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1

**Total for this question: 20 marks**

**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.* (3 marks)

Device	Storage	Input	Output
CD-ROM	✓		
Laser printer			✓
Scanner		✓	

**1 (b)** *Explain why Ranjan might use the following to present data on ticket sales:* (4 marks)

**Line chart**

Any two of the following

1 mark for notion of trend

1 mark for notion of accurate data

1 mark for notion of period of time

**Max 2 marks**

It will reveal a trend (1) and can compare ticket sales for a period of time (1)

**Or**

the line will show if sales of tickets are increasing or decreasing (1) by the direction of the line (1).

**Pie chart**

Any two of the following

Award 1 mark for notion of visual reference

Award 1 mark for notion of comparison

Award 1 mark for notion of proportions

**Max 2 marks**

The size of proportions will provide an instant visual reference of the largest sales (1) can be used to compare different types of tickets sold each day (1)

**Or**

different colours make it easier to pick out the largest sales (1) the ticket sales of different days of the week can be compared (1).

**1 (c) (i)** Identify **two** routine tasks that the sales office assistants will carry out. (2 marks)

1 mark for identifying a relevant point (max 2 marks).

**Possible answers could include:**

- posting tickets (1)
- printing tickets (1)
- recording customer details (1)
- filing sales (1)
- answering the phone (1)
- ordering paper/stationery (1)
- stock check (1)
- update data (1).

**1 (c) (ii)** Explain **one** non-routine task that Ranjan will carry out. (2 marks)

1 mark for stating or implying knowledge of what a non-routine decision is.  
1 mark for applying this to the context of sales office.

Non-routine decisions will be carried out less frequently (1) for example the decision on the design of new tickets (1).

Non-routine decisions will be carried out by managers (1) for example deciding on what equipment to order for automated tickets (1).

Non-routine decisions require a problem to be solved (1) for example deciding how to train employees to use the new system (1).

**1 (d)** Before the new automated ticket ordering system can be introduced, Ranjan needs to complete the following tasks:

- 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.

Which task do you think it is important for Ranjan to complete **first** and which could he leave until **last**? Give reasons for your answer. (9 marks)

**Possible answers include:**

- ordering of the equipment, eg ordering equipment must take place before any other tasks can be completed. For example the design of the tickets may be restricted by the equipment available. This will result in designs for tickets being wasted and extra costs in redesigning tickets or/and a possible delay to the system working
- the tickets may need to be designed first as this may affect what type of equipment and paper is then ordered. If the incorrect equipment is ordered *Westbury Point* may have huge costs in returning the equipment and a delay in the system working while a replacement delivery is awaited
- tickets may need to be designed first as this will take longer than other tasks. It is a creative task and Ranjan may not like the design and start again. Equipment may be sitting unused while waiting for a new design
- staff training will need to take place after all other tasks have been completed as they are all needed for the system to be functioning and staff to be fully trained in its use. For example, being shown how to load the paper and print the tickets cannot take place if paper has not been ordered and tickets designed. Time will be wasted if staff are trained before tickets can be printed and customers may be left frustrated if the system is not working and staff cannot help.

Level	Descriptor	Marks	Assessment Objective
3	Explains importance of the tasks in context.	4–3	AO3
2	Explains the consequence of the tasks in context.	2	AO2
1	Describes the tasks.	1	AO1
0	No valid response.	0	

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

Note: AO3 also assesses students' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the student orders and communicates their ideas.

<b>Level</b>	<b>Descriptor</b>	<b>Marks</b>	<b>Assessment Objective</b>
2	Makes a supported recommendation. 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	Makes a recommendation. 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	

2

**Total for this question: 21 marks**

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

Job	Temporary	Permanent
Human Resources Manager		✓
Park attendant	✓	

**2 (b)** Explain **two** current employment rights Westbury Point must consider when recruiting the park attendants. (4 marks)

1 mark for stating or implying knowledge of the law x 2.

1 mark for explaining the principles a business will need to be aware of x 2.

**Possible answers could include:**

- The sex discrimination Act (1) the job cannot be advertised for a man or women (1)
- employment equality (age) regulations (1) cannot advertise the position for the applicant to be a minimum or maximum age (1)
- The disability discrimination Act (1) cannot discriminate if an applicant has a disability (1)
- Race relations Act (1) must employ the right applicant regardless of their race, colour etc (1)
- The Equal Pay Act (1) must pay men and women the same for 'like work' (1)
- minimum wage (1). National rate that is the minimum workers must be paid depending on their age (1).

<b>2 (c)</b> Explain <b>two</b> benefits of using in-house training for the park attendants. (6 marks)
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1 mark for stating or implying knowledge of in-house training x 2.

1 mark for stating a benefit x 2.

1 mark for explaining the benefit in context x 2.

**Possible answers include:**

- new employees will get to know each other (1) and start working as a team (1) the new park attendants will then settle in quickly due to number of park attendants (1)
- they will learn skills relevant to the job at *Westbury Point* (1) such as, general procedures at *Westbury Point* will be developed (1) which means they will be more efficient at their job (1)
- Sophie's team will have performed the training many times and be experienced (1) new skills will be developed effectively (1) meaning employees will be more efficient at their job (1)
- the skills developed can be practiced whilst the park is closed (1) and new employees can learn the skills at their own pace (1) using the ride equipment they will use every day in their job (1)
- less expensive (1) as no travel costs (1) save a lot of money as 150 park attendants (1).



**2 (d)** *Suggest how Westbury Point could choose suitable people to work as park attendants from the hundreds of applicants they receive. Give reasons for your answer. (9 marks)*

**Possible answers could include:**

**Short listing**

This is a method of identifying essential and desirable requirements for the job and matching with the person specification. For example they could match up all applicants who have worked previously at *Westbury Point* and have the skills for park attendants and offer them a contract of employment. This would reduce the time and cost of the next stage of recruitment which is an interview.

**Person specification**

The person specification will allow hundreds of unsuitable applicants to be discarded before interview stage/and or testing. For example they may need the essential skills of customer service experience. Those applicants who have this can go to the next stage of recruitment.

**Past Experience/References**

To help decide if applicants who are students and looking for summer jobs are suitable they may request a reference from their tutor/teacher. They could ask if they are reliable and attend college/school on time to judge if they are suitable to work. They could appoint them after this process.

**Interview**

An interview will allow Sophie to question applicants and see their personality and oral communication skills, however for 150 applicants this will be a lengthy process and Sophie only has a small team and they may not be able to manage. This could be used for applicants who have no previous experience to judge if they may be suitable.

Level	Descriptor	Marks	Assessment Objective
3	Explains benefit of method of selection/short listing in context.	4–3	AO3
2	Describes purpose of method of selection/short listing.	2	AO2
1	States a method of selection/short listing.	1	AO1
0	No valid response.	0	

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

Note: AO3 also assesses students' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the student orders and communicates their ideas.

<b>Level</b>	<b>Descriptor</b>	<b>Marks</b>	<b>Assessment Objective</b>
2	Makes a supported recommendation. 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	Makes a recommendation. 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: 19 marks**

**3 (a)** Explain **two** methods of communication that Westbury Point could use to provide information to its customers, once they are at the park. (4 marks)

1 mark for identifying a suitable method of communication.  
Plus 1 mark for explaining why it is suitable.

**Possible answers:**

- electronic noticeboards/screens/tv (1) as they can be updated regularly (1)
- social networking sites, eg Facebook/twitter (1) and updates can be given quicker (1)
- flyers/leaflet (1) customers can keep a copy to refer to (1)
- signs/notices (1) can be a permanent display of essential information (1)
- large maps (1) can be used to pinpoint customer location around the park (1)
- pocket maps (1) can be used to plan day and refer to at anytime (1)
- helpdesk/information desk/face-to-face (1) allows questioning or further explanation (1)
- tannoy/loud speaker (1) to get customers attention immediately (1).

**3 (b)** Explain why Westbury Point has to be very clear in its communications with customers. (6 marks)

**Possible answers:**

Information is needed, such as location of events running at the park. They may need a visual reference such as a map to locate these events from where they are in the park without this they may miss the start of the event and spoil this for other guests causing complaints.

Information is needed to ensure customers are informed about health and safety. Background noise due to rides operating may affect oral messages and customers may not hear all the instructions.

Level	Descriptor	Marks	Assessment Objective
3	Describes consequences of unclear communication in context.	6–5	AO2
2	Explains the purpose of communication <b>or</b> identified a consequence.	3-4	
1	Identifies purpose of communication.	2-1	AO1
0	No valid response.	0	

**3 (c)** *The Marketing Manager will use the internet to promote the Lightningbolt ride. Do you agree he needs to use newspaper advertising as well? Give reasons for your answer. (9 marks)*

**Possible answers:**

**Internet**

- Internet advertising offers many possibilities, eg advertisements displayed with search engine results, banner advertisements and pop-ups. The target audience of the park can be reached easily by where the advertisements are placed
- customers who often visit the park are likely to look at the Internet
- this is very cheap compared with newspapers and few teenagers read newspapers
- the Internet can include a video and images of the new ride to create excitement and show how the ride works. The images and video can be changed regularly to maintain interest. However, will only be seen by those interested the park
- online advertising has no time limitations and can be viewed day and night.

**Newspaper advertising**

- can reach a wide audience nationally, however very expensive to produce in colour and show on main pages. *Westbury Point* is a large business and should be able to afford this type of advertising
- a new ride can create the desire to go to the park and newspapers will reach customers, particularly parents who may not use the Internet
- advertising in a local newspaper can target a specific area better than Internet advertising, eg the area where *Westbury Point* is, as these are likely customers
- in a newspaper it will be difficult to persuade customers of the excitement of the ride as the pictures will be motionless and not animated like a video.

Level	Descriptor	Marks	Assessment Objective
3	Explains a reason relevant to <i>Westbury Point</i> for or against using a Newspaper or the Internet.	4–3	AO3
2	Explains a reason for or against using a Newspaper or the Internet.	2	AO2
1	States a reason for or against using a Newspaper or the Internet.	1	AO1
0	No valid response.	0	

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

Note: AO3 also assesses Students' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the student orders and communicates their ideas.

<b>Level</b>	<b>Descriptor</b>	<b>Marks</b>	<b>Assessment Objective</b>
2	Makes a supported recommendation. 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
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0	No valid response.	0	