



General Certificate of Secondary Education

Business & Communication Systems 3126

3126/1F Paper 1 Foundation Tier

Mark Scheme

2006 examination – June series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' 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.

Paper 1 Foundation Tier 3126/1F

1

Total for this question: 8 marks

Complete each sentence by **circling the correct word or phrase**.

(a) An office where each worker has a separate room is called: (1 mark)

Cellular

(b) The amount of pay which an employee receives before deductions is called: (1 mark)

Gross pay

(c) A computer program which makes copies of itself and can damage files is called a: (1 mark)

Virus

(d) The payment method which gives employees more money the more hours they work is called: (1 mark)

Time rate

(e) A document produced by job applicants listing their skills, qualifications and experience is called a: (1 mark)

Curriculum vitae

(f) The law which prohibits discrimination in the workplace due to nationality or ethnic origin is the: (1 mark)

Race Relations Act

(g) An example of an **external** communication is: (1 mark)

A letter from a customer

(h) A device which allows printed information to be put into a computer for editing is a: (1 mark)

Scanner

2**Total for this question: 6 marks**

(a) Explain two possible problems which could be caused by incorrect data being entered into the database. (4 marks)
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(1 + 1) x 2 for statement of problem plus development in context, eg

Special offers sent to the wrong address (1), waste of money/bad for reputation of *Surf and Sail* (1).

Record could show that a customer has paid when they have not (1), lose money by not requesting payment from customer (1).

Record might show customer has not paid when they have (1), customer might receive a bill, bad customer relations (1).

(b) Explain one reason why it is important for Beth to back up her data. (2 marks)
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1 + 1 for reason + development, eg

So that if there is a virus which destroys her data (1), she will not have to spend time re-inputting the data (1).

She might lose the data due to disk failure (1) and she would no longer be able to contact her customers (1).

3

Total for this question: 24 marks

- (a) Beth needed to recruit staff for the new branch. First, she wrote a job description and a person specification for each job. List **three** pieces of information which a job description would contain. (3 marks)

(3 x 1) Any 3 from:

- Job title
- Location
- Description of tasks/duties
- Responsible for
- Reports to
- Working conditions (hours/holidays, wages/salary, pensions) – only once
- How success will be measured
- Company name.

- (b) Use the information in the person specification and the table above to explain how suitable **each** applicant would be for the post of Branch Manager. (4 x 3 marks)

4 x (1 + 1 + 1) for selecting information from the table and matching it with requirements of person specification, eg

- (i) Joan: not suitable (1). No experience so may lack business and leadership skills (1) but has A level in ICT which means that she has the desirable ICT skills (1) and enjoys windsurfing (1).
- (ii) Bob: suitable (1). Has done the job before so has the business and management skills (1), also has GCSE ICT so has the ICT skills (1) and has managed a windsurfing school before so knows about windsurfing (1).
- (iii) Sunita: suitable (1). Has a degree in Business Studies and has been a retail manager which means she probably has the business and management skills (1) her hobby of website design shows she has ICT skills (1) no ability to windsurf (1).
- (iv) Greg: not suitable (1). Has experience of teaching windsurfing so has the desirable skill (1) but there is no evidence of any management or business skills (1) and he has no GCSEs so may not be able to communicate or use a computer (1). Greg would know about *Surf and Sail* as he has worked there (1).

MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION

High Performance	Candidates spell, punctuate and use the rules of grammar with almost faultless accuracy; they use specialist terms adeptly and with precision.	3 marks
Intermediate Performance	Candidates spell, punctuate and use the rules of grammar with considerable accuracy; they use specialist terms with facility.	2 marks
Threshold Performance	Candidates spell, punctuate and use the rules of grammar with reasonable accuracy; they use specialist terms appropriately.	1 mark
Below Threshold Performance		0 marks

(c) After shortlisting, Beth decided to interview the four candidates. Explain **one** reason why **each** of the following steps is important in preparing for an interview:

- choosing a room
- preparing a timetable for the day
- preparing the questions.

(3 x 2 marks)

3 x (1 + 1) for a valid reason plus development (no repeats), eg

- (i) Choosing a room: needs to be quiet (1) so that interview is not disturbed (1); enough space (1) so interviewee/er does not feel cramped (1) maintain company image (1).
- (ii) Timetable: important so that everyone including interviewer and interviewee know what's happening when (1), so interviewees are not kept waiting unnecessarily (1); interview is given enough time to put candidate at ease (1) and give a true picture of their abilities (1), maintain company image (1).
- (iii) Preparing the questions: important to ensure that all candidates are asked the same questions (1) because of equal opportunity legislation (1); so that interviewers find out everything they need to know about the candidate (1), eg when they can start, why they want the job (1), so she can get the right person for the job (1) maintain company image (1).

4

Total for this question: 20 marks

(a) Name **three** items which would normally appear on an agenda. *(3 marks)*

1 x 3 for any three from:

Date, time and place of meeting (only once)
Apologies for absence
Minutes of previous meeting
Matters arising (from minutes)
Business of the meeting (can be an item)
Reports
Correspondence
Any other business
Date and time of next meeting (only once).

(b) Beth also receives a copy of the minutes of the previous meeting. Explain **one** reason why it is important to have accurate minutes of a meeting. *(2 marks)*

1 + 1 for reason plus development, eg

So that people have a record of what was decided (1), to prevent misunderstandings/arguments (1).

So that anyone who was unable to attend the meeting (1) can find out what was discussed and decided (1) in case they have to take any action (1).

(c) (i) Beth has been asked to give a talk at the next meeting about her new windsurfing school. She intends to use presentation software to help her to prepare and give her talk.

List **three** features of presentation software which will be useful to Beth in preparing and giving her talk. *(3 marks)*

1 x 3 for any valid features, eg

outliner function
transitions
animation
sounds
templates
video
backgrounds
slides
insertion of graphs and images
timings
bullet points
tables
handouts
Any valid feature of presentation software.
Do not accept colour on its own.

(ii) Explain how **each** of the features that you have listed in question (c)(i) above will help Beth to give an effective presentation. *(6 marks)*

(1 + 1) x 3 for explanation + development of each feature used. Award any valid points, even if not awarded above, eg

Outliner function: allows Beth to plan the structure of her talk (1) so she can ensure the talk is in a logical order and covers all the key points (1).

Animation: so Beth can bring her points onto the slides one at a time (1) so audience can listen to what she has to say about each point before seeing the next one (1).

Templates: so Beth can choose a suitable colour and style for the background (1) to give a professional appearance to the slides (1).

Insertion of graphs and images: so she can insert relevant illustrations, eg graphs of sales figures (1) to make her information easier to understand (1).

Pictures/sound could enable Beth to communicate her message to those with a hearing/visual impairment (1) so that her presentation is more accessible (1).

(d) The World Federation of Windsurfing Associations (WFWA) has members all over the world. The annual meeting is held as a video conference.

Explain **two** advantages and **one** disadvantage to the members of the WFWA of using video conferencing, rather than meeting in person. *(3 x 2 marks)*

2 x (1 + 1) for advantages plus (1 + 1) for disadvantage plus development, eg

Advantages:

Saves time and money travelling, (1) since members are all over the world (1).

Allows meeting to take place on home ground (1) so members feel more comfortable and able to take part (1).

Members can attend meeting from their own office (1) and so have all their papers etc to hand (1).

Disadvantages:

Do not get to meet other delegates (1) so less rewarding experience (1).

Technical difficulties (1) may lead to missing what is going on (1).

Businesses without internet connection (1) may find the expense too much (1).

5

Total for this question: 9 marks

(a) State **one** advantage and **one** disadvantage of each method. (3 x 2 marks)

(1 + 1) x 3 for advantage and disadvantage, eg

(i) Post: advantage – needs no special equipment (1); disadvantage – may take a long time/get lost in post (1).

Quicker, cheaper, slower, etc must be qualified to get a mark.

(ii) Fax: advantage – gets there quicker than post (1) confirmation of receipt (1); disadvantage – not all schools may have a fax machine (1) quality of printout may be poor (1) technical breakdown (1).

Quicker, cheaper, slower, etc must be qualified to get a mark.

(iii) Email: advantage – gets there quicker than post (1) confirmation of receipt (1); disadvantage: not all schools have internet connection (1) technical breakdown (1).

Quicker, cheaper, slower, etc must be qualified to get a mark.

(b) Recommend the **best** way for Rajesh to collect the figures, giving reasons for your answer. You may choose one of the methods given in (a) opposite, or suggest an alternative. (3 marks)

1 x 3 for any valid points, eg email because Rajesh can incorporate the figures into his report without keying them in (1) which reduces errors (1) and saves him time (1).

No marks for points already awarded in (a).

6

Total for this question: 5 marks

(a) What was the total income for January? (1 mark)

£4000 (1)

(b) Which were the busiest months for Branch 1? (1 mark)

July, August and September (1)

(c) Which was the quietest month for *Surf and Sail*? (1 mark)

February (1)

(d) In which month did Branch 2 open? (1 mark)

May (1)

(e) Which branch had the highest total income for 2005? (1 mark)

Branch 1

7

Total for this question: 8 marks

Surf and Sail has its own website and makes frequent use of the internet.

Explain the benefits to *Surf and Sail* of having its own website. (6 marks)

(1 x 6) for any valid points but max 3 marks for unexplained list, eg

Allows customers to view products at any time of day or night (1) increasing awareness of business (1).

Customers may come across site when doing a search or browsing (1) which may attract people who would not otherwise have come across the stores (1).

Can sell goods over the Internet (1) increasing sales (1).

Can reduce number of telephone enquiries (1) enabling store staff to give better service to store customers (1).

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Below Threshold Performance		0 marks