

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



General Certificate of Secondary Education  
June 2015

# Business and Communication Systems

**413008**

Unit 8      ICT Systems in Business

Tuesday 16 June 2015      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(c).



J U N 1 5 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**  
**Fabulous Wedding Planning**

Lisa has been running a wedding planning business for three years. Couples pay Fabulous Wedding Planning (FWP) to organise their perfect wedding day. FWP works with couples to provide a range of services such as finding venues, florists, caterers and photographers.

**Total for this question: 21 marks**

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

**Item A**

The business has grown so much that two additional employees and an office are necessary. Lisa and her part-time assistant will not be able to manage all the workload once the business expands. Lisa needs to advertise for, and recruit, two additional employees. One of the employees will be responsible for the sales of the wedding planning packages. Lisa has started to create the draft job advertisement.

**Draft Job Advertisement**

Permanent, Female Wedding Sales Consultant  
£20 000 pa + 3% annual profit bonus  
Full-time

You will be responsible for providing expert advice about our  
wedding planning packages.

You must have sales experience with a track record of achieving targets.

Previous experience in the wedding industry is desirable.

The post is suitable for someone under 25.

**1 (a)** State **two** features of a contract of employment.

**[2 marks]**

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_



1 (b) Explain **two** benefits of using a bonus payment to reward employees.

**[4 marks]**

Benefit 1 \_\_\_\_\_  
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\_\_\_\_\_  
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Benefit 2 \_\_\_\_\_  
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1 (c) Explain **two** examples of how FWP will be discriminating if the Draft Job Advertisement in **Item A** were to be used.

**[6 marks]**

Example 1 \_\_\_\_\_

\_\_\_\_\_

Explanation \_\_\_\_\_

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Example 2 \_\_\_\_\_

\_\_\_\_\_

Explanation \_\_\_\_\_

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Once the final job advertisement has been completed, Lisa will need to decide on the most suitable method of external recruitment. Lisa has contacted the local newspaper and they will be able to place her advertisement in the weekly job section; however this will take at least seven days to appear. There is a separate section for sales jobs. She is also considering using the Internet. Lisa has found a website that advertises jobs in the wedding industry. Both options will cost the same amount to advertise the job.

The new sales consultant will need three weeks' training before they can start the job. During these three weeks, the consultant will visit wedding venues and other suppliers to learn about the business. Lisa plans to move to the new offices within one month and the consultant must be trained and ready to start by that time.

**1 (d)** Should Lisa use the local paper **or** the Internet to advertise the new position of sales employee? Give reasons for your answer.

**[9 marks]**

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**Turn over for the next question**

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ANSWER IN THE SPACES PROVIDED**

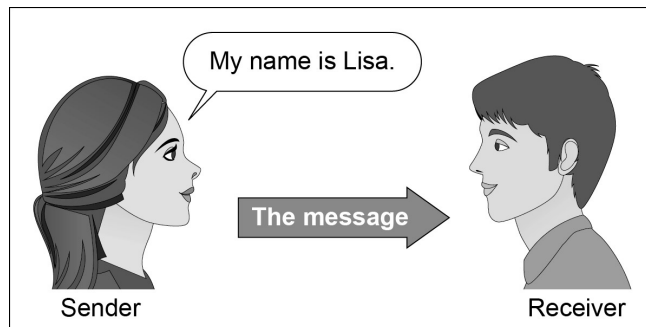


**Turn over ►**

**Total for this question: 20 marks****2** Read **Item B** and then answer the questions that follow.**Item B**

Lisa and her part-time assistant share a computer and a colour laser printer. They use a database containing all the contact details of their suppliers such as wedding dress designers, venues and florists. With the recruitment of two new employees, Lisa will have to improve her business's internal and external communication. All employees will need access to the database when dealing with customer enquiries. Lisa is thinking about purchasing another three computers and creating a Local Area Network (LAN).

Lisa's business has a website containing general information about the wedding planning services. It has a contact page with the business's email address and an enquiry form. A confirmation letter is sent to the customer once the price for planning the wedding has been agreed. Customers are given Lisa's mobile telephone number two days before the wedding for any last minute queries.

**2 (a)**

The diagram above shows the process of the communication. Using this, identify the following:

**[2 marks]**

Who is creating the message? \_\_\_\_\_

What method of communication is being used? \_\_\_\_\_

**2 (b)**

Using **Item B**, explain how creating a Local Area Network (LAN) might help to improve communications at FWP.

**[3 marks]**


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**2 (c)** Using **Item B**, explain how FWP uses the following channels of communication:  
a) Formal  
b) Urgent.

**[6 marks]**

Formal

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Urgent

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FWP sells a range of wedding products on its e-commerce website, eg hair accessories, table decorations, jewellery and garters. Lisa is considering adding a new product. Her preferred options are wedding cakes or fabric floral bouquets, because both will have high profit margins. The web pages will include customer feedback, an ordering guide, photos and frequently asked questions (FAQs) for the product. Lisa is concerned that delivery times of wedding cakes may be unreliable and it may affect the business’s reputation if items are not received in time for the wedding. She also thinks that out-of-hours support may be needed for customers buying wedding cakes.

**Product details**

	<b>Approximate delivery time</b>	<b>No of different products</b>	<b>Personalisation</b>
Wedding Cakes	2–4 weeks	50	flowers, icing colour, and cake stand
Fabric Floral Bouquets	2 days	20	None

**2 (d)** Should the new e-commerce product be wedding cakes **or** fabric floral bouquets? Give reasons for your answer.

**[9 marks]**

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**Turn over** ▶

**Total for this question: 19 marks**

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

**Item C**

Lisa makes all the non-routine decisions, and most of the routine decisions, in the business. With two additional employees, in the future Lisa needs to ensure that employees know which decisions they will make.

**Employees' Roles**

- The sales consultant will visit all potential customers to sell FWP's services and wedding planning packages.
- An office administrator will order supplies and deal with sales from the web page.
- Lisa's part-time assistant has agreed to work three days a week dealing with finance and customer service.

**3 (a)** Identify **two** different stakeholders and explain one interest each stakeholder has in a business.

**[4 marks]**

Stakeholder 1 \_\_\_\_\_

Interest \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

Stakeholder 2 \_\_\_\_\_

Interest \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_



**3 (b)** Using **Item C**, explain whether the following decisions are routine or non-routine and identify which employee would make the decision in FWP.

**[6 marks]**

- Place an order for fabric floral bouquets for a wedding.

Routine / non routine **(circle your answer)**

Explanation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Employee making the decision \_\_\_\_\_

- Book a different band, two days before a wedding, as the bride is refusing to pay for the original band, which has already been paid for by FWP.

Routine / non routine **(circle your answer)**

Explanation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Employee making the decision \_\_\_\_\_

**Question 3 continues on the next page**



**Turn over ►**

Lisa has moved the business into new premises and has decided to sell fabric floral bouquets. The open-plan office is large enough for four desks. A smaller existing office within the premises could be used as a store room for the products that are sold on the website. Currently these are stored in Lisa's garage at home 10 miles away and she is expecting a delivery of 200 boxes of fabric floral bouquets. Alternatively, Lisa could use the office as a meeting room. Lisa thinks that some customers will want to visit the office to discuss their wedding plans and would like to use the small office to display photos of her previous jobs and products to promote the business.

3 (c) Should Lisa use the small existing office as a store room **or** use it as a meeting room for customers? Give reasons for your answer.

**[9 marks]**

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**END OF QUESTIONS**



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