



**General Certificate of Secondary Education**

**Business Subjects and  
Economics 4130**

**Unit 8      ICT Systems in Business**

**Specimen Mark Scheme**

The specimen assessment materials are provided to give centres a reasonable idea of the general shape and character of the planned question papers and mark schemes in advance of the first operational exams.

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1

**Total for this question: 9 marks**

- 1 The staff of *Brain Station* use a variety of **input** devices to process orders from customers and to update their website and catalogue.

Name each of the input devices shown below. Explain how each device could be used by the staff of *Brain Station*. (9 marks)

Possible answers include

Device	How it would be used
 Keyboard (1)	For inputting data, text, etc (1), eg (one from) data obtained by telephone, taking information off order forms, inserting prices (1).
 Digital Camera (1)	For taking pictures to add to documents (1) eg (one from), products, staff to add to website (1).
 Mouse (1)	To make selections on the computer screen (1), eg (one from) click on items in a catalogue, choose DTP tools (1).

Use Grid below for each device

Level	Descriptor	Marks	Assessment Objective
2	Use given and applied to the case study.	2–3	AO2
1	Devise correctly identified.	1	AO1
0	No valid response.	0	

**2****Total for this question: 19 marks**

**2 (a)** State **one** possible objective that Sally might have had when the business first started. (1 mark)

Any one objective stated (1). Possible answers include: to make profit, expand, break-even, grow, increase market share.

**2 (b)** Name **one** group of stakeholders that *Brain Station* will have. (1 mark)

Any one stakeholder group identified, eg customer, employee, supplier, owner.

**2 (c)** Sally's business is running smoothly without any major problems. She is considering whether it would be possible to work from home a few days a week. Do you think Sally should do this? Explain your answer. (5 marks)

Possible answers include:

- Sally thinks it is important to be part of a team;
- the office is well equipped with the latest telecommunications technology;
- though Sally is the most important person in the business she could use ICT to communicate with the office from home. However, as there would be no manager present Sally would still be needed to deal with daily problems.

Level	Descriptor	Marks	Assessment Objective
1	Reason(s) identified in context.	1–2	AO2
0	No valid response.	0	

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

**Note:** This question assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement plus justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	2–3	AO3 and Quality of written communication
1	Candidate offers judgement plus limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	1	
0	No valid response.	0	

**2 (d) (i)** Using an example from *Brain Station*, explain what is meant by the term ‘internal communication’.  
(2 marks)

General explanation, ie internal communication takes place within *Brain Station* (1) with example related to scenario, eg a meeting with a colleague (1).

Level	Descriptor	Marks	Assessment Objective
2	Term applied to the case study.	2	AO2
1	Term defined.	1	AO1
0	No valid response.	0	

**2 (e)** Each month Sally has a sales meeting with her staff. She spends an hour talking to them about sales figures from the previous month.

**2 (e) (i)** Giving **two** reasons, explain why Sally’s method of communication with her staff may not be very effective.  
(4 marks)

Talking to staff for 1 hour would not be the best way of communicating. Staff could get bored, may not have the chance to ask questions, it would be difficult to remember lots of numbers without a visual presentation.

Level	Descriptor	Marks	Assessment Objective
2	Reason(s) applied to the case study.	3–4	AO2
1	Reason(s) identified.	1–2	AO1
0	No valid response.	0	

**2 (e) (ii)** Suggest **two** ways in which Sally could improve the effectiveness of her sales meetings. Explain your answers. *(6 marks)*

Possible answers include:

- Sally could use 'presentations' software;
- Sally should talk for less time.

**1 mark for each way suggested. Max 2 marks**

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

**Note:** This question assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement with justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–4	AO3 and Quality of written communication
1	Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–2	
0	No valid response.	0	

**3****Total for this question: 16 marks**

**3 (a)** Explain **two** advantages to *Brain Station* of having a website to sell its toys and games. (4 marks)

Possible answers include:

- open 24/7, which improves accessibility for a wider range of customers;
- more information can be given, allowing customers to learn more about the products/business ;
- does not require a network of sales outlets, which will reduce costs ;
- huge potential market making business more likely to have international customers .

Level	Descriptor	Marks	Assessment Objective
2	Advantage(s) applied to the case study.	3–4	AO2
1	Advantage(s) identified.	1–2	AO1
0	No valid response.	0	

**3 (b)** Sally is continuing to publish the catalogue even though its sales are falling. Explain **one** reason for this decision. (2 marks)

Possible answers include:

- some people do not have internet access and so could not shop online;
- people who do not want to use a credit card over the internet for payments and would not shop online ;
- the catalogue still attracts some customers who might be lost if it was discontinued.

Level	Descriptor	Marks	Assessment Objective
2	Reason applied to the case study.	2	AO2
1	Reason identified.	1	AO1
0	No valid response.	0	

**3 (c)** Using an example, state **one** reason why *Brain Station* might have chosen to store this information in database files. (2 marks)

Possible answers include:

- you can process the data in many different ways (summarise, select or sort) the data (1), eg select those customers who chose a particular toy (1);
- reports can be produced (1), eg include a summary showing the total income from sales of a particular product (1).

**3 (d)** Sally is thinking about storing customer and product information in a relational database.

Explain what is meant by the term 'relational database'. (2 marks)

Data is stored in a number of tables (1) linked by a unique field (1).

**3 (e)** Do you think Sally should use a relational database to store this information? Explain your answer. (5 marks)

Possible answers include:

- currently each database table has to be up-dated manually; the product name could be used to create the common field;
- though a flat file database is simple to design it will need more up-dating than a relational database. However, Sally might need to pay someone to create a relational database.

Level	Descriptor	Marks	Assessment Objective
1	Reason(s) identified.	1–2	AO2
0	No valid response	0	

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

**Note:** This question assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement with full justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	2–3	AO3 and Quality of Written Communication
1	Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	1	
0	No valid response.	0	



4

**Total for this question: 16 marks**

**4 (a)** Explain **one** reason why it is important to interview shortlisted candidates. (2 marks)

One reason stated (1) and then explained using example from the scenario (1).

**4 (b)** Using the information in **Item D**, and your own knowledge about the job vacancy, explain how suitable each applicant would be for the post of internet sales administrator. (10 marks)

Level	Descriptor	Marks	Assessment Objective
2	Identifies candidates' strength(s) and/or weakness(s) and applies it to the role in the case study.	3–4	AO2
1	Identifies candidates' strength(s) and/or weakness(s).	1–2	AO1
0	No valid response.	0	

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

**Note:** This question assesses candidates' quality of written communication. When deciding on the level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement with justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–6	AO3 and Quality of written communication
1	Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–3	
0	No valid response	0	

**4** (c) Which candidate do you think Sally should offer the post to? Explain your answer.  
(5 marks)

**Note:** This question also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement with justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO3 and Quality of Written Communication
1	Candidate offers judgement with limited justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are noticeable errors in accepted conventions of written communication.	1–2	
0	No valid response.	0	

**Assessment Grid**

<b>Question</b>	<b>AO1</b>	<b>AO2</b>	<b>AO3</b>	<b>Total</b>
1	3	6		9
2 (a)	1			1
2 (b)	1			1
2 (c)		2	3	5
2 (d)	1	1		2
2 (e) (i)	2	2		4
2 (e) (ii)	2		4	6
3 (a)	2	2		4
3 (b)	1	1		2
3 (c)	1	1		2
3 (d)	1	1		2
3 (e)		2	3	5
4 (a)	1	1		2
4 (b)	2	2	6	10
4 (c)			5	5
<b>Totals</b>	<b>18</b>	<b>21</b>	<b>21</b>	<b>60</b>
Weight (%)	30	35	35	100