



GCSE BUSINESS AND COMMUNICATION SYSTEMS

Unit 9 Using ICT in Business

To be conducted between 2 May 2016 and 6 May 2016

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- appropriate computer hardware and software
- a stationery folder (enclosed)
- 14 sheets of A4 plain paper.

You may use a calculator.

Instructions

- You must attempt **all** tasks.
- You should put your Centre Number, Candidate Name and Number (as a Header or Footer if possible) on each practical task that you are requested to print.
- Write the information required on the front of the stationery folder. The **Paper Reference** is 413009.
- At the end of the examination, you must hand in both the stationery folder containing the tasks in numerical **task order** and the examination paper.
- You are not permitted to access the internet during the course of this examination.

Information

- The marks for tasks are shown in brackets.
- The maximum mark for this paper is 60.
- You will be told the arrangements for printing at your Centre.
- If required, printing may be carried out after the 1 hour 30 minutes allocated for the paper have expired. No alterations to the text or the layout may be made after the 1 hour 30 minutes have expired.
- You may ask for more plain paper if you require it.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in your answers to **Tasks 1(h), 2(e) and 3(g)**.

Advice

- You are advised to spend five minutes reading the whole paper before you start work.

Attempt **all** the tasks

Read the **Background Information**.

Background Information

Cold, Hot & Tasty (CH&T) is owned and run by Leanne Wilson. It provides food to local businesses for special events. After a successful year, Leanne plans to expand by including personal customers.

Business customers – businesses that get CH&T to cater for business events such as conferences, meetings and product launches.

Personal customers – private individuals who get CH&T to cater for private events such as birthday parties, weddings and funerals.

Task One

Total for this task: 22 marks

Read **Item A** and then complete the tasks that follow.

Item A

A database stores the customers' details. Leanne uses the data to contact customers so that she can inform them about new products, services and special offers. She thinks that some of those businesses have large numbers of employees and that she could target them as part of her expansion plans. Leanne will offer a 15% 'New Customer' discount to employees of the businesses that have placed large orders.

- 1 (a) Open the file **CUSTOMERS**.
- 1 (b) Jack Stanway has booked CH&T to provide afternoon tea for his grandmother's 90th birthday party on 1 September 2016. His address is 16 Fir Tree Lane, Shefford, WB12 7GT and his telephone number is 07378 198071. There will be 60 guests and the total value of the order is £650.
- Add this data to the file as a new record.
- [3 marks]**
- 1 (c) Jack Stanway is the first personal customer for CH&T. Add a field to the database so that Leanne will be able to see which are business customers and which are personal customers. You should:
- add a new field
 - give the new field an appropriate fieldname
 - choose a code to represent business customers and a code to represent personal customers
 - enter data in the new field for Jack Stanway and for the first 5 business customers.

[4 marks]

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- 1 (d) Save and print the file in landscape.
- 1 (e) Leanne will use the file to contact customers to inform them about special offers and new services.
- Sort the file to show the most recent orders first.
 - Print the data showing only the ID, Customer, Street, Town, Postcode and Order Date fields.

Leanne will begin by contacting the businesses that have placed the largest orders. Create a report that:

- shows search results for customers who placed orders for more than £900
- has a suitable heading
- is printed on one page showing only the ID, Customer, Guests and Order Total fields.

[6 marks]

- 1 (f) Print the report.

- 1 (g) Open the file **FLYER**.

CH&T will offer personal customers the same high standards of food and service that business customers receive. Personal customers will be able to choose the functions available to business customers. Additional events such as weddings, engagement and birthday parties will also be on offer.

- 1 (h) Amend the details on the flyer to create a new flyer that is aimed at the new personal customers and can be used to promote the new private function service. You should:
- amend the title
 - amend the information so that it is targeted at personal customers
 - add information about the services that will be offered to personal customers
 - add a voucher to show the discount for new customers
 - use display and formatting techniques to communicate the information effectively.

[9 marks]

Turn over for the next question

Task Two**Total for this task: 19 marks**

Read **Item B** and then complete the tasks that follow.

Item B

Leanne plans to offer customers a new way of choosing the items for their menu. She will provide a list of possible items, each priced separately. Customers will select items from that list to make up their individual menu. The price of the menu will be worked out per person. The total price will then be calculated according to the number of guests there will be. Examples include:

Mini sausage roll	£0.50	Vegetable pasty	£0.75
Large sausage roll	£0.90	Sliced ham	£1.00
Sticky chicken skewer	£1.00	Green salad	£0.40
Mini steak pie	£1.20	Mini fruit skewer	£1.00
Spicy chicken wing	£0.80	Fruit salad	£1.50

CH&T has a website. A new page will provide information about the new self-selection menu.

- 2 (a) Open the file **WEB PAGE**.
- 2 (b) Amend the page so that:
- it shows a link to a page containing information about how to contact CH&T
 - it includes a slogan that could represent CH&T – in the area marked AA
 - the formatting of the heading row is more effective.
- [4 marks]**
- 2 (c) Open the file **RECIPE**.
- 2 (d) The main focus of the page will be the new self-selection menu. A smaller area will contain a feature recipe. Using information from the file **RECIPE**, add the recipe to the web page. You should:
- divide the area marked BB into two separate sections
 - add the recipe to one of the newly created sections
 - format the recipe so that the information is clear.
- [6 marks]**
- 2 (e) The other section you have created will contain information about the self-selection menu. Using information from **Item B**, create this section of the page. It should:
- explain how customers will decide on their menu
 - include some examples of the items that could be available
 - explain how the total price to be paid by customers will be calculated.
- [9 marks]**
- 2 (f) Save and print the file.

Task Three**Total for this task: 19 marks**Read **Item C** and then complete the tasks that follow.**Item C**

Leanne has asked 40 customers to complete feedback forms. They were asked to give a rating between 1 (worst) and 5 (best) for 6 questions. She wanted to know about customers' experiences of booking, administration and service. She also wanted customers' opinions about the food, so she included questions about the range, freshness and taste of the food.

The data from the forms has been entered into a spreadsheet. Leanne will use this data to improve the business.

- 3 (a) Open the file **RESULTS**.
- 3 (b) Prepare the spreadsheet for analysis and printing. Amend the spreadsheet by:
- adding the column heading in cell H2 - Food Satisfaction
 - using more than one technique to format the data so that it fits on **one** page in portrait view.
- [4 marks]**
- 3 (c) Save and print the file.
- 3 (d) Use formulae to analyse the data.
- In cell B44, enter a formula to give the minimum value for the Booking experience column.
 - Replicate the formula to produce the minimum values for columns C, D, E, F and G.
 - In cell H4 use a formula to produce an overall rating for customers' satisfaction with the food provided.
 - Replicate the formula in cell H4 to cells H5:43 to show the food rating for the other forms.
 - Use conditional formatting to highlight any results that should concern Leanne. Include at least **two** different questions, using a different format for each.
- [6 marks]**
- 3 (e) Save and print the file in landscape showing the formulae.
- 3 (f) Open the file **REPORT**.
- 3 (g) Using the information from the spreadsheet **RESULTS**, write a short report to:
- identify **one** piece of useful information from the spreadsheet
 - explain how this information could be used
 - recommend further information that could be included in the spreadsheet and explain why it would be useful.
- [9 marks]**
- 3 (h) Save and print the file.

END OF QUESTIONS

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