



General Certificate of Secondary Education

Business & Communication Systems 3126

Paper 1 Foundation Tier

Mark Scheme

2007 examination - June series

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Business & Communication Systems 3126/1F

1

Total for this question: 8 marks

(a) Which of the following is an input device?

(1 mark)

Mouse.

(b) Which type of printer would be best for producing high quality colour photographs?

(1 mark)

Laser.

(c) Which term describes a system where employees do not have their own desk, but use any available workstation in the office?

(1 mark)

Hot desking.

(d) Which software would be most suitable for producing the layout of a newsletter with photographs?

(1 mark)

Desktop publishing.

(e) Which of the following is an example of **informal** communication?

(1 mark)

Chat over coffee.

(f) Which of the following is an organisation which is paid by other businesses to find suitable candidates for a vacancy?

(1 mark)

Private Recruitment Agency.

(g) Which law makes it illegal to pay men and women different amounts for doing similar work?

(1 mark)

Equal Pay Act.

(h) Which of the following is training which takes employees away from their normal work?

(1 mark)

Off-the-job.

2

Total for this question: 8 marks

(a) Explain **one** advantage to Paul's business of effective communication with his **customers**. (2 marks)

1 + 1 for advantage + explanation.

Possible answers include;

Effective communication means his customers will know what Paul sells (1). They will then be more likely to buy from his store (1) they will understand more what he is selling (1) profit increase.

They will know what prices he charges (1).

They will know where his store is (1).

A sense of when the store is open (1).

A sense of repeat business or loyalty of customers (1).

Customers might feel that the staff are friendly (1).

Recommend Fresh Fare to family and friends.

(b) Explain **two** disadvantages to Paul's business of **poor** communication with his **employees**. (4 marks)

2 x (1 + 1) for disadvantage + explanation.

Possible answers include;

Employees won't know what to do (1) so important tasks won't be completed (1).

Employees won't feel involved (1) so will not be motivated to work hard (1).

Employees won't all be working towards the same goals (1) so customers will be confused (1).

Poor customer service / Employees might have a bad attitude towards customers (1).

Employees won't know things (eg, opening times / stock etc) (1) so customers might shop somewhere else (1).

Employee's stress level, tension, between employees, arguments, demotivation - not productive

MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION

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

3**Total for this question: 24 marks**

(a) Explain **two** reasons why it is important for Paul to have a workstation which will allow him to work comfortably and safely. (4 marks)

2 x (1 + 1) for reason + explanation.

Possible answers include;

He will be able to get more work done if he is comfortable (1), as he will be more efficient in his work / will create more profit for the business (1) no concern for safety hazards (1) will be more focused (1).

If he is not safe he could injure himself (1) and need time off work (1).

To prevent RSI (NOT 'may get' RSI) (1).

(b) (i) Choose a suitable desk and chair for Paul from the advertisement opposite. For each item that you have chosen, write the letter and price in the table below. (4 marks)

Item letter	Price
A (1)	£34 (1)
F (1)	£164 (1)

Award marks for price if consistent with item chosen, even if item chosen is incorrect.

Item letter	Price
B	£12 (1)
C	£65 (1)
D	£350 (1)
E	£164 (1)

(ii) *Explain why the desk and chair that you have listed in (b)(i) above are suitable for Paul.* (4 marks)

Possible answers include;

Desk: Any valid points, for example;

It has storage space (1) so he has somewhere to keep papers / so will not lose important documents (1).

It has a cable tidy (1) so the computer cables will be out of the way / so he won't fall over them (1).

He has enough space for his legs / computer / papers (1), so that he can keep his circulation going when working / has enough room to work / enough room for his papers (1).

It is an office desk (1) and it can be locked.

Any health and safety issues.

Chair: Any valid points, for example;

Adjustable height and tilt so he can adjust it to the correct height (1) to suit his body shape (1).

It has castors to make it easy to move around (1) so he won't get stuck in one position (1).

It is comfortable (1) so he can concentrate on his work (1).

Any health and safety issues.

(c) *Explain **three** actions that Paul should take to protect his health when using the computer. For each action, explain how it will protect his health.* (6 marks)

3 x (1+1) for three different actions plus explanation:

Possible answers include;

Sit in the correct posture (1) (mark may be given for examples, eg arms, wrists and fingers relaxed and supported, wrists straight and higher than fingers) – this will help prevent injuries such as RSI (1).

Adjust his chair so that he can sit with his back straight (1) to prevent back ache (1).

Use an anti-glare screen/light diffusers / have good lighting (1) so that his eyes are not strained or damaged (1).

Adjust his monitor so it is angled towards his face (1) so he does not strain his neck (1).

Have his eyes tested regularly (1) to ensure that he is not damaging his eyes (1).

Take regular breaks (1) so he doesn't get eye strain (1).

Exercise regularly (1) as he is sitting down all day (1).

Any valid points.

(d) (i) & (ii) State **two** features of **word processing** software which Paul might find useful. For **each** feature, explain how useful it would be to Paul in running his business. (6 marks)

Any two valid points, font formatting features count as one. Must be features of WP, not computer use in general (1 mark for each feature).

Possible answers include;

Can change fonts, size, style, colour of text

Cut and paste	Margins	Bullets/numbered lists	Tables
Find and change	Alignment	Line spacing	Insert, edit, delete
Templates	Mail merge	ClipArt/pictures/graphics	Headers & footers
Shading/highlighting	Watermark	Backgrounds	Wizards
Text boxes	Columns	Symbols	Borders/frames
Draw	Spell check	Automatic page numbering.	

2 x (1 + 1) for explanations or examples of how each feature might be used. For example;

He could use it to produce posters to use in the shop (1) using different fonts/styles to make important information stand out (1).

Use templates to set up standard letter layout for his business (1) so that all his letters look professional (1).

Paul could use mail merge to send letters to his customers (1). It would save him time typing out each customer's address individually (1).

4

Total for this question: 26 marks

(a) Explain **one** reason why Paul might have decided to advertise this post in 'The Shopkeeper'. (2 marks)

1 + 1 for reason + development.

Possible answers include;

To reach people with experience in retail (1) because he needs someone who needs no training (1).

It reaches people outside the local area (1) as he wants a number of people to apply (1).

Read by people who enjoy working in retail (1) and may want promotion (1).

(b) Explain **one** disadvantage to Paul of advertising this post in 'The Shopkeeper'. (2 marks)

(1 + 1) for disadvantage + development.

Possible answers include;

This will only reach managers and owners (1) who are not likely to want to take an Assistant Manager's job (1).

This will be expensive (1) and will reach people out of the local area who are unlikely to move for this type of work (1).

It is not aimed at people specifically looking for a job (1).

Limited readership (1) and therefore fewer applicants (1).

Only published once a month (1) needs more regular circulation.

(c) Choose **two** items of **essential** information from the advertisement below. For each item of information that you have chosen, explain why it must be included. (6 marks)

2 x (1 + 2) for essential item + reason + development.

Possible answers include;

Job title (1) must be included because people looking for a job look at this first (1) because they need to know whether it is something for which they have the skills/interests (1).

Contact details (1) must be there so that interested applicants can find out more information (1) and know where to send their application (1).

Name of organisation (1) job-seekers would want to know where they would be working (1) so they can decide whether it is the sort of organisation they would like to work for (1).

Hours of work (1).

Pre-requisites / experience (1).

Competitive Salary (1).

Job role / responsibilities (1).

Picture (1) because it attracts the eye to the advertisement (1) and gives an idea of what the job involves (1).

Hereford's premier convenience store (1) because people would be likely to apply if they thought it was a successful business (1) because this might lead to good job security (1).

"to be responsible for the day-to-day running of our store" (1) would attract people who like a challenge (1) and would enjoy being the one in charge (1).

(d) Choose **two other** items of information from the advertisement opposite. For each item of information that you have chosen, explain why you think that Paul included it. (6 marks)

2 x (1 + 1 + 1) for information not already awarded in (c) + explanation + development.

Possible answers include;

Picture (1) because it attracts the eye to the advertisement (1) and gives an idea of what the job involves (1).

Hereford's premier convenience store (1) because people would be likely to apply if they thought it was a successful business (1) because this might lead to good job security (1).

"to be responsible for the day-to-day running of our store" (1) would attract people who like a challenge (1) and would enjoy being the one in charge (1).

Job title (1) must be included because people looking for a job look at this first (1) because they need to know whether it is something for which they have the skills/interests (1).

Contact details (1) must be there so that interested applicants can find out more information (1) and know where to send their application (1).

Name of organisation (1) job-seekers would want to know where they would be working (1) so they can decide whether it is the sort of organisation they would like to work for (1).

Hours of work (1).

Competitive Salary (1).

Pre-requisites / experience (1).

Job role / responsibilities (1).

Any valid explanations. Award marks for essential items if not already given in (c).

MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION (4c & 4d)

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

*(e) Paul receives 25 applications for the post of Assistant Manager. Explain **one** step that Paul is likely to take in selecting the best candidate for the job. (2 marks)*

(1 + 1) for step plus explanation.

Possible answers include;

Read through any aspect of application forms/CVs eg, Qualifications/experience (1) to compare applications with person specification (1).

Shortlist some candidates (1) and decide to invite them for interview (1).

Interview candidates (1) to find out their attitude/appearance/communication skills/whether they would fit in with existing workforce (1).

Check references (1) to get a previous employer's view of their suitability (1).

*(f) Name **two** laws which prohibit discrimination in the workplace. (2 marks)*

1 each for any two from:

Sex Discrimination Act, Race Relations Act, Disability Discrimination Act, Employment Equality (Age) Regulations Equal Pay Act, Human Rights Act, Equal Pay Act, Equal Opportunities Act.

(g) Helga, the new Assistant Manager, receives a written statement of her terms and conditions of employment.

*List **three** items which should be included in the written statement. (3 marks)*

1 mark each for any three from:

Names of employer and employee.

Job title / what they are employed to do – but NOT job description.

Start date.

Details of salary.

Hours of work.

Holiday entitlement & pay.

Information relating to pensions.

Sick pay.

Length of notice required from both sides.

Details of grievance and disciplinary procedures & dismissal.

Signatures.

5

Total for this question: 14 marks

(a) (i) & (ii) Give **two** examples of fringe benefits which the Assistant Manager is likely to receive. For **each** example, explain **one** advantage to Fresh Fare of giving the Assistant Manager the fringe benefits. (6 marks)

Possible fringe benefits include;

Discount on produce, medical insurance, mobile phone, medical insurance, vehicle, pension, laptop.

NOT: car allowance, discounted gym membership, holidays, bonuses.

(1 + 2) x 2 for advantage of fringe benefit to the business plus development.

Possible answers include;

Company car (1) so they can drive and see new suppliers / make deliveries / run errands (1).

Discount on produce (1) would mean the manager would eat the produce sold in the shop (1) so would have first hand knowledge when answering customer enquiries (1).

Medical insurance (1) if assistant manager is ill they would be able to get treatment more quickly (1) and be back at work sooner (1).

Allow general advantages relating to motivation of assistant manager, happy, more inclined to work, feel good, contented.

(b) Using the information above, and the Assistant Manager's hours of work given in the advertisement on page 12, calculate Helga's **overtime** payment for the first week. Show your workings. (8 marks)

Overtime hours in week: 1 hour (1) x 3 times per week (1) = 3 hours

Payment = 3 x £15 (1) = £45 (1) - OFR

Overtime hours on Sunday = 4 (1)

Payment = 4 x £20 (1) = £80 (1)

Total overtime payment = £45 + £80 = £125 (1) – OFR

OR

£45 (4)

£80 (3)

£125 (8)