



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2003

GCSE

Business and Communication Systems

3126

Paper 1F

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Foundation Tier – Theory Paper (3126/1F)

The answers given in this mark scheme are neither exhaustive nor prescriptive. Credit should be given for all appropriate responses.

SCENARIO

The People Bank is a private recruitment agency. It has a database of people looking for work and companies with job vacancies. It charges the companies a fee for advertising their job vacancies and carrying out the first stage of the selection process.

The People Bank has a website which allows people using the site to view job advertisements and to send in their CV by e-mail.

Gerard Summers is the Manager of The People Bank. He often works away from the office, travelling around the country to meet his clients face to face. He has five staff: Jamel, Karin and Helena, who are consultants, Peter, the secretary, and Chi, the clerk.

1**Total for this question: 8 marks**Complete each of the following sentences by **circling the correct answer**.

(a) The type of office layout which best encourages teamwork is:	(1 mark)
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Open Plan

(b) The best way to protect a file from being lost due to computer failure is to:	(1 mark)
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Make regular back-ups

(c) Information on the qualifications, experience and characteristics required for a job vacancy is called a:	(1 mark)
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Person specification

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

(e) When a person leaves a company because their job no longer exists, this is called:	(1 mark)
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Redundancy

(f) An example of internal communication at The People Bank would be:	(1 mark)
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A conversation between the Manager and the Secretary

(g) An item which is not normally included in an Agenda is:	(1 mark)
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Results of votes taken

(h) In order to send an e-mail, it is usually necessary to use a:	(1 mark)
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Modem

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

Gerard, the Manager of The People Bank, often works away from the office and travels around the country.

- (a) Circle **two** pieces of hardware from the following list that Gerard will find most useful to take with him.

Mobile telephone Laptop computer Digital camera Scanner

Fax machine CD-writer Laser printer *(2 marks)*

Mobile telephone, Laptop computer

- (b) Using your answers in (a), explain how useful each item would be to Gerard. *(4 marks)*

Award 2 marks for any item which has been justified, for example:

Item 1

Mobile telephone: useful because he can use it to contact the office wherever he is, without having to look for a phone box, save him time, but may be lack of signal and can be expensive (one mark for each valid comment). 1 + 1.

Item 2

Laptop computer: useful because he can use it while travelling, in hotel rooms, to send e-mails to the office, but he will need access to telephone line to send e-mails, and the battery may need charging on long journeys (any valid points). 1 + 1.

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

When Gerard is not travelling he often works from home.

- (a) State and explain **one** advantage to Gerard of working from home, rather than in the office. (2 marks)

He can work around his family arrangements, saving money on childcare.

He can save time travelling, having more leisure/less stress.

He can work how and when he wants.

(1 + 1 for advantage plus development)

- (b) State and explain **one** advantage and **one** disadvantage to The People Bank of Gerard working from home, rather than in the office. (4 marks)

Advantages:

Others can share his office, saving money on office space, heating, lighting, etc.

Gerard is less stressed and therefore more efficient (1 for advantage plus 1 for explanation).

Disadvantages:

Face to face communication not possible, may result in misunderstandings, Gerard not there to supervise, so other staff may not work as efficiently (1 for disadvantage plus 1 for explanation).

4

Total for this question: 11 marks

Details from applicants' curriculum vitae (CVs) are stored on The People Bank's database. This information is covered by the Data Protection Act.

- (a) State **two** things that The People Bank must do because of the Data Protection Act. *(2 marks)*

Any two from:

register with the data protection registrar or similar;
use the data only for the purposes it was registered for;
keep the data accurate and up to date;
delete information when no longer needed;
keep the data secure;
give subjects access to their data if they ask for it.

The People Bank uses the following methods to keep the data confidential:

- all staff have their own password to the computer system;
- if any computer is not used for 10 minutes a screen saver automatically appears and a password is needed to turn it off;
- staff are trained in the importance of confidentiality.

- (b) Explain how effective each of these methods would be in keeping the applicants' data confidential. *(9 marks)*

Passwords would prevent unauthorised people from looking at the data, as long as staff do not tell anyone their password or write it down. It can also enable staff to be given different rights to the information.

Password protected screen saver means that if someone leaves their computer logged on no-one will be able to look at the data without knowing the screen saver password. Can be a nuisance if staff keep inputting the password frequently and means they have two passwords to remember. Should not be necessary if staff remember to log off when not using their computers.

Staff training is very important so that staff realise the reason for the security measures and keep to them. It will make other security measures such as passwords more likely to succeed.

1 mark for each valid point up to three per measure.

$(1 + 1 + 1) \times 3$

5**Total for this question: 8 marks**

When a company contacts The People Bank about a vacancy, the consultants at The People Bank carry out a search on the database to find the best applicants. They then send their curriculum vitae (CVs) for the best applicants to the company.

(a) What is a CV? (2 marks)

A summary of the applicant's life (1 mark); education and work experience (1 mark).
Award 1 for definition plus 1 for development or examples.

(b) State **two** pieces of information, other than name and address, which would be on a CV. (2 marks)

Any two from:

Any valid answer e.g date of birth, qualifications, schools attended, previous jobs, current job, personal achievements etc.

(c) Explain **one** advantage and **one** disadvantage to an IT company of using The People Bank to recruit candidates instead of advertising the vacancies themselves. (4 marks)

Advantage:

The People Bank screen applicants, saving time for IT company, get more suitable applicants.
Award 1 for advantage plus 1 for development.

Disadvantage:

Company have to pay a fee, it may cost more.
Person specification needs to be drawn up with more care so as not to miss out on suitable candidates.
Award 1 for disadvantage plus 1 for development.

6

Total for this question: 27 marks

The consultants at The People Bank enter the information from the companies with vacancies into their database. This information is then used to produce job advertisements for the website, newspapers and specialist IT journals.

- (a) State and explain **three** possible results of incorrect data being entered into the Vacancies database. *(6 marks)*

Award 1 for each result plus 1 for development showing significance to The People Bank.
(1 + 1) x 3

For example:

- Advertising may contain incorrect details and not attract any suitable applicants, wasting money and time.
- Unsuitable applicants might apply requiring letters of rejection, costing postage and time.
- Companies which have paid The People Bank might not get proper service, leading to loss of reputation and custom for The People Bank.

- (b) For each method of advertising given below, explain how effective you think it would be in attracting suitable applicants for IT vacancies. Give reasons for your answers.

- National newspaper
- The People Bank website
- Specialist IT journals

(9 marks)

3 x 3 marks for statement of effectiveness + justification + development or comparison.

National newspaper: reaches a wide range of people all over the country, would be suitable for jobs with enough salary to attract people to move. Can reach those not actively seeking work who are browsing through the paper.

The People Bank website: useful for IT jobs because people with IT skills more likely to use the Internet, but will only reach those actively looking for a new job on the Internet. Not everyone has access to the Internet.

Specialist IT journals: have limited readership so won't reach a wide range of people, but is targeted at those with the right skills so may be good for specialised IT jobs.

- (c) List **three** pieces of information which would be included in a job advertisement produced by The People Bank. *(3 marks)*

Any three from:

Any valid answer e.g name of company, job title, duties, qualifications required, salary, hours of work, contact name and address, instructions for applying etc.

(d) Explain why each piece of information **you have listed in (c)** would be important.
(6 marks)

3 x (1 + 1) for reason plus development.

For example:

Qualifications required: so under or over qualified people do not waste time applying, this would also waste The People Bank's time reading unsuitable applications.

(e) The People Bank staff often advise companies on equal opportunities laws and regulations.
Name **three** laws that prevent discrimination in the workplace. (3 marks)

Any three from:

- Sex Discrimination Act
- Race Relations Act
- Equal Pay Act
- Disability Discrimination Act

(3 x 1)

Do not need the word 'Act'.

Not 'Equal Opportunities'.

7

Total for this question: 12 marks

The following is a job description and person specification that The People Bank has received from a publishing company.

<p><u>JOB DESCRIPTION</u></p> <ul style="list-style-type: none"> • Job Title: Office Assistant • Location: various locations in cities around the UK • Purpose: to give secretarial support to the managers of a busy publishing company • Activities: word processing, desktop publishing, reception duties, answering the telephone • Responsible to: the Managing Director <p><u>PERSON SPECIFICATION</u></p> <ul style="list-style-type: none"> • Physical characteristics: smart appearance, age 21-25 • Experience and qualifications: GCSEs in Maths, English and ICT, experience of similar work desirable but not essential as training will be given, an aptitude for computer work essential • Personality characteristics: able to work to deadlines, cope with pressure and communicate with customers <p><u>SALARY</u></p> <ul style="list-style-type: none"> • £20 000

Jamel, one of the consultants at The People Bank, has to decide which CVs to send to the publishing company. The table below shows some of the details stored in the database of people looking for vacancies.

Surname	Forename	Area	Date of birth	Minimum salary	Skills
Bhudia	Sam	North West	01/01/1985	£18 000	Web page design
Clarke	Josie	North	23/08/1980	£20 000	Word Processing, Spreadsheets, Presentation software
Dalsania	Neera	South East	30/04/1977	£22 000	Databases, Word Processing, Desktop Publishing
Lee	Chun	London	18/11/1981	£19 000	Customer Service, Presentation software, Spreadsheets

Use the information given in the job description, person specification and database to explain how suitable you think **each** of the applicants in the table might be for this vacancy. Give reasons for your answer. *(12 marks)*

3 marks for each candidate: 1 for each valid reason given for suitability or otherwise.

For example:

Sam is only 18 and the job specification states 21-25 (1 mark). He has experience in web page design, which means he has an aptitude for computer work (1 mark) and he would get training in the other skills (1 mark) but his age makes him unsuitable.

Josie seems very suitable: she is in the right age bracket (1 mark), the salary is above her minimum (1 mark) and she has experience in Word processing (1 mark). She has also used presentation software so this shows that she has an aptitude for computer work (1 mark).

Neera: apart from being a year older than the job specification states (she is 26) (1 mark), she has all the relevant experience in the packages she would be using (1 mark) but she would probably not want the job because the salary is lower than her minimum (1 mark).

Chun seems like the most suitable candidate because as well as an aptitude in computers (1 mark) he has also worked in customer service so should be able to communicate with customers and cope with pressure (1 mark). He will need training in word processing and desktop publishing, which the specification says will be provided (1 mark).

8**Total for this question: 17 marks**

The consultants at The People Bank earn a basic salary of £22 000 per year plus commission. The commission is based on the number of candidates who take up jobs as a result of interviews that the consultant arranges. The amount of commission is higher for more highly paid appointments. The appointments are graded 1 (the least well paid), 2 and 3 (the best paid). The table below shows the number of successful appointments arranged by each consultant in 2002.

Consultant	Grade 1	Grade 2	Grade 3
Jamel	3	2	1
Karin	2	1	0
Helena	3	5	2

The commission for each appointment is £100 for a grade 1 appointment, £120 for grade 2 and £150 for grade 3.

- (a) Calculate Karin's total annual salary plus commission for 2002. Show **all** your workings out. *(8 marks)*

Grade 1 appointments: 2 (1 mark) x £100 (1 mark) = £200 (award 2 marks for correct figure)

Grade 2 appointments: 1 (1 mark) x £120 (1 mark) = £120 (award 2 marks for correct figure)

(No grade 3 appointments) (1 mark)

Total commission = £320 (1 mark) use own figure rule

Total Salary = £22 000 (1 mark) + £320 = £22 320 (1 mark) use own figure rule

Award 8 marks for correct answer.

- (b) State and explain **two** advantages to The People Bank of paying commission to its consultants. *(6 marks)*

1 mark for each general advantage plus 2 marks for each development showing how The People Bank will benefit.

For example:

It will motivate the workers (1 mark) so they will try harder to arrange suitable interviews (1 mark) and this will improve The People Bank's reputation with customers (1 mark).

The People Bank's total wage bill will be lower when they have less business (1 mark) and higher when there are more vacancies and therefore more fees from companies (1 mark) so this will help their cash flow (1 mark).

- (c) State and explain **one** disadvantage to The People Bank of paying commission to its consultants. *(3 marks)*

1 mark for general disadvantage of commission + (1 + 1) for developments relating this to The People Bank.

For example:

It can create dissatisfaction in the workforce (1 mark) if the number of vacancies is low through no fault of their own, the workers might be demotivated and might leave (1 mark) leading to high recruitment costs (1 mark).

MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION**Standard Criteria**

Having marked the candidate's script for subject content, recording the question totals for each question, you must review the script as a whole and according to the bands of marks defined below, decide on the mark to be awarded to the candidate for their quality of written communication including spelling, punctuation and grammar.

High Performance	Candidates spell, punctuate and use the rules of grammar with almost faultless accuracy, deploying a range of grammatical constructions; they use a wide range of specialist terms adeptly and with precision.	4-5 marks
Intermediate Performance	Candidates spell, punctuate and use the rules of grammar with considerable accuracy; they use a good range of specialist terms with facility.	2-3 marks
Threshold Performance	Candidates spell, punctuate and use the rules of grammar with reasonable accuracy; they use a limited range of specialist terms appropriately.	1 mark
Below Threshold Performance		0 marks