d)** Should Louise create a shared office for the managers **or** should they have cellular offices? Give reasons for your answer.

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**(9 marks)**

*Extra space* .....

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**Turn over for the next question**

**Turn over ►**



**Total for this question: 21 marks**

**3** Read **Item C** and then answer the questions that follow.

**Item C**

As the new building is larger, more production staff will be employed to produce more biscuits.

All the computer software and hardware have been updated. Louise wants to create a website to advertise the products to shops. She has advertised for an ICT specialist to maintain the increased number of computers and the website. Louise knows that ICT positions can be difficult to fill as there is a lot of competition for people with these skills. She wants to offer another form of reward, as well as a good salary.

This job role would require some out-of-hours working. It has been suggested that, instead of overtime pay, the ICT specialist should be allowed to work from home one day a week. Louise thinks that this may be disruptive and that other staff would want the same working arrangements.

**3 (a)** List **two** items that would be included in an induction programme for the new production staff.

- 1 .....
- .....
- 2 .....
- .....

*(2 marks)*



**3 (b)** Explain **two** methods which *Bowler's Biscuits* could use to communicate the launch of the new website to its customers.

Method 1 .....

Explanation .....

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Method 2 .....

Explanation .....

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(6 marks)

*Extra space* .....

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**3 (c)** Apart from a good salary, what other form of reward could Louise offer the ICT specialist? Explain your answer.

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(4 marks)

**Turn over ►**



**3 (d)** Do you agree that the ICT specialist should be allowed to work from home one day a week **instead** of receiving over-time pay? Give reasons for your answer.

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(9 marks)

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21

**END OF QUESTIONS**



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