



GCSE

Business and Communication Systems

413008 ICT Systems in Business
Mark scheme

4130
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Version 1.0: Final Mark Scheme

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.

Level of response marking instructions

Level of response mark schemes are broken down into levels, each of which has a descriptor. The descriptor for the level shows the average performance for the level. There are marks in each level.

Before you apply the mark scheme to a student's answer read through the answer and annotate it (as instructed) to show the qualities that are being looked for. You can then apply the mark scheme.

Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptor for that level. The descriptor for the level indicates the different qualities that might be seen in the student's answer for that level. If it meets the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptor and the answer. With practice and familiarity you will find that for better answers you will be able to quickly skip through the lower levels of the mark scheme.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best fit approach for defining the level and then use the variability of the response to help decide the mark within the level, ie if the response is predominantly level 3 with a small amount of level 4 material it would be placed in level 3 but be awarded a mark near the top of the level because of the level 4 content.

Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark. The descriptors on how to allocate marks can help with this. The exemplar materials used during standardisation will help. There will be an answer in the standardising materials which will correspond with each level of the mark scheme. This answer will have been awarded a mark by the Lead Examiner. You can compare the student's answer with the example to determine if it is the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the Lead Examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

Indicative content in the mark scheme is provided as a guide for examiners. It is not intended to be exhaustive and you must credit other valid points. Students do not have to cover all of the points mentioned in the Indicative content to reach the highest level of the mark scheme.

An answer which contains nothing of relevance to the question must be awarded no marks.

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

[2 marks]

Answers can include:

- Notice board/poster/leaflet/shop window
- Job centre
- Recruitment agency/agency
- Local newspaper or national newspaper or newspaper
- Internet
- Word of mouth
- Trade press/magazine
- Billboard
- Careers Service
- Radio
- Email

Markers' Notes:

If a candidate has listed 3, the first two responses will be considered.

Do not allow television

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

[4 marks]

Curriculum Vitae (CV)

Application Form

1 mark for knowledge of CV x1

1 mark for knowledge of application form x1

1 mark for explaining **how** the method can be used to select employees x 2

Examples of developed answers

Application forms are designed by the business (1) and can be used to compare answers as information is specific to the job (1).

CVs allow applicants to add information they think is most important (1) so that the business can see which candidate stands out from the other applicants (1).

A CV includes details such as education/hobbies/qualities etc (1).

Markers' Note:

Personal details (including qualifications, education, experience, employment history etc) will be the same on both and may only be awarded once.

Do not award development marks that can't be applied to a CV or application form, e.g. can be used to select applicants for the job.

1	(c)	<p><i>Explain how the following two methods of payment can be used by Daniel to motivate employees.</i></p> <ul style="list-style-type: none"> • <i>Overtime</i> • <i>Commission</i> 	[6 marks]
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1 mark for knowledge of how the payment method works x 2

1 mark for explaining how the method of payment **motivates** employees x 2

1 mark for applying this to Daniel's business x 2

Examples of developed answers

Overtime

Overtime is paid if extra hours are worked (1), it can be used to motivate employees to work above contracted hours (1). Daniel can use it for **all** his employees (1).

Commission

Additional money paid when a sale is made (1); it is paid individually so the more that employees sell the more money they receive (1). Daniel can use this to encourage the sales person to sell more (1).

Knowledge	Application
Overtime	Suitable for receptionist, cafe workers, event helpers Used when an event has a large number of participants During tennis season
Commission	Paid to sales person for sales of tennis camps/business events Paid to café workers for sales in the café

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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Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason for or against using in-house training or off-the-job training for the event helpers. Reasonable application AND Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a reason for or against In-house training or off-the-job training for the event helpers.	2	AO2
1	Demonstrates knowledge of in-house training or off-the-job training.	1	AO1
0	No valid response.	0	

Knowledge	Application	Description and Analysis
In-house cheaper	This will save paying £1250 per event helper	For a small business this is a large amount for training, Daniel is recently expanding the business and costs will be high.
Off-the-job - New employees can settle in quicker	Event helpers will be trained quicker in 5 days.	After 5 days they will have received all the training that they need and can settle into the job. They will become independent quicker and need less supervision from Tia.
In-house training can include all the skills needed for this particular business	Tia can show them how she wants to event to be run whilst it is taking place.	The events run by this business will be very different than others that the experts may have worked for and the skills learnt may not be a good match. Employees will watch as the events happens and have hands on experience of how it is done and will be more effective when running events.
Off-the-job trainers have more experience	They have 10 years' experience.	They have run this course before many time and will know how to ensure that the event helpers finish with the skills they need.
Off-the-job will be better quality	They have 10 years' experience.	They do this all the time and the training will be tested and therefore more effective ensuring the event helpers are competent at their job.

Generic Example

Mistakes can be made away from the place of work. (L1) They can practise running events and if they make mistakes than only the trainer will see, no one from the business will see this. (L2) This may make them more comfortable and able to learn more effectively. (L3 Max 3)

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 in-house training or off-the-job training for the event planners. 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	

Evaluation

As there are 2 event helpers the cost will be £2500 and may be too great for a small business just offering these types of events.

The quality of training may depend on the experience. Off-the-job trainers have run these courses before and are more likely to be effective than Tia who has not trained people before.

The trainers have 10 years' experience of this type of job, compared with Tia, who has 5 years' experience. Therefore they will have more knowledge about the job.

Comparing costs with the quality of the training.

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

Answers can include:

- Hard disk/server
- CD/CD-RW
- DVD
- Memory/USB stick
- External hard drive/disc
- Memory card
- Magnetic tape
- Floppy disc

Markers' Note:

Do not accept – computer, USB, or disc on their own
 If a candidate has listed 3, the first two responses will be considered.

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

1 mark for identifying a feature of **office furniture** x 2
 1 mark for explaining how the feature will ensure a safe working environment x 2

Possible answers:

Possible features	Possible explanations (only allow once)
<ul style="list-style-type: none"> • Adjustable height of chair • Adjustable head rest of chair • Adjustable back rest of chair • Tilting seat of chair • Arm rest on chair • Five-castor base of chair • Padded chair • Desk with enough surface space • Desk with enough leg space • Adjustable height of desk • Desk with storage • Desk with holes for cables 	<ul style="list-style-type: none"> • Back pain/ache/problems • RSI/RSI related symptoms • RES/RES related symptoms • Neck ache • Tripping • Falls <p>Do not award: improves comfort, stops cramps.</p>

Examples of developed answers:

Adjustable height of chair (1), so the user's eyes are level with the screen and help stop RES (1).
 Arm rest on chair (1), this will allow arms to be horizontal and reduce the risk of RSI (1).
 Adjustable back rest of chair (1) so the back is straight and back pain is reduced (1).

Markers' Note:

Do not award marks for identifying features of office equipment, such as monitors.
 Do not accept items of equipment such as foot rest, wrist rest, and cable ties.
 Do not accept cable management unless the candidate specifically refers to holes in the desk for cables.

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

[6 marks]

Possible answers:

- Profitability
- Growth/expansion
- Market share
- Increased sales
- Number of customers / repeat customers
- Job creation
- Customer reviews /questionnaires
- Cash flow
- Ethics
- Share price

1 mark for identifying a way of measuring success x 2

1 mark for **how** a way of measuring success would be used x 2

1 mark for applying this to **how** Daniel's business could measure success x 2

Examples of developed answers:

Job creation (1) can be used by measuring **how many extra jobs** are created (1); the business plans to create another 4 jobs within a year.

Growth (1) this can be used when **sales increase** (1); the business sell more business events than the 5 already sold (1).

Ethics (1) this can be measured with **counting how much waste** is created (1) the amount of recycling that is placed in the bins (1).

Profit (1) can be measured to see if it **reaches a certain amount** (1). Daniel is aiming to provide **enough** income from the business to support himself.

Customer reviews (1) you could see if there are **more positive than negative** reviews (1)

Markers' Note:

Marks can be awarded for customer reviews, cash flow and share price. However there is no relevant context for these and a maximum of 2 marks can be awarded.

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
- a) 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]**

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason why the task is important for this business. Reasonable application AND Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a reason why the task is important.	2	AO2
1	Demonstrates some knowledge of prioritising tasks or gives a valid reason for this task.	1	AO1
0	No valid response.	0	

Knowledge	Application	Analysis
Office equipment is needed before you can set up the office space	Receptionist will need a PC	Office space design will need to take into account equipment purchased. For example the PC will need to be placed on a desk near a plug.
Designing induction for all employees to include Health & Safety is essential and may stop staff starting work	Employees start in two weeks The nature of the business may be dealing with injuries	Induction must be completed on the day they start and if delayed the business will be paying staff for nothing as they cannot start the job without it.
Set up the office space as it will be needed to complete induction	Health & Safety will include office equipment.	Induction is needed to ensure that and an employee is not involved in an accident and can use all equipment correctly. The business could be sued if Health & Safety is not followed.
Arrange a meeting with a company who will design the website as this may take a long time	Will be needed before the business opens in 3 weeks New business to promote	Daniel may not like the designs and want them changed which will increase the times needed or it may not be ready for opening. The website is needed to promote the new expansion and to create sales, otherwise they may be no work for employees to do.

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 which task must be completed first. 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	

Evaluation

It may depend on how busy the company designing the website currently is, and how local they are to Daniel.

The PCs and printers could be purchased quickly from a local shop but the cost may be lower if ordered online and this may take a few days or weeks for delivery.

Evaluating why other options are not as important or ranking them in order.

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

[3 marks]

1 mark for identifying who is involved in the process
1 mark for explaining the message part of the process
1 mark for applying this to Daniel's business

Examples of developed answers:

employees (1) pass on up-to-date information (1) numbers participating in an event that day (1)
customers (1) pass on business information (1) the times of the next event/tennis match (1)
potential customers (1) information about the business on the website (1) scheduled dates of the tennis camps (1)

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

- Visual
- Oral

[6 marks]

1 mark for identifying a visual/oral **method** of communication x 2
1 mark for identifying the **audience** x2
1 mark for explaining the **message in context** x 2

Possible answers:

Visual – video conferencing, electronic notice board, PowerPoint presentations, picture gallery, website

Oral – telephone, face to face meetings, teleconferencing

Examples of developed answers

Telephone (1) the business is using mobile phones for the sales/event employees (1) to use if they need help with an accident at an event (1)

Meetings (1) for staff/employees (1) to discuss the running of the events (1)

Electronic notice board (1) to notify customers (1) about the times of tennis events (1)

Markers' Note:

Marks can be awarded for teleconferencing and video conferencing and PowerPoint presentations
However there is no relevant context for these and a maximum of 2 marks can be awarded.

3	(c)	<p>The website will allow customers to book the tennis camps through the website. However, business events are not currently available to book online.</p> <p>Should Daniel also sell his business events online? Give reasons for your choice.</p> <p style="text-align: right;">[9 marks]</p>
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Level	Descriptor	Marks	Assessment Objective
3	Analyses a benefit/drawback of ecommerce for selling events. Reasonable application AND Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a benefit/drawback of ecommerce.	2	AO2
1	Identifies a benefit/drawback of ecommerce.	1	AO1
0	No valid response.	0	

Knowledge	Application	Analysis
Providing customer care Trading around the clock Customer buying habits	Generic	customers can buy at any time that suits them without having to wait until the business is open to telephone increasing sales.
Reaching customers	Using the video and picture gallery	This will help illustrate the events to the business and see clearly what Daniel has to offer.
Increase or create market share	The business events are new to the business.	Making it easier to book online may increase sales as the business is not restricted to office hours to make sales.
Available places/dates need to be kept up to date.	The number of people attending the business events may vary	This may affect if any other groups can book the same date and may make it difficult to keep the website up to date to avoid overbooking.
Business events will be difficult to describe	Due to the large number of options available	This may confuse businesses and they may want a more personal service and discussion with an employee before they book.
Extra customer support may be needed out of hours	Due to the large number of options available	FAQ may be used to help assist business customers make their choices and the photo gallery will help, but the lack of personal support may put some business off.

Possible Generic Answer:

Trading around the clock (L1) taking orders does not need an employee so can take place out of business hours (L2) and customers can buy at any time that suits them without having to wait until the business is open to telephone increasing sales (L3 Max 3 marks)

Markers Note

As the business is already selling tennis camps and has created a website answers such as; security threats and costs of setting up and maintain a website are not relevant.

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 ecommerce. 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	

Evaluation

It may depend on:

- If the person booking has access to a company credit card.
- If the choice of options affect the price this may make it difficult to take payment online.
- If the business can afford to pay for a 24/7 call centre to offer business customer support outside office hours.