



General Certificate of Secondary Education

Business & Communication Systems 3126

3126/1H Paper 1 Higher Tier

Mark Scheme

2005 examination – June series

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.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

1

Total for this question: 13 marks

(a) Laura often uses voicemail and email. Identify **two** advantages of each.

(i) Voicemail (2 marks)

Any two from: messages can be left if person unavailable, person can replay message to check information, useful if time zones or working hours are different, message can be kept to refer to again, any two valid advantages (1 + 1).

Accept advantages to sender or receiver.

(ii) Email (2 marks)

Any two from: messages can be sent at any time, both sender and recipient can keep a copy for reference; message received almost immediately, any two valid advantages (1 + 1).

(b) Laura often has to travel to places that would be of interest to her customers in order to collect information for a new brochure.

Explain how each of the items below would be useful to Laura when she is travelling.

(i) Digital camera (3 marks)

3 marks for each item: 1+1 for suitable examples of how it might be used or benefits of the use, +1 if use is in context of *Going Away*.

Digital camera: can be used to photograph holiday destinations (1 + 1) which can then be emailed back to the office (+1).

(ii) Mobile telephone (3 marks)

Mobile telephone: used to keep in touch with the office while on the move (1) so Laura can answer any questions her employees may have (1) and pass on up-to-date information about holiday destinations (1).

(iii) Laptop computer (3 marks)

Laptop computer: Laura can use it to keep in touch with the office by email (1) perhaps sending information for the brochure (1) which will mean they will have the information before she gets back (1).

2

Total for this question: 34 marks

- (a) *Going Away* is very busy on Saturdays and Laura has decided to advertise for an additional travel consultant to work on Saturdays only.

Laura has considered advertising the job in the following ways:

- local newspaper;
- internal staff noticeboard;
- *Going Away's* shop window.

Explain why you think she might have chosen each of these.

- (i) Local newspaper

(3 marks)

1 mark for reason, +1 +1 for development in the context of *Going Away*. Eg local newspaper: reaches a wide selection of local people (1), suitable since travel consultant would not be expected to travel very far to work (1) and people looking for work are likely to look there (1).

- (ii) Internal staff noticeboard

(3 marks)

1 mark for reason, + 1 +1 for development in the context of *Going Away*. Eg noticeboard: free to advertise (1), existing employees might know someone interested eg their children (1), applicants would therefore come with a recommendation (1).

Not internal recruitment.

- (iii) *Going Away's* shop window

(3 marks)

1 mark for reason, +1 +1 for development in the context of *Going Away*. Eg shop window: free to advertise (1) likely to be seen by passers by (1) especially those interested in travel/available on a Saturday (1).

- (b) List **two** pieces of information that would be included in a person specification. (2 marks)

Any two from: physical characteristics, previous experience, qualifications, skills, personal qualities (1 + 1).

- (c) Laura has asked applicants to complete an application form when replying to the advertisement.

Explain **two** advantages and **one** disadvantage to Laura of an application form compared with a curriculum vitae (CV). (6 marks)

(1 + 1) x 2 for advantages, + (1+ 1) for disadvantage. Eg application form asks for information Laura needs to know (1) so she does not have to waste time reading irrelevant information (1), application forms will be set out in same order (1) making it easier to compare candidates (1) application forms have to be printed (1) costing *Going Away* money (1).

Or

application forms have to be posted out to applicants (1) meaning it will take longer before she starts to receive the applications (1).

(d) Laura wants to make sure that all new employees are given induction training.

(i) Why is induction training given? (1 mark)

To help new employees to settle in (or any similar valid answer).

(ii) State **three** items of information which induction training might include. (3 marks)

Induction not job specific.

Any three from: Health and Safety, Dress Code, Company History, Company organisation, Aims and objectives, Layout of building, Company policy or any other valid points (1 + 1 + 1).

No marks for points already awarded in (d)(i).

(iii) Using your answers in (ii) above, identify, with reasons, **three** different methods of communicating this information to new employees. (6 marks)

(1 mark for valid method + 1 for reason) x 3 method must be suitable for piece of information given. Eg lecture/presentation (1) because visual aids can be used, aiding understanding (1). Organisation chart (1) employees can refer back to it (1), written manual (1) this can include diagrams to aid understanding (1). Video/CD/multimedia presentation (1) visual images combined with sound make material easier to remember (1).

Must be reasons for the method not the item.

(e) Laura is very keen to ensure that all her employees know about the Data Protection Act.

State **three** requirements of the Act. (3 marks)

Any three of the following (allow reasonable interpretations):

- organisations using personal data must register with the Data Protection Registrar;
- organisations using personal data must allow subjects access to data held about them.

Personal data must be:

- fairly and lawfully processed;
- processed for limited purposes;
- adequate, relevant and not excessive;
- accurate;
- not kept for longer than is necessary;
- processed in line with the data subjects' rights;
- kept secure; and,
- not transferred to countries without adequate protection.

(f) State **three** ways in which Laura can make sure that customer data are kept secure. (3 marks)

1 mark each for any valid methods of security, either physical or software, maximum three marks eg

Password protection (1)

Make regular back-ups (1)

Train staff to log off when not using machines (1)

Install adequate locks (1)

Install a firewall (1)

Use anti-virus software (1)

(g) Employees at *Going Away* receive on-the-job training. Define on-the-job training. (1 mark)

1 mark for a valid definition, eg learning the knowledge/skills needed while actually doing the work (1).

Definition, not example.

Not 'training at the workplace'.

3

Total for this question: 6 marks

(a) Teleworking means working away from the office, using telecommunications to link to the workplace computer network from a computer at home.

Recommend, with reasons, whether or not teleworking would be suitable for the travel consultants at *Going Away*. (4 marks)

Four marks for a fully justified answer in the context of *Going Away*.

Eg teleworking would not be suitable because customers come into the travel agency and need to speak to consultants face to face (1). Laura aims to provide a high level of personal service, which customers would not get over the telephone (1). If the consultants were working from home, there would be no one in the shop to deal with customers who come into the shop (1) and so *Going Away* would lose customers (1).

Or

Teleworking is suitable because customers can book over the telephone from the comfort of their own home (1). Consultants could access the bookings database via the telecommunications links (1) and Laura would not need to pay the costs of running a shop (1) therefore increasing her profits (1).

Allow answers which consider both sides of the argument.

(b) Employees at *Going Away* use computer monitors.

State **two** actions that Laura must take to meet health and safety regulations because of this use of computer monitors. (2 marks)

Any two valid points, eg ensure workers take regular breaks, arrange for eye tests, ensure workstations meet requirements eg adjustable screens (award marks for specific examples), identify risks, make all reasonable efforts to reduce risks (1 + 1).

4

Total for this question: 22 marks

(a) *Going Away* is also a local agent for bus companies. A customer needs advice on her journey to work.

- She will have to travel from Gloucester to Cheltenham by bus.
- She needs to arrive at work by 0835.
- It will take her 20 minutes to walk from the bus stop to work.
- She has a budget of £3.25 return each day.

Using the information above, explain how suitable **each** bus company would be for this customer. (6 marks)

(1 + 1) x 3 for selecting relevant information about each bus company and relating it to customer's requirements.

Big Bus Co: there is a bus (at 7.40) which arrives at 8.15, giving the customer 20 minutes to walk to work (1). The cost is £3.10 return, which is within her budget (1).

Mega Rider: the 7.35 bus arrives in plenty time for her to walk to work (1), and costs £3.25 return, which is within her budget (1).

A1 Buses and Coaches: she would be able to get to work on time by catching the 8.00 bus, (1) but at £4.95 return this is outside her budget (1).

(b) The travel consultants at *Going Away* receive a salary plus commission based on the value of the holidays that they sell.

They are paid:

- 12% of the value of sales up to £9500, plus;
- 15% of the value of sales above £9500.

The table below shows the sales made by two of the travel consultants, Nisha and Simon, in 2004.

	Nisha Patel	Simon Paine
Jan-Mar	£6 000	£8 500
Apr-Jun	£3 500	£7 000
July-Sept	£9 500	£12 000
Oct-Dec	£2 400	£5 000

Calculate the commission earned by Nisha and Simon for the **first six months** of 2004. Show your workings. (12 marks)

Own figure rule applies throughout, ie do not penalise a candidate more than once for an error in calculation – if method is correct but uses an incorrect figure due to earlier miscalculation, award mark.

Quick answers:

Nisha: £1140 (6 marks)

Simon £1860 or £2040 (6 marks) £2325 (4 marks)

Possible solutions:

A	Nisha	Jan-Mar	$£6000 (1) \times 12\% (1) =$	$£720 (1)$	(3 for correct answer)
		Apr-Jun	$£3500 (1) \times 12\% =$	$£420 (1)$	(2 for correct answer)
		Total		$£1140 (1)$	(6 for correct answer)
	Simon	Jan-Mar	$£8500 (1) \times 12\% (1) =$	$£1020 (1)$	(3 for correct answer)
		Apr-Jun	$£7000 (1) \times 12\% =$	$£840 (1)$	(2 for correct answer)
		Total		$£1860 (1)$	(6 for correct answer)

OR

B	Nisha	Jan-Mar	$£6000 (1)$		
		Apr-Jun	$£3500(1)$		
		Total	$£9500(1)$	(3 for correct answer)	
			$\times 12\% (1)$		
			$£1140 (2)$	(6 for correct answer)	
	Simon	Jan-Mar	$£8500(1)$		
		Apr-Jun	$£7000(1)$		
		Total	$£15500(1)$	(3 for correct answer)	
			$\times 12\% (1)$		
			$£1860 (2)$	(6 for correct answer)	

OR

C	Nisha as for solution A or B				
	Simon	Jan-Mar	$£8500 (1)$		
		Apr-Jun	$£7000 (1)$		
		Total	$£15500 (1)$	(3 for correct answer)	
		$£9500 \times 12\% =$	$£1140 (1)$	(3 marks only if not already given for Nisha)	
		$£6000(1) \times 15\% =$	$£900 (1)$	(2 for correct answer)	
	Total	$£2040 (1)$	(6 for correct answer)		

(c) List four ways in which a person's employment may be terminated. (4 marks)
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1 each for retirement, dismissal, resignation, redundancy, death, contract comes to an end (1 x 4).
Not reasons for dismissal.

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.