

GCSE 2004

June Series



Mark Scheme

Business & Communication Systems *(3126/1H)*

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.

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Dr Michael Cresswell Director General

Higher Tier – Theory Paper (3126/1H)

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

1**Total for this question: 22 marks**

- (a) Select **two** items from the advertisement opposite which are likely to attract candidates to apply for the job. Explain **one** reason why you think each item would attract candidates. (6 marks)

Any two from: leading pop agency, 37 hour week, 4 weeks holiday per year, £15 000 pa salary, fringe benefits (1 + 1). Accept job role itself, and the fact that there are two vacancies. **Not** logo.

2 x (1 + 1) for evaluation, eg leading pop agency attracts candidates because they think Abandon is a successful company (1), which means they will have job security (1).

Hours are quite short (1) compared with some other jobs which means candidates can fit in with social/family commitments (1).

Salary is reasonable (1) considering no qualifications are required and only a limited range of skills (1).

- (b) State **two** examples of fringe benefits that the publicity assistants are likely to receive. (2 marks)

Any suitable: eg free tickets to concerts, health insurance, mobile phone. **Not** car.

- (c) A salary is an example of a time-based payment method. Explain why a payment method based on piece rates would **not** be suitable for the job of publicity assistant. (2 marks)

Difficult to measure output, would result in arguments about how much employee had earned, employees might be encouraged to produce high volumes of low quality work which would not meet company's needs: any valid arguments + development.

(d) Identify and explain **three** steps Rock will take in selecting the best candidates for the jobs. (6 marks)

(1 + 1) x 3 for each valid step plus development.

Eg read application forms (**not** CVs) and compare with job specification (1) to see whether candidates have required qualifications and experience (1).

Shortlist candidates (1) to invite for interview (1).

Interview candidates (1) to determine qualities not observable through forms, eg communication skills, enthusiasm for job (1).

Request references (1) to find out what previous employers thought of the candidates (1).

Maximum 2 marks from items on application form/CV.

No repeated points.

(e) Rock received 20 applications for the job and has decided which applicants to appoint. He wants them to start **within the week**.

Recommend, with reasons, the best method of communication to use to inform the successful and unsuccessful applicants of his decision. (6 marks)

1 x 2 for suitable method, (1+1) x 2 for suitable evaluation in context.

Successful candidates

Appropriate methods: telephone, meeting, face to face, interview, **not** email.

Eg telephone (1) because he needs to find out straight away whether they accept the job offer (1) so he can offer it to someone else if they say no (1).

Unsuccessful candidates

Appropriate methods: letter, meeting, **not** email, **not** telephone.

Eg letter (1), meeting, because he does not need a reply (1) and it is less awkward than speaking to them face to face (1).

Award evaluation if valid even if method is unsuitable.

2

Total for this question: 23 marks

- (a) Identify and explain **one** factor that Jane should take into account when choosing each of the following pieces of furniture and equipment.

Chair

Monitor

Desk

(6 marks)

3 x (1+1) for factor plus explanation.

Eg Chair: must be adjustable (1) so that it gives good back support (1).

Monitor: must not flicker (1) so that it does not strain user's eyes (1).

Desk: must have room underneath for employee to move legs (1) so they do not have to sit in one position for long periods (1).

- (b) Abandon's offices are open plan. State **one** advantage and **one** disadvantage to the staff of Abandon of working in an open plan office. *(2 marks)*

1+1 for advantage and disadvantage.

Advantages: allows employees to help each other, improves atmosphere, builds teamwork, any suitable advantage.

Disadvantages: increases distraction, noisy, coughs and colds more quickly spread, any suitable disadvantage.

- (c) Rock thinks that it is very important to train his new staff in health and safety. Jane suggests three ways he might do this:

- send them on an external training course;
- train them himself in the office;
- give them a health and safety training manual to read.

- (i) Explain how effective you think each of these methods would be in training the new staff in health and safety. *(6 marks)*

3 x (1+1) for evaluation + development.

Answers should relate to the effectiveness of training, not to other factors such as costs.

Eg external training course can be effective because the trainers are experts in their subject (1), but difficult to apply what is learned when back at work (1).

Training them himself could be effective because he will make it relevant to the workplace (1), but he may not have time or expertise to do it properly (1).

Health and safety training manual allows employees to read it at their own pace (1) but it will not specifically relate to the workplace and they may not read it all (1).

(c) (ii) Recommend which method Rock should use. Give reasons why your chosen method is the best. (3 marks)

3 marks for reasoned recommendation. Allow methods not mentioned above. No marks for simply repeating same advantages.

Eg Rock should train the employees himself because he knows what the particular hazards are and he will be able to answer questions (1). It will be cheaper than sending them on an external course (1) and more tailored to his office than a manual (1).

(d) Identify and explain **two** reasons why Rock thinks health and safety in the office are so important. (6 marks)

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

Health and Safety at Work Act (1) gives Rock responsibility to ensure employees' health and safety (1); otherwise he could be prosecuted (1).

If health and safety measures are not in place and an employee becomes ill or injures him/herself as a result (1) they will need time off work (1) and may claim compensation from Abandon (1).

If workers do not feel that Rock cares about their health and safety their morale will suffer (1) and they will not work as effectively (1) leading to poor results for the company (1).

3

Total for this question: 6 marks

- (a) Jane's **annual** salary is £18 000. She also earns overtime for working at weekends. Jane's overtime rate is £20 per hour.

The sheet below shows Jane's overtime claim form for April.

Abandon

Overtime claim form

Name: Jane Pennyworth Staff code: M234 Month: April 2004

Date	Extra hours worked
3 April	3
4 April	2
17 April	4
24 April	4

Calculate Jane's total gross salary **including overtime** for **April**. Show all your workings. (6 marks)

Basic salary = £18 000/12 = £1 500 (2)

Overtime hours = 3 + 2 + 4 + 4 = 13 (1)

Overtime pay = 13 x £20 = £260 (2)

Total gross pay for April = £1 500 + £260 = £1760 (1)

Use own figure rule. Award marks for correct answer even if workings are not shown.

Guide to possible answers:

£18260	4 marks
£260	3 marks
£1760	6 marks

4

Total for this question: 24 marks

- (a) (i) Rock expects to print about 5000 pages each month. Using the advertisement opposite, list the **other information** which you would use in order to calculate the **monthly printing costs** of each type of printer. Include the relevant figures in your answer. (6 marks)

Cost of one ink jet cartridge: £25

Number of pages per cartridge: 2500

Cost of one laser cartridge: £60

Number of pages per cartridge: 10 000

Cost of one drum: £80

Number of pages per drum: 20 000

Allow 1 mark maximum for other running costs eg electricity, maintenance, paper.

- (ii) Calculate the monthly running costs of each type of printer, based on 5000 pages each month. (2 marks)

Inkjet: each page $25.00/2500 = £0.01$ per page = £50 (1) per month.

Laser: each page ink: $£60.00 / 10\ 000 = £0.006$ per page + drum kit $£80.00/20\ 000 = £0.006 + £0.004 = £0.01$ per page = £50 (1) per month.

or

5000 pages = 2 inkjet cartridges = £50 (1).

5000 pages = 0.5 laser cartridges + 0.25 drum kits = £30 + £20 = £50 (1).

Award full marks for correct answers even if workings not shown.

- (b) Identify and explain **one** advantage and **one** disadvantage of a laser printer compared with an inkjet printer. (4 marks)

(1 + 1) for advantage + explanation, (1+1) for disadvantage + explanation.

Eg laser printer is quieter (1) which means it will not disturb people working in office (1).

Laser printed documents do not smudge (1) so less time is consumed waiting for documents to dry or reprinting because they have smudged (1).

Do not allow faster unless qualified.

Laser printer is more expensive to buy (1) therefore less money left to buy other equipment (1).

Colour printing (1) can be achieved more cheaply using an inkjet printer: colour laser printers are very expensive (1).

Use own figure rule with respect to answers to (a) (ii).

(c) Which printer should Rock buy? Explain **two** reasons for your decision. (4 marks)

2 x (1+1) for each reason + development related to context. No marks for simply repeating advantages from (b).

Eg laser printer because it is quieter (1) and Abandon has an open plan office so a noisy printer would affect everyone (1). Although it is more expensive, the quality of text documents is better (1) and since it is required for letters and reports, colour is not required (1).

Inkjet printer because it is cheaper (1) and this will allow Abandon to spend the money on other equipment (1) perhaps buying another printer (1) which will speed up work output (1) because employees will not be waiting for printouts (1).

(d) Rock is considering installing a local area network (LAN) in his office. Evaluate **two** advantages and **two** disadvantages to his business of a LAN. (8 marks)

(1 +1) for each advantage/disadvantage + evaluation.

Advantages: allows users to share expensive peripherals (1): means he will not need to buy as many printers (1).

Allows employees to share files (1), eg a publicity document one employee has started can be completed by another on a different workstation (1).

Allows cheaper workstations to be used (1) so money can be spent on more equipment (1).

Allows files to be backed up in one operation (1) saves time backing up files on each workstation (1).

Disadvantages: cabling for network is expensive (1) may not be worth it in such a small office (1).

If file server is not working, network cannot be used (1) which will prevent work being done (1).

May need to pay a network manager to maintain the network (1) increasing salary costs (1).

Not ‘if one crashes they all crash’, unless clearly relating to the server.

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

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

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 above, decide on the mark to be awarded to the candidate for their quality of written communication including spelling, punctuation and grammar. This mark should be written in the 'QoWC' box on the front of the answer book. Then you should add the question total marks together and add the 'QoWC' mark to give the grand total and enter this in the box for the total mark. The grand total for the whole paper (including 'QoWC') is the mark you should write and encode on the Examiner's Mark Sheet.