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# GCSE

# BUSINESS AND COMMUNICATION

# SYSTEMS

Unit 8 ICT Systems in Business

Monday 20 June 2016

Afternoon

Time allowed: 1 hour

## Materials

For this paper you may use:

- a calculator.

## 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).



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

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

### Background Information

#### South's Challenges

Daniel South is a former Junior Wimbledon tennis champion who has recently retired. He owns a house in Kent. There are several tennis courts and he uses them to run a tennis coaching business. He plans to expand the business. He will offer team building days for businesses and children's tennis camps during school holidays and at weekends.

**Total for this question: 21 marks**

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

#### Item A

To expand the business, Daniel will need to advertise for new members of staff. He will need to recruit an experienced receptionist, an experienced sales person, and café workers. Daniel will also need to recruit two event helpers.

The sales person will be responsible for selling team-building events to businesses. As well as greeting customers, the receptionist will manage sales on the website. Café workers and event helpers will be given training and will deal with customers during events.

All employees will be paid a basic salary and Daniel will use overtime or commission payments to motivate employees.

**1 (a)** State **two** methods of advertising a job when recruiting employees.

**[2 marks]**

1 \_\_\_\_\_

2 \_\_\_\_\_



1 (b) Explain how the following **two** documents can be used to select employees for a job.

- Curriculum Vitae (CV)
- Application Form

[4 marks]

Curriculum Vitae (CV) \_\_\_\_\_

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Application Form \_\_\_\_\_

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1 (c) Explain how the following **two** methods of payment can be used by Daniel to motivate employees.

- Overtime
- Commission

[6 marks]

Overtime \_\_\_\_\_

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Commission \_\_\_\_\_

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Team-building days will present various fun team challenges, for example assault courses. The event helpers will assist with the running of these days. They will require training and Daniel is considering the following options.

**Off-the-job training**

All event helpers would be sent on a five day course in Event Management. It is run by trainers with ten years' experience and will cost £1250 for each employee. A qualification is awarded to those who successfully complete the course.

**In-house training**

Daniel's sister, Tia, has been working for an events company in London for five years; she will join him in running the business. Tia has extensive experience and can offer in-house training which will take seven days.

- 1 (d) Should Daniel use off-the-job training or in-house training for the event helpers? Give reasons for your answer.

[9 marks]

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**Total for this question: 21 marks**

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

**Item B**

Daniel has converted a barn on his property into an indoor activity area. The space also includes a café and office space. Due to Daniel's reputation and Tia's contacts they have already secured five bookings for events during the first month.

Daniel's aim in expanding the business is to provide enough income for himself now that his tennis career is finished. He previously employed casual employees with no contracted hours to help with tennis coaching. They will now be offered a part-time contract with a minimum of 10 hours per month. He has also employed three permanent full-time employees and plans to recruit four more within a year.

The café will sell Fairtrade products and there will be recycling bins to minimise waste.

- 2 (a)** Identify **two** data storage devices. **[2 marks]**

1 \_\_\_\_\_

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2 \_\_\_\_\_

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- 2 (b)** Choose **two** features of **office furniture** and explain how they could help to provide a safe working environment. **[4 marks]**

Feature 1 \_\_\_\_\_

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Feature 2 \_\_\_\_\_

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**2 (c)** Identify **two** ways of measuring the success of a business. Explain how Daniel could use these measures to judge success.

**[6 marks]**

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The business will open for events in three weeks' time. The café has been fully equipped and the office furniture has been delivered. The full-time staff will start work in two weeks' time. Daniel will need a website designing to help promote his business. He must prioritise the following tasks immediately.

- a) purchase office equipment such as PCs and printers
- b) design induction for all employees and café staff to include Health & Safety
- c) set up the office space where the receptionist and sales person will work
- d) arrange a meeting with a company who will design the website.

2 (d) Explain which **one** of the four tasks from the list above should be completed first. Give reasons for your answer.

[9 marks]

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**Total for this question: 18 marks**

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

**Item C**

Daniel has been considering how the business will communicate with customers and employees.

Communication in the café will include display screens to watch live action of events and tennis matches. An electronic notice board will announce events and tennis matches that are about to start. Event helpers and the sales employee will be issued with mobile phones. All employees will attend a weekly meeting.

A basic website has been created. The home page includes the location, Daniel's tennis experience and Tia's business experience. Additional pages will promote and sell the tennis camps. Customers will be able to book the tennis camps through the website.

The business events page will include videos showing the equipment being used and a picture gallery of options available. Businesses will have a large number of options to choose from including:

- team building tasks
- costumes eg wild west costumes
- inflatables eg inflatable bungee running
- games props eg rocket building pack
- food and drinks packages.

The business events are not currently available to book on the website.

**3 (a)** Using **Item C** explain **one** purpose of communication.

**[3 marks]**

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**3 (b)** Explain, using **Item C**, how Daniel is using the following communication methods:

- Visual
- Oral

**[6 marks]**

Visual \_\_\_\_\_

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Oral \_\_\_\_\_

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18

**END OF QUESTIONS**



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