

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 2013

# Business and Communication Systems

**413008**

## Unit 8 ICT Systems in Business

Wednesday 16 January 2013 1.30 pm to 2.30 pm

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).



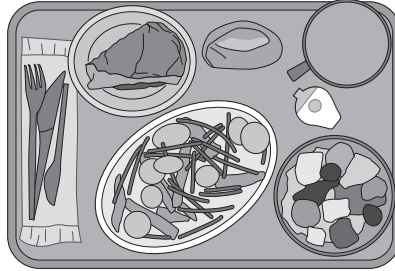
J A N 1 3 4 1 3 0 0 8 0 1

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

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

### Background Information

#### *AirCook*



*AirCook* is a business that sells tray meals, sandwiches and snacks to airlines. It is trying to improve its service to its customers, the airlines, by introducing new products and menus.

*AirCook* is located in Luton near London. It employs over 100 staff who work in operations, marketing, sales and administration.

**Total for this question: 18 marks**

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

#### Item A

Mark is the Sales and Marketing Manager at *AirCook*. His role is to ensure that airlines are well informed about products available, and to maintain the website. Airlines can access a secure part of the website where they can view the online catalogue of products available, with prices. They can also place and track orders, and view up-to-date invoices.

*AirCook* is currently promoting a new range of luxury meals for airlines. The luxury meals have been produced by a celebrity chef and Mark has created an online catalogue containing photographs of the meals. The catalogue will be changed monthly according to seasonal food that is available.

Mark needs to promote the new range of luxury meals which start in three weeks' time. Five of the airlines are interested in purchasing these meals. They are based in London, Ireland and Manchester. A meeting can be arranged with the celebrity chef at his London restaurant, where he can prepare samples of the meals, but the only date that is available is in two weeks' time. Alternatively, Mark could visit each customer individually to promote the new menu.



1 (a) For each communication below, tick **one** box to show whether it is Oral, Visual or Written.

Communication	Oral	Visual	Written
A letter of complaint from an airline about an incorrect order			
A conversation with an employee about changing holiday dates			
Map of fire escape routes			

(3 marks)

1 (b) *AirCook* needs to make sure that its computer system is kept secure.

Identify **two** security methods that would be used to protect electronic information.

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(2 marks)

1 (c) Explain **one** reason why the website is an effective way for *AirCook* to communicate with airlines.

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(4 marks)

Extra space .....

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Turn over ►



**1 (d)** Mark has to promote the new range of luxury meals to the airlines.

Should he do this by arranging for all five customers to visit the celebrity chef at his restaurant, **or** should Mark visit each customer individually? Give reasons for your answer.

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**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**

Lucy is the Operations Manager at the *AirCook* factory where the meals are produced. There are 40 employees in the department who produce the meals and sandwiches.

Production continues 24 hours a day, 7 days a week. A bonus is paid if all orders are produced on time. Employees are often asked to work overtime when extra orders are received.

Six employees will need to be retrained to produce the new range of luxury meals.

Lucy has already watched the celebrity chef producing the meals. The six employees will now need urgent training, so that all of the team are ready for the launch in three weeks' time. The celebrity chef has offered to train the staff at his new restaurant. Lucy would prefer to train the staff in *AirCook*'s kitchen where they will be producing the meals. However, she thinks that the staff would be excited by the opportunity to train at the celebrity chef's new restaurant.

**2 (a)** Explain, using an example, what is meant by a 'bonus payment'.

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(2 marks)

**2 (b)** Jin works on the production line and he is paid £12 per hour. Overtime is paid at 1.5 times his hourly rate.

Calculate Jin's overtime rate per hour and his total overtime payment if he did 4 hours of overtime. Write your answers in the shaded boxes below. **Show your workings.**

**Overtime rate per hour**      £

**Total overtime payment**      £

(5 marks)

*Workings* .....

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**2 (c)** Explain **one** reason why Lucy used existing employees rather than recruiting externally when appointing the six employees to produce the new range of luxury meals.

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(5 marks)

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**Question 2 continues on the next page**

**Turn over ▶**



**2 (d)** The six employees will need to be retrained to produce the new range of luxury meals. Should this training take place at the celebrity chef’s restaurant **or** in *AirCook’s* kitchen? Give reasons for your answer.

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(9 marks)

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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**

The new range of luxury meals has been successful and *AirCook*'s monthly sales objective has been achieved. Feedback from the airlines indicates that the luxury meals are of a high quality. The airlines are happy with the low introductory price, however, they would not want to pay a higher price.

Katy is *AirCook*'s Administration Manager. The three administration assistants in the department are unhappy because their workstations are cramped. Workstations consist of a small desk, an adjustable chair and a desktop computer with a large monitor.

The administration assistants work from 9 am to 5 pm and Katy is considering offering them flexitime. They could start at any time between 8 am and 10 am and leave after 4 pm, as long as their full hours are worked over a month. If they work extra hours, they will be allowed to take these as holiday or to receive overtime pay. All orders must be passed to the operations department by 11 am if they are to be produced and dispatched that day.

**3 (a)** Explain **one** reason why businesses use objectives.

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(2 marks)



**3 (b)** Explain why *AirCook* might be unhappy with the feedback from the airlines on the new range of luxury meals.

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(4 marks)

**3 (c)** Katy is about to order new desks for the administration assistants. Explain **two** health and safety issues that she must consider.

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(6 marks)

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**3 (d)** Do you think that allowing the administration assistants to work flexitime would benefit *AirCook*? Give reasons for your answer.

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**END OF QUESTIONS**



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