

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank

General Certificate of Secondary Education
June 2004



**BUSINESS AND COMMUNICATION SYSTEMS 3126/1H
HIGHER TIER
Paper 1**

Monday 24 May 2004 1.30 pm to 2.30 pm

H

No additional materials are required.
You may use a calculator.

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 in the spaces provided. If you wish to extend any answer, additional space is provided on page 16.
- Do all rough work in the question paper. Cross through any work you do not want marked.

Information

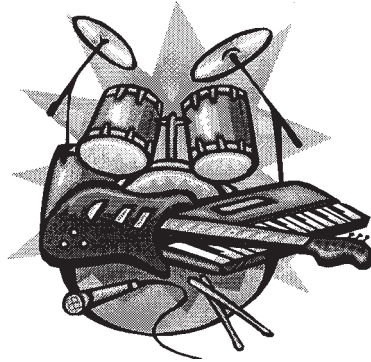
- The maximum mark for this paper is 80.
- Mark allocations are shown in brackets.
- You will be awarded up to 5 marks for the quality of your written communication including accurate spelling, punctuation and grammar.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
3			
4			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

NO QUESTIONS APPEAR ON THIS PAGE

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

SCENARIO



Abandon

Abandon is a business which arranges concerts for pop groups in return for a percentage of the takings. Rock Boatman is the manager. He contacts the owners of suitable venues, such as theatres, town halls and arenas, arranges all the details of the concerts and publicises them.

Rock employs only one other person, his assistant, Jane Pennyworth.

TURN OVER FOR QUESTION 1

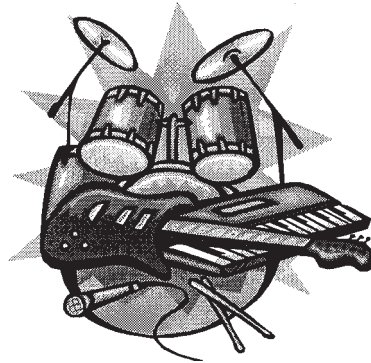
Turn over ►

1

Total for this question: 22 marks

Rock Boatman, the Manager of Abandon, has decided to take on two more assistants so that his company can make publicity materials for concerts. At the moment, he pays other companies to make them. The assistants will use desktop publishing (DTP) software to produce the leaflets, posters and tickets for concerts.

Rock places the following advertisement in the local press.



Abandon

The leading pop agency
requires two

Publicity Assistants
to work 37 hours a week
4 weeks holiday per year

Salary £15 000 pa plus fringe benefits

Must be experienced in producing quality marketing materials
using desktop publishing software

Send for an application form and further details to
Rock Boatman
18 Hartman Street
Newtown
NT2 3UP

- (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.

Item 1.....

Reason

.....

.....

.....

.....

Item 2.....

Reason

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(6 marks)

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

1

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2

.....

(2 marks)

- (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.

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(2 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

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

Step 1

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Step 2

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Step 3

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(6 marks)

- (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.

- (i) Successful applicants

Method

Reasons

.....

(3 marks)

- (ii) Unsuccessful applicants

Method

Reasons

.....

(3 marks)

TURN OVER FOR THE NEXT QUESTION

Turn over ►

2

Total for this question: 23 marks

Rock asks Jane, his assistant, to order the furniture and equipment for the new members of staff. She must make sure that each employee’s workstation is ergonomically designed.

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

Chair

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.....

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Monitor

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Desk.....

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(6 marks)

- (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.

Advantage.....

.....

Disadvantage

.....

(2 marks)

(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.

External training course

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.....

.....

Training them himself.....

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Training manual

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(6 marks)

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

Method

Reasons

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(3 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

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

Reason 1

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Reason 2

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(6 marks)

4

Total for this question: 24 marks

Rock needs another printer for the office, to be used for letters and reports. He is considering whether to buy a laser printer, or a cheaper inkjet printer.

- (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.

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(6 marks)

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

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(2 marks)

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£81.07

Spares

Cartridges £25 (print approximately 2500 pages each)



Laser Printer

Up to 12 pages per minute high resolution printing from this black and white laser printer. Sale price £199.99

Spares

Toner cartridges £60 each (print approximately 10000 pages each)
Drum kits £80 (last approximately 20000 pages each)



Scanner

Scan photos, text, graphics with this 1200 dpi scanner for only £111.62



Loudspeakers

Powerful stereo speakers for your PC

Only £66.97

QUESTION 4 CONTINUES ON THE NEXT PAGE

Turn over ►

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

Advantage.....
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.....

Disadvantage
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(4 marks)

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

Printer

Reason 1
.....
.....
.....

Reason 2
.....
.....
.....

(4 marks)

(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.

Advantage 1.....
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.....

Advantage 2.....
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Disadvantage 1.....
.....
.....
.....

Disadvantage 2.....
.....
.....
.....

(8 marks)

END OF QUESTIONS

24

