



GCSE

Business & Communication Systems

Unit 8 ICT Systems in Business
Mark scheme

4134
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Version 1.0 Final

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from aqa.org.uk

1

Total for this question: 21 marks

1 (a) State **two** features of a contract of employment. **[2 marks]**

Answers can include:

- job title/position
- place of work
- hours
- salary
- holiday entitlement
- overtime pay
- start date
- name of employer
- name of employee
- notice of termination
- employee/employer signatures
- probationary period and sickness procedures
- appraisals
- expenses
- grievance procedures.
- full time/part time
- temporary/permanent
- responsibilities/duties/
- length of time contract for
- Pension

Markers Note

- Date on its own is allowed but only award date once
- Do not allow name on its own
- If a candidate has listed 3, the first two responses will be considered.

1 (b) Explain **two** benefits of using a bonus payment to reward employees. **[4 marks]**

1 mark for stating a benefit of a bonus payment x 2
 1 mark for explaining the impact for the business x 2

Possible answers can include:

Benefit	Impact for business
Motivation/work harder Morale	Meeting targets / performance standards Positive working environment Increase sales/profit/customer service
Loyalty	Stay with the business
Reduce absenteeism	Productivity
Recruitment	Calibre of applicants
Salary - business can pay a lower basic salary - paid annually - can be paid to all employees	Reducing costs Once the target is achieved no further payment will be made

1	(c)	<p><i>Explain two examples of how FWP will be discriminating if the Draft Job Advertisement in Item A were to be used.</i></p>	[6 marks]
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1 mark for identifying the relevant equal opportunities act x 2

1 mark for explaining how discrimination can occur x 2

1 mark for applying this to Fabulous Wedding Planning x 2

Answers can include:

- The Sex Discrimination Act states that (1) men and women must be treated equally when applying for jobs (1); for example Lisa can't advertise for a female sales employee because men won't be able to apply (1).
- The employment (age) regulations (1) state that applicants can't be overlooked for jobs on the basis of age (1); Lisa can't specify that applicants should be under 25 (1).
- Equality act stops unfair treatment in terms of gender (1) then the same answer as Sex discrimination after
- Equality act stops unfair treatment in terms of age (1) then the same answer as age discrimination after.

Markers note:

Specific reference to the act is not necessary for development marks as long as the candidate shows knowledge.

1	(d)	<p><i>Should Lisa use the local paper or the Internet to advertise the new position of sales employee? Give reasons for your answer.</i></p>	[9 marks]
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Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason for or against using a local paper or the Internet to advertise for the sales employee. Reasonable application AND Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a reason for or against using a local paper or the Internet to advertise for the sales employee.	2	AO2
1	Demonstrates knowledge of the use of a local paper or the Internet to advertise for staff.	1	AO1
0	No valid response.	0	

ANALYSIS

Reasonable analysis takes place when overall an answer shows **effective use of business reasoning/logic** in answering the question. Analysis can also be shown when a student develops a chain of argument with a clear focus on the question.

Knowledge	Context	Description /Analysis Effects it would have for the business
Internet can be quicker to place the advert.	The advert in the local paper takes 7 days to appear. 3 weeks' training is needed	The internet may be up and running that same day and this will give applicants time to send in their CVs and Lisa to hold interviews. As training is required the recruitment process needs to be as quick as possible.
A specialist website can be used dealing with a specific type of job.	Lisa has found a website that advertises jobs in the wedding industry.	As she requires sales experience and desires knowledge of the wedding industry this may mean that many more applicants have all skills necessary for the job, ensuring that the best quality is found.
The local paper will recruit people who live in the area.	May already know some wedding venues in the local area.	The advert in the local paper will attract people who know the area and transport routes. This may mean that less training is required and allow employees to be more effective quickly.
The newspaper has a specialist sales job section.	Sales experience is essential as in the job advert.	Therefore applicants who are looking for a new sales job are more likely to apply and Lisa will have more choice when shortlisting for interview.

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

Level	Descriptor	Marks	Assessment Objective
2	Makes a recommendation with some valid justification for using either local paper or Internet. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention. No context Max 3 marks.	5–3	AO3 and Quality of Written Communication
1	Makes a recommendation with limited support. 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	

The driving force behind the awarding of evaluation marks is the quality of evaluation included in the answer and not the Quality of Written Communication. The key is the extent of the support for a judgement.

The decision on the Quality of Written Communication should be used to adjust a mark within the level selected on the basis of the student's evaluation. For example, a student may have been awarded E2 for evaluation but the response may not be particularly well structured with little use of technical terms. In this case, the mark may be awarded 3 from the possible 5 marks.

A well written answer without a clear decision will receive a maximum of E1 level for evaluation.

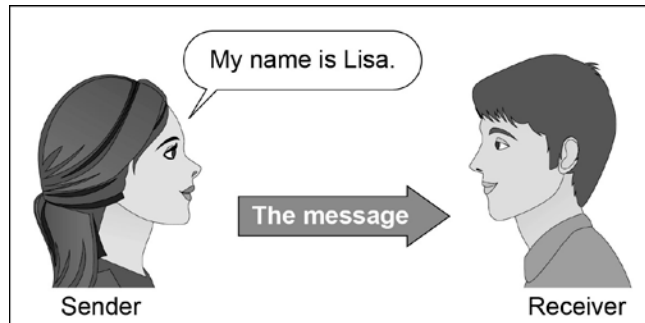
Evaluation

- It depends on how long applicants need to hand in their notice on their current job. Even the Internet may not allow sufficient time.
- As sales is essential the local newspaper may be more suitable to ensure that all they need to learn is about the wedding industry, sales skills come from experience and can't be taught quickly.
- Someone who has worked in the wedding industry may be more passionate and knowledgeable about what couples want and this may result in more sales.

2

Total for this question: 20 marks

2 (a)



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

Who is creating the message?

What method of communication is being used?

[2 marks]

Who is creating the message? Sender/Lisa

What method of communication is being used? Oral/Verbal/face to face/speech

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

[3 marks]

1 mark for knowledge of how a LAN might help to improve communication.

1 mark for explaining how a LAN might help to improve communication.

1 mark for applying this to FWP.

Answers can include:

- A LAN will enable all computers on the network to share data (1) all employees can use centrally stored files at the same time when dealing with customers/suppliers (1) therefore all are able to access the database of wedding contacts (1).
- It will allow them to share the database (1) instead of just Lisa and her part-time assistant having access to it (1) they will all be able to answer queries from customers using the information about suppliers (1).
- With a LAN employees can be working on the database at the same time (1) making sure new supplier contacts are added (1) making sure all employees can see the most up to date choices available for customers (1).

Markers Note

Do not allow a LAN connects computers, shares software or sharing of peripherals.

Explicit reference to how a **LAN** improves communication is essential. Credit will not be given for a vague reference to communication.

Access to email is not reliant on connection to a LAN, so do not reward email as a response.

2	(c)	<p><i>Using Item B, explain how FWP uses the following channels of communication.</i></p> <p>a) <i>Formal</i></p> <p>b) <i>Urgent</i></p>	[6 marks]
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1 mark for showing knowledge of the channel of communication **or** identifying a method x 2
 1 mark for explaining why the channel is appropriate **or** why the method is urgent/formal x 2
 1 mark for a FWP example x 2

Answers can include:

- Formal communication tends to use business language (1) a letter will address the customer professionally (1); confirmation letter sent with prices to the customer. (1)
- Urgent is a matter of priority (1); there is an emergency and an action is needed (1); the mobile telephone for brides to contact with last minute changes.(1)
- An urgent message can be using a telephone (1) so an instant reply can be received (1); the mobile telephone for brides to contact Lisa with last minute problems. (1)
- Formal can be sending an email (1), so an attachment can be included (1) when customers complete an enquiry form on the website (1).
- Formal can be a website (1) to represent a reliable professional image for the business (1) FWP has a webpage containing general information about the wedding planning services. (1)

2	(d)	<p><i>Should the new e-commerce product be wedding cakes or fabric floral bouquets? Give reasons for your answer.</i></p>	[9 marks]
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Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason for or against selling wedding cakes or floral bouquets online. Reasonable application AND Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a reason for or against selling wedding cakes or floral bouquets online.	2	AO2
1	Demonstrates knowledge of online sales.	1	AO1
0	No valid response.	0	

ANALYSIS

Reasonable analysis takes place when overall an answer shows **effective use of business reasoning/logic** in answering the question. Analysis can also be shown when a student develops a chain of argument with a clear focus on the question.

Knowledge	Context	Description/ Analysis Effects it would have for the business
The costs of customer support 24 hours a day	Customer support for wedding cakes will be greater as they are personalised.	Many customers are likely to email or telephone to ask questions about the product before they place an order, as the cake is such an important product and can't be returned. Costs will be too great as more staff will be needed to answer all these queries even when the business is closed.
The description of products will need to be accurate.	Fabric floral bouquets will be easier to describe on the website using words and pictures	Accurate product descriptions are very important with online sales. This may result in more sales as customers will be confident of what they are ordering online and won't need to ask further questions.
Customers may want to see the products before they buy.	50 different cakes will be available and may need more than one photo to show each one.	Therefore a large number of photos will be needed for wedding cakes this may take up too much space on the website and result in higher costs of operating the site which may not be covered with sales.
Products will need to be packaged securely.	Cakes will be more fragile and difficult to protect unless special delivery service is needed.	This can increase costs and risk of damage. If cakes are damaged they will take time to replace as they need to be made again and then posted which can take 2-4 weeks.
Risk of complaints if products not received on time.	The approximate time of 2-4 weeks is not precise.	Any further delays in the post for the wedding cakes may mean they arrive after the wedding. This will lead to a bad reputation from dissatisfied customers.

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

Level	Descriptor	Marks	Assessment Objective
2	Makes a recommendation with some valid justification for or against selling wedding cakes or fabric floral bouquets online. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention. No context Max 3 marks.	5–3	AO3 and Quality of Written Communication
1	Makes a recommendation with limited support. 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	

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The decision on the Quality of Written Communication should be used to adjust a mark within the level selected on the basis of the student's evaluation. For example, a student may have been awarded E2 for evaluation but the response may not be particularly well structured with little use of technical terms. In this case, the mark may be awarded 3 from the possible 5 marks.

A well written answer without a clear decision will receive a maximum of E1 level for evaluation.

Evaluation

- More likely that a cake will be damaged in transit and completely destroyed.
- Fabric floral bouquets may be cheaper and easier to post but fresh flowers may be more popular and sales low.
- Cakes will be very expensive and too difficult to describe using pictures and an ordering guide, however this is how a cake maker would show their product to potential customers.
- Customer may want to sample the cake before they order and will be cost more money to reach the potential market or not always be available given the fact the product is perishable.
- Customer may be able to return the fabric floral bouquets if they don't like them and this may give customers more confidence to order.

3

Total for this question: 19 marks

3 (a) Identify **two** different stakeholders and explain one interest each stakeholder has in a business. **[4 marks]**

1 mark for identifying a stakeholder X 2

1 mark for explaining the interest that they have X 2

Answers can include:

- employees (1) will want to be paid a high wage (1)
- customers (1) will want good quality service (1)
- customers (1) will want services at the lowest price.(1)
- owner or shareholder (1) will want high profits (1)
- employees (1) will want better working environment (1)
- suppliers (1) will want regular business (1)
- Government (1) will want taxes to be collected (1)
- competitors (1) will want to compare prices of products (1)
- local community (1) will want job opportunities.

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.
- 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.

1 mark for identifying the decision as routine/non routine x 2

1 mark for explaining routine/non routine x 2

1 mark for identifying the job role/employee at FWP x 2

Max 3 marks per decision

Answers can include:

Place an order for new supplies of fabric floral bouquets. routine (1).

Explanation – a routine decision is one made on a regular basis (1) **or** no special experience is required to carry it out (1)

Job role/employee - office administrator (1)

Book a different band two days before a wedding as a bride is refusing to pay for the original band, who have already been paid by FWP. non-routine (1)

Explanation – non routine as it has not been made many times before (1) **or** its an important task that needs experience (1)

Job role/employee - Lisa / owner (1)

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

[9 marks]

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason for or against using the existing office as a store room or use as meeting room. Reasonable application AND Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a reason for or against using the existing office as a store room or use as meeting room	2	AO2
1	Identify a reason for or against using the existing office as a store room or use as meeting room OR shows knowledge of a cellular office.	1	AO1
0	No valid response.	0	

ANALYSIS

Reasonable analysis takes place when overall an answer shows **effective use of business reasoning/logic** in answering the question. Analysis can also be shown when a student develops a chain of argument with a clear focus on the question.

Examples of developed points

Knowledge	Context	Description/ Analysis Effects it would have for the business
They will need somewhere to store products to be sold on the Internet.	There are 200 boxes of fabric floral bouquets and also other products that are being sold.	All these products will need a lot of storage space and they will take up space for staff to complete other aspects of their jobs. and may have a negative effect on customer service for the whole business
Products sold online will need to be available to post.	Garage is 10 miles away from office.	The office administrator will have to travel to Lisa's garage when sales are made. This will result in extra time needed to post products and may affect customer service.
The open plan may be noisy for a meeting.	There are three other employees in the office who may be talking.	However, the sales employee and part-time assistant won't always be there as they will be visiting customers. Therefore unless the office administrator is on the telephone the office will be quiet enough.
Using the small room as a meeting room will mean the surroundings will look professional.	Lisa can display the photos and products in the small room.	This will promote the products. This may be important in making sales as they are being trusted with organising a big day for customers.
Using the existing office is an expensive use of space for a meeting room.	The sales consultant visit clients.	Few will want to visit the business instead and the room will often be unused and a waste of a resource.

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

Level	Descriptor	Marks	Assessment Objective
2	Makes a recommendation with some valid justification for or against using the existing office as a store room or use as meeting room Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention. No context Max 3 marks.	5–3	AO3 and Quality of Written Communication
1	Makes a recommendation with limited support. 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	

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A well written answer without a clear decision will receive a maximum of E1 level for evaluation.

Consequences

- If the Internet sales increase dramatically with the new product then the inconvenience of travelling 10 miles to where these products are stored will heavily impact on sales, as products may not be posted promptly.
- The office administrator's job will involve travel and Lisa will have to cover this cost.
- Too much time may be spent travelling by the office administrator, especially if traffic is busy during certain times and this may mean she can't support other roles.
- Given that only some customers will want to visit, the impact on sales will be minimal if the customer thinks the open plan is not professional. The photos could be displayed as easily in the open plan office.
- One sale being lost due to unprofessional surroundings may result in hundreds of pounds loss of profit and sales may be also lost through word of mouth.