

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

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



General Certificate of Secondary Education  
January 2012

# Business and Communication Systems

# 413008

## Unit 8 ICT Systems in Business

Thursday 19 January 2012 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(c).



J A N 1 2 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

#### *Westbury Point* Theme Park



*Westbury Point* is a theme park in the south of England. It was voted 10<sup>th</sup> best theme park in the world. It is owned by a business which has other theme parks in the United Kingdom and Europe.

*Westbury Point* has a large number of rides and attractions for all the family. It is opening a new ride, a 10 looping roller coaster called *Lightningbolt*. The park is currently closed for the winter and will reopen in March.

**Total for this question: 20 marks**

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

#### Item A

Ranjan is the manager of the sales office for the park. His role involves monitoring ticket sales and ensuring that the processing of ticket sales runs smoothly. He has a small team of assistants who work in the sales office. These assistants process sales of tickets ordered by phone or the website, record customer details and post the tickets to customers.

Ranjan has been asked to introduce a new automated ticket ordering system. The new system will allow for tickets ordered online, or bought on the day, to be collected by customers from automated ticket machines installed at the entrance to the park.

Ranjan has identified the following tasks that will need to be completed before the new automated ticket ordering system can be introduced:

- train employees to use the new system
- order paper for the new machines to print tickets
- design new tickets for the new ticket machines
- order equipment, eg automated ticket machines.



1 (a) The sales office assistants use the ICT devices shown in the box below. For **each** device tick **one** box to show whether it is used for storage, input or output.

Device	Storage	Input	Output
CD-ROM			
Laser printer			
Scanner			

(3 marks)

1 (b) Explain why Ranjan might use the following to present data on ticket sales:

Line chart .....

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Pie chart .....

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(4 marks)

1 (c) (i) Identify **two** routine tasks that the sales office assistants will carry out.

1 .....

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2 .....

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(2 marks)

1 (c) (ii) Explain **one** non-routine task that Ranjan will carry out.

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(2 marks)

Turn over ►





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20

**Turn over for the next question**

**Turn over ►**



Total for this question: 21 marks

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

**Item B**

Sophie is the Human Resources Manager and is responsible for recruitment and training at the park. The majority of training at the park is delivered by Sophie and her small team.

All park attendants are employed from March until the end of October and they undergo thorough training at the park before it opens for the season. This involves training in park standards for general procedures, such as keeping the park clean and tidy for visitors, as well as Health & Safety.

When recruiting for park attendants, *Westbury Point* receives hundreds of applications. Some applicants have worked the previous season, some are students looking for summer jobs, others are just seeking temporary employment. From these applicants, Sophie and her small team needs to select 150 park attendants.

2 (a) For **each job** below, tick **one** box to show whether it would be temporary or permanent at *Westbury Point*.

Job	Temporary	Permanent
Human Resources Manager		
Park attendant		

(2 marks)

2 (b) Explain **two** current employment rights *Westbury Point* must consider when recruiting the park attendants.

1 .....

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2 .....

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(4 marks)



**2 (c)** Explain **two** benefits of using in-house training for the park attendants.

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2 .....

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(6 marks)

*Extra space* .....

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**Question 2 continues on the next page**

**Turn over ►**







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<b>21</b>

**Turn over for the next question**

**Turn over ▶**



**Total for this question: 19 marks**

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

**Item C**

The Marketing Manager at *Westbury Point* needs to create new advertisements to inform customers about the new *Lightningbolt* ride, to attract as many people as possible. He has received an e-mail containing a video and pictures of the ride in operation.

Although the Marketing Manager has to generate excitement in the advertisements, messages also have to be very clear. This is because there is complex information to communicate to a wide range of customers. He will use the internet for these advertisements but thinks that he will also use newspaper advertising.

Once at the park, customers need a great deal of information about where things are, how to queue, when entertainments are starting, and safety instructions. It is very important to communicate clearly because the park is full of excited customers and there is a great deal of noise.

**3 (a)** Explain **two** methods of communication that *Westbury Point* could use to provide information to its customers, once they are at the park.

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2 .....

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(4 marks)

*Extra space* .....

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19

**END OF QUESTIONS**



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