

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Secondary Education
June 2007



BUSINESS AND COMMUNICATION SYSTEMS
Paper 1
Foundation Tier

3126/1F
F

Monday 21 May 2007 9.00 am to 10.00 am

<p>You will need no other materials. You may use a calculator.</p>

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in Questions 2(a) and 2(b), and 4(c) and 4(d).

For Examiner's Use			
Question	Mark	Question	Mark
1		5	
2			
3			
4			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

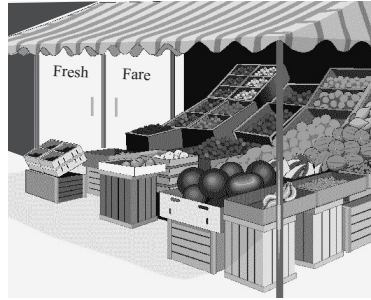


JUN073126/1F01

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

SCENARIO

Fresh Fare



Paul Johnson owns *Fresh Fare*, a convenience store located in Hereford town centre. He employs two full-time members of staff. The store sells a range of everyday products and is well known for its fruit, vegetables and flowers. Sales are falling because a supermarket has opened in the same town.

Paul knows that he must change the products that he sells if he is to stay in business. His first step is to sell more local farm products.

He also thinks that he would sell more if he improved his advertising.

Total for this question: 8 marks

1 Circle the correct answer to each of the following questions.

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

Floppy disk drive Laser printer Monitor Mouse

(1 mark)

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

Daisy wheel Dot matrix Inkjet Laser

(1 mark)

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

Hot desking Open plan Teleworking Video conferencing

(1 mark)



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

Desktop publishing

Graphics

Presentation

Word processing

(1 mark)

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

Annual General Meeting

Chat over coffee

Letter

Presentation

(1 mark)

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

Careers Service

Equal Opportunities Commission

Job Centre

Private Recruitment Agency

(1 mark)

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

Data Protection Act

Equal Opportunities Act

Equal Pay Act

Health and Safety at Work Act

(1 mark)

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

Appraisal

Induction

Off-the-job

Staff Development

(1 mark)

8

Turn over for the next question



Total for this question: 8 marks

2 Paul has learned that effective communication is essential in business.

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

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(2 marks)

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

Disadvantage 1

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Disadvantage 2

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(4 marks)

Quality of Written Communication for Questions 2(a) and 2(b) *(2 marks)*

8



Total for this question: 24 marks

3 Paul spends a lot of time at his desk, talking on the telephone and using his computer. He decides to buy a new workstation.

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

Reason 1

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Reason 2

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(4 marks)

Question 3 continues on the next page



- (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.

Item letter	Price

(4 marks)

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

Desk

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Chair

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(4 marks)



WHYTES OFFICE FURNITURE — the UK's No.1 office supplier

A Office chair



Adjustable height and tilt.
Five castors. Adjustable back support. **£34.00**

B Wooden chair



Straight back. **£12.00**

C Comfortable easy chair



Fully padded, washable covers, wooden armrests. **£65.00**

D Conference table



Wooden table.

Seats up to 14.

Length 360 cm, width 100 cm, height 70 cm.

£350.00

E Retro schoolroom-style desk



Lid lifts to provide excellent storage facilities.
Width 60 cm, depth 45 cm, height 70 cm. **£120**

F Office desk



Three-drawer office desk with cable tidy.
Width 120 cm, depth 75 cm, height 70 cm. **£164**

Question 3 continues on the next page



(c) Paul has heard that working at his computer all day might affect his health.

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.

Action 1

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Action 2

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Action 3

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(6 marks)



(d) 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.

(i) Feature 1

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Explanation

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(3 marks)

(ii) Feature 2

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Explanation

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(3 marks)

24

Turn over for the next question



Total for this question: 26 marks

4 Paul decides to take on an Assistant Manager. He places an advertisement in ‘The Shopkeeper’ – a monthly magazine for owners and managers of convenience stores.

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

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(2 marks)

(b) Explain **one** disadvantage to Paul of advertising this post in ‘The Shopkeeper’.

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(2 marks)



Question 4 continues on the next page

Do not write on this page



- (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.



Hereford's Premier Convenience Store
is looking for an

Assistant Manager

to be responsible for the day-to-day running of the store

Competitive salary plus fringe benefits

Hours: Monday–Saturday 9 am – 6 pm, plus overtime, with one day off

Applicants should have at least two years' experience working in convenience stores

For further information and an application form,
contact the owner:
Paul Johnson, 46 Straight Lane, North End, Hereford, HD39 9JE
or call 01435 673214

Item 1

Explanation

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Item 2

Explanation

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(6 marks)



(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.

Item 1

Explanation

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Item 2

Explanation

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(6 marks)

Quality of Written Communication for Questions 4(c) and 4(d) *(3 marks)*

Question 4 continues on the next page



(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.

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(2 marks)

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

1

2

(2 marks)

(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.

Item 1

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Item 2

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Item 3

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(3 marks)



Total for this question: 14 marks

5 (a) 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.

(i) Fringe benefit 1

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Advantage

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(3 marks)

(ii) Fringe benefit 2

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Advantage

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(3 marks)

Question 5 continues on the next page



