

| | | | | | | | | | | |
|---------------------|--|--|--|--|--|------------------|--|--|--|--|
| 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
June 2012

Business and Communication Systems

413008

Unit 8 ICT Systems in Business

Friday 22 June 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(d).



J U 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

Tresses



Tresses is a business that produces shampoos and hair products that it sells to independent chemists and hairdressers. The business operates from Wingford in the North of England. It employs staff in sales, marketing, product design and distribution.



Total for this question: 19 marks

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

| Item A |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Recently, sales of <i>Tresses</i> products have increased because the sales staff have been very busy selling to new customers. Paul, the Sales Manager, plans to recruit more administration staff to support the sales staff.</p> |
| <p>The administration staff send out catalogues of products, tell the sales staff of new customer enquiries and process sales orders by entering them onto a database.</p> |
| <p>More desks would be needed for the administration staff but there is no more office space. Paul thinks that the sales staff should start hot desking, as they are out of the office most of the time and their desks are often empty.</p> |
| <p>Paul needs to hold a meeting with the sales and administration staff to discuss the introduction of hot desking.</p> |

- 1 (a)** Tick **two** boxes to show the benefits of hot desking.

| Benefits | Tick |
|------------------------------------------|-------------|
| Saves office space | |
| Employees can personalise desks | |
| Everyone can sit down in a team together | |
| Available as and when needed by staff | |

(2 marks)

- 1 (b)** The administration staff and the sales staff carry out different tasks at *Tresses*. Tick **one** box for **each task**, to show who would be responsible for it.

| Task | Administration Staff | Sales Staff |
|---------------------------------|-----------------------------|--------------------|
| Entering orders onto a database | | |
| Visiting customers | | |
| Promoting new products | | |
| Sending information out | | |

(4 marks)

Turn over ►



1 (c) Explain **two** ways in which the administration staff support the sales staff at *Tresses*.

1

.....

.....

.....

2

.....

.....

.....

(4 marks)

Extra space

.....

.....

.....

1 (d) What does Paul need to consider when planning the meeting for the sales and administration staff? Give reasons for your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

Extra space

.....

.....

.....

.....

.....

.....

.....

.....

.....

| |
|----|
| |
| 19 |

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

With more administration staff, Paul wants to recruit an administration manager so that he can concentrate on the sales team.

| Job Description | Person Specification |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Full-time Administration Manager needed to: <ul style="list-style-type: none"> • Manage team of administration staff • Monitor staff performance • Manage day-to-day running of the office • Maintain accurate records | Essential: <ul style="list-style-type: none"> • Good leadership skills • Good communication skills • Good organisational skills • Previous office experience and use of ICT Desirable: <ul style="list-style-type: none"> • Previous shampoo and hair product experience |

There are three applicants for the job of administration manager: Mark Jones, Leo Ogunsola and Grace Franklin.

2 (a) Other than name and address, identify **two** details included on an application form.

1

.....

2

.....

(2 marks)

2 (b) Identify and explain **one** responsibility of the administration manager at *Tresses*.

.....

.....

.....

.....

.....

.....

(3 marks)



2 (c) Explain why the person specification requires the administration manager of *Tresses* to have good communication skills.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

Extra space

.....

.....

.....

Question 2 continues on the next page

Turn over ▶



Figure 1

| Job Description | Person Specification |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Full-time Administration Manager needed to:</p> <ul style="list-style-type: none"> • Manage team of administration staff • Monitor staff performance • Manage day-to-day running of the office • Maintain accurate records | <p>Essential:</p> <ul style="list-style-type: none"> • Good leadership skills • Good communication skills • Good organisational skills • Previous office experience and use of ICT <p>Desirable:</p> <ul style="list-style-type: none"> • Previous shampoo and hair product experience |

Figure 2

Extract from candidates' CVs

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Name: Mark Jones</p> <p>Qualifications: 7 GCSEs 3 A Levels in History, English and Media Studies</p> <p>Experience: Worked in an office using ICT for five years as an assistant manager for a shampoo manufacturer.</p> | <p>Name: Leo Ogunsola</p> <p>Qualifications: 5 GCSEs</p> <p>Experience: Worked for Tresses for two years in the administration team using the ICT system.</p> |
| <p>Name: Grace Franklin</p> <p>Qualifications: 8 GCSEs 4 A Levels Degree in Business Administration</p> <p>Experience: Worked for eight years in the sales department for a large company selling miniature products to hotels. Extensive use of ICT.</p> | |



Total for this question: 21 marks

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

Item C

As the sales staff are often out of the office and travelling, communication between them and the office is very important. They use mobile phones to contact customers and the office when they need information. The sales staff send customer orders to the administration staff by e-mail. Paul, the Sales Manager, insists that these documents are encrypted.

Paul thinks that monthly meetings with the sales team are vital to receive feedback on customer opinions, which products are selling well and other issues. However, as the sales staff are usually out of the office it can be difficult to get everyone together.

3 (a) Explain **one** benefit of encrypted documents.

.....

.....

.....

.....

(2 marks)

3 (b) Explain why it is important to have good communications between the sales team and the sales manager.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)



3 (c) State and explain **two** barriers to communication that the sales staff may experience when talking to the administration staff.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

Extra space

.....

.....

3 (d) Do you think that Paul should use face-to-face or teleconferencing for the monthly meetings of the sales team? Give reasons for your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Turn over ►



.....

(9 marks)

Extra space

.....

| |
|----|
| |
| 21 |

END OF QUESTIONS