



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2003

GCSE

Business and Communication Systems

3126

Paper 1H

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Higher Tier – Theory Paper (3126/1H)

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

SCENARIO

The People Bank is a private recruitment agency which specialises in recruiting people for Information Technology jobs. It has a list of people looking for work and companies with job vacancies, and offers a range of services. It charges the companies a fee for advertising their job vacancies and carrying out the first stage of the selection process.

When a person looking for work contacts The People Bank, the staff collect their details and store them on a database. The details of companies looking for new employees are also stored on the database.

The People Bank has a website, which gives details of the services it provides and 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: 18 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 which 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

Use own figure rule: if candidate carries out correct calculation but uses figures incorrectly calculated in a previous step, award the mark.

Award 8 marks if the correct answer is given.

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

1 mark for each general advantage + 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).

No repeats allowed.

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).

Maximum of 1 mark if not in context.

(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 development 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).

Maximum of 1 mark if not in context

(d) Name **one** other payment method The People Bank could use to pay its consultants. *(1 mark)*

1 mark for any: e.g. bonus scheme, performance related pay, hourly rate, overtime.
Not time rate alone and not fringe benefits.

2

Total for this question: 30 marks

The following is a job description and person specification, which 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 curriculum vitae (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	30/04/1978	£22 000	Databases, Word Processing, Desktop Publishing
Lee	Chun	London	18/11/1981	£19 000	Customer Service, Presentation software, Spreadsheets

- (a) 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 or comparison with other candidates.

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 (1 mark).

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 is 25 which is within the range specified in the job description (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).

- (b) Assess the importance to the publishing company of **each** one of the physical characteristics and qualifications listed in the person specification on page 6. *(4 marks)*

1 mark for each valid judgement about: appearance (1 mark)
age (1 mark)
GCSEs (2 marks)

For example:

Smart appearance: creates a good impression of the company with visitors (1 mark), important for reception duties (1 mark).

Age: may want to create image of a young and modern company (1 mark), less important (1 mark).

GCSE subjects: show that candidate has good general education (1 mark), able to communicate and use ICT (1 mark) which would be important in the role of office assistant because they would be creating documents which go out to customers and therefore help in establishing company reputation (1 mark).

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|--|
| (c) State two methods Jamel could use to send the curriculum vitae (CVs) to the publishing company.
<i>(2 marks)</i> |
|--|

Any two from: post, e-mail, courier, fax (1 + 1).

- | |
|---|
| (d) Evaluate the two methods you have chosen in (c) and recommend with reasons which would be the better method.
<i>(6 marks)</i> |
|---|

Level 3	Candidate evaluates methods in the context of The People Bank, e.g. courier would be a faster and more reliable method than post, which would ensure the companies receive the CV's quickly which could be important to prevent them losing good candidates. It is however more expensive than post, which will reduce The People Bank's profits.	5-6 marks
Level 2	Candidate evaluates one method in detail or compares the two, e.g. post is cheap and requires no special equipment, but the CV would have to be printed out and may take days to arrive	3-4 marks
Level 1	Candidate evaluates each method superficially, e.g. e-mail is quick, post is slow and less reliable	1-2 marks

- | |
|---|
| (e) State and explain three consequences of selecting the wrong candidate for a vacancy.
<i>(6 marks)</i> |
|---|

(1 + 1) x 3 marks for each consequence + development.

For example:

Candidate may prove incompetent (1 mark) and lose the company money or customers (1 mark).

Candidate requires expensive training (1 mark) which costs money and time (1 mark).

Candidate may leave (1 mark) resulting in increased recruitment costs (1 mark).

3**Total for this question: 11 marks**

The details from the 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 which 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.

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

- 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 have to 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.

One for each valid point up to a maximum of 3 per measure.

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

4

Total for this question: 23 marks

The staff at The People Bank interview candidates before putting their details on the database. When details of a new vacancy arrive from a company, they search the database for suitable candidates, print their curriculum vitae (CVs) and send them to the company.

(a) What is the most suitable kind of office layout for The People Bank? Give reasons for your answer. *(3 marks)*

1 mark for choice of suitable layout + 1 for reason + 1 for setting in context of The People Bank.

E.g. individual (1 mark) because this gives privacy (1 mark) which will be important when interviewing candidates (1 mark).

(b) Compare a CV with an application form as methods used in selecting candidates for a job. *(6 marks)*

6 marks for comparison.

For example - six from any of the following:

- Application form is produced by the company (1 mark), has set questions to be filled out by candidate (1 mark), whereas CV is a document produced by the candidate (1 mark) and may not contain all the information required (1 mark).
- Both usually contain information such as personal details, qualifications and experience (1 mark), although application form may ask for specific information for the job (1 mark).
- Application form makes it easier to compare applicants (1 mark) because the same information is given in the same order by each candidate (1 mark).
- Application forms have to be printed and sent out by the company (1 mark), this takes time (1 mark).

(c) Explain why you think The People Bank uses CVs and not application forms. *(2 marks)*

The People Bank keep CVs on file which may be used for a variety of different vacancies and companies (1 mark). It is easier for a candidate to e-mail the CV than to fill in a form (1 mark) and the information will be received more quickly (1 mark).

Must relate to The People Bank, not just any employer.

(d) List **four** items normally included in a CV.

(4 marks)

Any four from:

Personal details: name, address, e-mail address, date of birth.

Qualifications: GCSEs, degree subjects studied, schools and colleges attended.

Experience: past and current jobs, employers, duties, skills.

Interests: hobbies, activities outside work.

References or referees.

Personal qualities or characteristics.

Do not award more than 1 mark for items under each heading.

(e) Evaluate the importance to The People Bank of **each** of the four items you have selected in (d) in helping to match applicants with vacancies.

(8 marks)

Award 4 x 2 marks for evaluation in context of The People Bank.

For example:

Personal details: allows The People Bank to get in touch with candidates so they can invite them for interview.

Qualifications: enables candidates' skills to be assessed against the person specification, so they do not select candidates who are over or under qualified.

Experience: provides evidence that candidates have the skills required for a position, if they have done a similar job before, allows a match between the candidate and the person specification.

Interests: gives evidence of further skills which may not be shown as formal qualifications, so that good candidates are not missed.

5

Total for this question: 13 marks

The People Bank has its own website and makes frequent use of the Internet.

- (a) Apart from a computer, keyboard and mouse, name **two** pieces of hardware and **one** piece of software needed to use the Internet. *(3 marks)*

Hardware: any two from

Modem

Screen

WAP or GPRS enabled mobile phone

Telephone cable or line

Software: any one from

Operating System

Web browser

E-mail software (or communications software)

ISP settings software or similar (not ISP on its own)

Do not award marks for brand names.

- (b) List **four** ways The People Bank staff might use the Internet in the course of their work. *(4 marks)*

1 mark each for any four suitable applications.

For example:

contacting candidates or companies by e-mail;

advertising job vacancies on the website;

advertising The People Bank's services on the website;

making travel arrangements (timetables, booking tickets etc);

researching company details;

banking;

set up a web page but not set up a website.

- (c) Explain the value to The People Bank of having its own website. *(6 marks)*

Level 2	Candidate's evaluation is in the context of The People Bank. For example: a website enables The People Bank to advertise its recruitment services to a wide variety of different companies who are likely to use the internet because they are ICT companies. The website enables the candidates to send their CVs by e-mail, which is quicker than post, and the details can be entered straight into the database without any keying in. This will save time for the company and attract more candidates to apply	4-6 marks
Level 1	Candidate makes a general evaluation of websites with supporting reasons. For example: a website enables a company to advertise its services to a wide audience in many different countries, gaining custom. The advertisement can be updated quickly. It enables customers to contact the company by e-mail and make bookings over the internet, saving time and money for the customers and attracting more custom	1-3 marks

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