



General Certificate of Secondary Education
June 2011

Business and Communication Systems 413009

Unit 9 Using ICT in Business

Controlled Test

To be conducted between 9 May 2011 and 13 May 2011

For this paper you must have:

- appropriate computer hardware and software
- a stationery folder (enclosed)
- 14 sheets of A4 plain paper.

You may use a calculator.

Time allowed

- 1 hour 30 minutes

Instructions

- You must attempt **all** tasks.
- You should put your Name and Candidate Number as a header or footer on every task before printing.
- The **Examining Body** for this paper is AQA. The **Paper Reference** is 413009.
- Write the information required on the front of the stationery folder.
- This paper must be handed in at the end of the Controlled Test.
- You are **not permitted** to access the internet during the course of this examination.

Information

- The marks for tasks are shown in brackets.
- The maximum mark for this paper is 60.
- You will be told the arrangements for printing at your Centre.
- If required, printing may be carried out after the 1 hour 30 minutes allocated for the paper have expired. No alterations to the text or the layout may be made after the 1 hour 30 minutes have expired.
- You may ask for more plain paper if you require it.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in your answers to **Task One (i)**, **Task Two (b)**, **(c)** and **Task Three (b)**.

Advice

- You are advised to spend five minutes reading the whole paper before you start work.

Attempt **all** the tasks.

Read the **Background Information**.

Background Information

Young Look

Young Look

Young Look is a chain of clothes shops for young people. It sells clothes for men and women. The business has 12 stores throughout the country. Sally Jones has worked for *Young Look* for five years. She has recently been made Sales Manager.

Task One – Spreadsheet**Total for this task: 22 marks**Read **Item A** and then complete the tasks that follow.**Item A**

Young Look stores have been doing very well with sales, despite the recession. The owners are considering opening a new store. They have asked Sally to prepare some figures and to collect some data to help them with this decision.

- 1** Open the file **SALES**.
- Insert your name and candidate number into the header of the document.
- 1 (a)** Insert the sales figure for July of 6900. (1 mark)
- 1 (b)** Correct the sales figure for February. It should be 5500. (1 mark)
- 1 (c)** Insert a row for April in the correct place. Label it and add the monthly sales figure of 5400. (3 marks)
- 1 (d)** In the column headed '3 Monthly Average Sales', use a formula to calculate the following average sales:
- January to March insert the formula in the row for March
 - April to June insert the formula in the row for June
 - July to September insert the formula in the row for September
 - October to December insert the formula in the row for December. (6 marks)
- 1 (e)** Save your spreadsheet. Set an appropriate print area and print a copy of your spreadsheet, showing the formula. (2 marks)
- 1 (f)** Create a column chart showing Monthly Sales for *Young Look*. Your chart should have:
- a title
 - a suitable label for the key. (3 marks)
- 1 (g)** Save and print a copy of your chart.
- 1 (h)** Open the file **REPORT**.
- Insert your name and candidate number into the header of the document.
- 1 (i)** Using your spreadsheet **SALES** and the chart you created in **1(f)**, write a short report to the owners explaining whether or not they should consider opening a new store. Give reasons for your answer. (6 marks)
- 1 (j)** Save and print a copy of your report.

Turn over ►

Task Two – Advertisement**Total for this task: 21 marks**

Read **Item B** and then complete the tasks that follow.

Item B

The owners have decided to go ahead with opening a new store. Muhim Abdul, the Human Resources Manager, needs to recruit a new Store Manager. He has a copy of the advertisement he put in a national newspaper when he advertised for Sally's job of Sales Manager.

The new store will be in Elmsford so Muhim had decided to put the advert in the Elmsford local paper. The advert will need to be updated and must include the following information:

- applicants should have been an Assistant Store Manager for at least two years
- the closing date for applications is 12 July 2011
- the salary will be £21 000 per annum.

- 2** Open the file **ADVERT** which contains the **old** advertisement.
Insert your name and candidate number into the header of the document.
- 2 (a)** Insert the correct job title, salary and closing date for the new post. *(3 marks)*
- 2 (b)** Using **Item B**, correct the job information and experience required for the new Store Manager.
You should change the wording of the advert to encourage suitable people to apply for the job of Store Manager. *(9 marks)*
- 2 (c)** Use a range of formatting tools to make your advertisement stand out and look attractive. You should consider:
• the audience
• the advert will be placed in the Elmsford newspaper
• the layout, font type and emphasis of the text. *(9 marks)*
- 2 (d)** Save and print a copy of your advertisement.

Task Three – Presentation**Total for this task: 17 marks**Read **Item C** and then complete the tasks that follow.**Item C**

Young Look has appointed a new Store Manager, Steve, for the Elmsford store. He has already started to think about ordering stock for next summer. He has noticed that stores such as Oasis, Topshop and Topman are selling 'green fashion' or environmentally friendly clothes, which are popular with many shoppers.

These clothes are environmentally friendly because they are made with fabrics which are produced using methods that reduce harm to the environment. Also, the dyes used to colour the fabrics contain fewer chemicals.

Steve already knows a supplier of these fabrics who would design an exclusive range for *Young Look*. He thinks that a range of cotton T-shirts, shorts and skirts would be right for the customers of *Young Look*.

Steve thinks that it would be great to introduce the clothes with a promotional event. This would include a fashion show, free makeovers and fashion advice and a 20% discount for three days. He has spoken to the owners, who think that it sounds like a good idea, and they would like him to prepare a presentation with some facts to persuade them to go ahead.

3 Open the file **PRESENTATION**.

Insert your name and candidate number into the footer of the document.

3 (a) On slide 1, insert a suitable title. (2 marks)

3 (b) Complete slides 3 and 4 using the information in **Item C**. You should consider:

- layout, size of font and emphasis of the text
- the audience for your presentation
- the amount of information on each slide. (9 marks)

3 (c)(i) Open the file **IMAGE**. Insert the *Young Look* logo into your presentation. (2 marks)

3 (c)(ii) Select and apply a suitable slide style for all the slides in your presentation. (2 marks)

3 (d) Save and print your presentation as a handout, with three slides to a page. (2 marks)

END OF TASKS

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