

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
TOTAL	



General Certificate of Secondary Education
Specimen Paper

Business Subjects and Economics

4130/08

Unit 8 ICT Systems in Business

Written Paper

You will need no other materials.
You may use a calculator.

Time allowed

- 1 hour

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 space provided. Answers written in margins or on blank pages will not be marked.
- 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.
- Three of these marks are for the Quality of Written Communication.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in questions 2 (c), 2 (e) (ii), 3 (e), 4 (b) and 4 (c).

4130/08



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

SCENARIO

Brain Station




Brain Station was set up by Sally Jones six years ago as a mail order business. The business sells a wide range of educational toys and games for children and adults. The business is very successful and employs a total of seven staff. Sally markets her toys widely using a mail order catalogue and the internet. Mail order is still important for marketing *Brain Station*'s products, but recently the website has become the main way of attracting business.



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*.

Device	How it would be used
 <p>Name.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
 <p>Name.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
 <p>Name.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Total for this question: 19 marks

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

Item A

When Sally started *Brain Station*, she worked by herself at home. As the business grew, she needed to employ staff and moved into a small office complex. The office is open plan and Sally feels that this helps her staff to feel part of a team and to communicate effectively with each other. The office is well equipped with the latest technology.

Five of her staff process customers' orders, while the other two help with deliveries and customer queries. Sally buys her stock on-line from her suppliers and designs the mail order catalogue using Desk Top Publishing (DTP) software.

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

.....

 (1 mark)
 (Extra space)

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

.....

 (1 mark)
 (Extra space)



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.

1

.....

.....

.....

2

.....

.....

.....

(4 marks)

(Extra space).....

.....

.....

.....



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

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

(6 marks)

(Extra space)

.....

.....

.....

.....

.....

19

Turn over for the next question



Barcode

Turn over ►

Total for this question: 15 marks

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

Item B

In 2005, Sally paid a company to design a website for *Brain Station*. The website now contains details of the goods *Brain Station* sells, and also allows customers to buy toys and games online. Internet sales are increasing whilst catalogue sales are falling.

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

1

.....

.....

.....

2

.....

.....

.....

(4 marks)

(Extra space)

.....

.....

.....



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

.....

.....

.....

.....

(2 marks)

(Extra space).....

.....

.....

Question 3 continues on the next page



Barcode

Turn over ►

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

Item C

The *Brain Station* catalogue is sent to all existing customers and those who request a copy by phone or through the website.

Brain Station uses two databases; one to keep customers' details, the other for all stock items, which is updated every time an item is sold.

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

.....
.....
.....
.....

(2 marks)

(Extra space)

- 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)

(Extra space)



Total for this question: 17 marks

4 Read **Item D** and then answer the questions that follow.

Item D

As the website has been very successful in increasing sales, Sally needs to recruit an extra member of staff. The new member of staff would be expected to receive orders and check their delivery, as well as answering customers' queries. Sally advertised the post in a local newspaper and received 30 applicants. Having read the application forms, Sally drew up a shortlist. The table below shows the details that Sally took from the application forms.

Name	Qualifications	Experience	Interests
Helen Dodd	4 GCSEs including English, Maths and ICT	Accounts clerk Assistant nursery school teacher	Sudoku Looking after her 3 year old daughter
Gareth Williams	None	Factory worker and later department manager in the same factory	Home improvements Gardening
Sarah Khan	10 GCSEs plus A Level English and ICT	Holiday jobs in a toy shop, book shop and a hotel	Designing websites

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

.....

.....

.....

.....

(2 marks)

(Extra space)

.....



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



Barcode

There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

