

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2005



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

Monday 23 May 2005 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.
- 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			

SCENARIO

Going Away is a small travel agency in a medium sized town. In the past, it mostly sold package holidays. However, sales have been falling steadily. Many people now want to put their own holiday together. They use a travel agent to find and book flights, hotels and excursions from different operators.

Laura Andrews has recently bought the business. She wants to increase sales by offering a high level of personal service. This will also need a far greater use of ICT.

There are five full-time travel consultants who look after the customers.

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

1

Total for this question: 13 marks

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

(i) Voicemail

1

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2

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(2 marks)

(ii) Email

1

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2

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(2 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

- (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

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.....
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(3 marks)

- (ii) Mobile telephone

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(3 marks)

- (iii) Laptop computer

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.....
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(3 marks)

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

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(3 marks)

(ii) Internal staff noticeboard

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(3 marks)

(iii) *Going Away's* shop window

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(3 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

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

1

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2

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(2 marks)

(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).

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(6 marks)

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

(i) Why is induction training given?

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(1 mark)

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

1
.....
2
.....
3
.....
(3 marks)

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

Method 1
Reason
.....
.....
Method 2
Reason
.....
.....
Method 3
Reason
.....
.....
(6 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

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

State **three** requirements of the Act.

- 1
-
- 2
-
- 3
-

(3 marks)

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

- 1
-
- 2
-
- 3
-

(3 marks)

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

-
-

(1 mark)

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*.

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(4 marks)

- (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.

1

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2

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(2 marks)

6

TURN OVER FOR THE NEXT QUESTION

Turn over ►

(c) List **four** ways in which a person's employment may be terminated.

- 1
-
- 2
-
- 3
-
- 4
-

(4 marks)

22

END OF QUESTIONS