

Centre Number						Candidate Number				
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Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
TOTAL	



General Certificate of Secondary Education  
June 2013

# Business and Communication Systems

**413008**

## Unit 8 ICT Systems in Business

Wednesday 19 June 2013 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 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

#### *EdaChild*



*EdaChild* is a charity that helps to provide schooling for children in countries that are significantly poorer than the UK. They have a chain of 50 charity shops throughout England where items of clothing are sold to raise money for the charity.

The head office is in Cambridge where 30 employees work, mainly in administration, to support the activities of the charity. For example, the head office provides *EdaChild's* charity shops with advice on how to set prices for the clothing donated. It also provides the charity shops with leaflets and other display materials to communicate the charity's aims to customers.

**Total for this question: 20 marks**

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

#### Item A

Holly is employed by the charity as the manager of the Manchester shop. Volunteers work a few hours a week to help to run the shop.

The volunteers enter details about the clothes onto the central database when items of clothing are given to the shop. Head office uses this information to decide whether the clothing should be left at the shop, to be sold or moved to another shop.

#### Figure 1 – Central Database Extract

Brand Name:	Karen Millan
Type of Clothing:	Evening Dress
Colour:	Black
Size:	12
Selling Price:	£34.99

Holly has been asked by head office to design a volunteer training guide for all shops. Volunteers will learn how to display clothing, how to identify the most popular fashion brands and how to create an interesting window display.

*EdaChild* has a website that promotes its charity work to the public. Holly thinks that the secure area of the website should be used for the volunteer training guide. However, some volunteers do not use the Internet and would prefer a printed leaflet.



1 (a) Tick **one** box for **each task**, to identify which tasks are part of the role of an administration team.

	Yes	No
Ordering stationery		
Displaying clothing		
Processing sales data		

(3 marks)

1 (b) Using **Item A**, explain why the following information must be entered accurately into the central database.

Selling Price .....

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Type of Clothing .....

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(4 marks)

Extra space .....

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Question 1 continues on the next page

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**Total for this question: 19 marks**

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

**Item B**

*EdaChild* raises money to provide schooling for children in countries that are significantly poorer than the UK. Each year, *EdaChild* sets up one new major project and aims to raise enough money from the charity shops to fund this.

Victoria is a fashion student who volunteered for *EdaChild* after watching a news report on the charity which showed some of the schemes working in Africa. She always welcomes customers to the shop, talks about the charity's work and encourages customers to buy accessories. Other volunteers often speak only when approached and are unable to answer questions about the charity's work.

Induction training takes 30 minutes. The new volunteers listen to a health and safety talk and are shown around the shop. Victoria believes that the induction should last three hours to include a talk on the charity's work, its aims, how money is used, and shop targets. The volunteers would also have time to watch the news report that inspired Victoria to volunteer. Holly, the manager, disagrees as she is often short staffed and already provides leaflets to volunteers on the charity's work.

**2 (a)** Explain why the shop volunteers need to know the aims of the charity.

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*(2 marks)*

**2 (b)** Using **Item B**, identify **two** aims that the charity wants to achieve.

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2 .....

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*(2 marks)*



**2 (c)** Using **Item B**, explain **two** reasons why it is important that the volunteers should communicate effectively with customers.

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(6 marks)

*Extra space* .....

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**Question 2 continues on the next page**

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19

**Turn over for the next question**

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**Total for this question: 21 marks**

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

**Item C**

The charity's head office is located on two floors of an old building which has several steps and a ramp to reach the front door. There is no lift inside the building. The charity aims to be an equal opportunities employer.

*EdaChild* has been approached by a major fashion retailer who is keen to work with the charity. The fashion retailer will provide a £5 voucher to customers who donate a bag of unwanted clothing from its store to the charity shops. This will be for a limited time of six months and there will be a maximum of one voucher per customer each month. *EdaChild* will advertise for a temporary administration assistant to help to manage the new voucher scheme.

People who donate clothing will be required to complete a registration card in the charity shops, giving their name, address, email address and telephone number. The details from the registration cards will be transferred onto a computer at head office by the new administration assistant. The head office will post the vouchers to customers and will keep a record of the voucher number and of the date posted. The new administration assistant will produce a weekly report, containing figures and charts, showing how many vouchers have been issued by each charity shop.

**3 (a)** Identify **two** ways in which an administration office could operate in an environmentally friendly way.

1 .....

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2 .....

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*(2 marks)*



**3 (b)** Explain why the new administration assistant will be appointed on a **temporary** contract.

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(4 marks)

**3 (c)** Using **Item C**, explain how **one** law on employment rights and responsibilities stops *EdaChild* from being an equal opportunities employer.

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(6 marks)

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**END OF QUESTIONS**



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