

General Certificate of Secondary Education
June 2005



BUSINESS AND COMMUNICATION SYSTEMS 3126/2H
HIGHER TIER
Paper 2
Controlled Test

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To be conducted between Monday 16 May 2005 and Friday 20 May 2005
(To be distributed to candidates at the start of the test)

In addition to this paper you will require:

- appropriate computer hardware and software;
- a stationery folder;
- 14 sheets of A4 plain paper.

You may use a dictionary and a calculator.

Time allowed: 2 hours

Instructions

- You are to attempt **all** five tasks.
- You should put your Centre Number and Candidate Number (as shown on your Statement of Entry) at the top of every task **before** printing.
- You should complete the front of the stationery folder.

Information

- The Examining Body for this Paper is AQA. The *Paper Reference* is 3126/2H.
- This paper consists of the following tasks:

Task One	Flyer	<i>(21 marks)</i>
Task Two	Letter composition	<i>(15 marks)</i>
Task Three	Database	<i>(11 marks)</i>
Task Four	Writing a report	<i>(33 marks)</i>
Task Five	Spreadsheet	<i>(20 marks)</i>

- The maximum mark for this paper is 100.
- Mark allocations are shown in brackets.
- You will be awarded marks for the quality of your written communication, including accurate spelling, punctuation and grammar.
- If required, printing may be carried out after the two hours allocated for the paper have expired.
- You will be told the arrangements for printing at your Centre.
- No alterations to the text or layout may be made after the two hours have expired.
- You may ask for more plain paper if you require it.

Advice

- You are advised to spend five minutes reading the whole paper before you start work.

Attempt **all** five tasks.

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.

Task One – Flyer**Total for this task: 21 marks**

Going Away organises an annual holiday exhibition which is advertised by a flyer. It is important that this catches people's attention and persuades them to attend the exhibition.

A draft of the flyer has already been created and Laura Andrews has asked you to correct it and comment upon it.

- (a) Recall the word processing file **EXHIBITION** which is the draft of the flyer.
- (i) Correct all errors. *(4 marks)*
 - (ii) Emphasise **two** key points of the flyer by using borders and shading. *(4 marks)*
 - (iii) Insert a piece of clip art to **illustrate** the information. *(1 mark)*
 - (iv) Wrap the text of the flyer around the clip art. *(2 marks)*
 - (v) Save and print the flyer.
 - (vi) Change the position and size of the clip art. *(2 marks)*
 - (vii) Make **two** other changes to improve the effectiveness of the flyer. *(4 marks)*
 - (viii) Save the edited flyer as **EXHIBITION2** and print it.
- (b) You have been asked to compose a note to Laura commenting on some of the changes that you have made to the flyer.

Create a new word processing file.

- (i) State the changes that you have made in question (a) (vii) above. Explain **two** ways in which these changes will improve the effectiveness of your flyer. *(4 marks)*
- (ii) Save the note as **GOINGAWAY** and print it.

TURN OVER FOR THE NEXT TASK

Turn over ►

Task Two – Letter composition**Total for this task: 15 marks**

Going Away hopes that visitors to the holiday exhibition will book their holidays with them. Most new customers start by making an enquiry. *Going Away* has an enquiry form which its travel consultants complete.

A copy of a recent enquiry is shown below.

Going Away		Enquiry Form
Date 14-05-05	Time 1.45 pm	Consultant Nicola Brooks
Name Mrs A Fisher	Address 13 Hollywell Road Yalding Somerset TN31 9LQ	
Age 58		
Details <i>Request for details of the cost of a flight for one adult, in June, from London (Heathrow) to Los Angeles.</i> <i>Would like a cheap, direct flight.</i>		

Nicola Brooks, a travel consultant, has come up with the following details of possible flights:

- Air USA to Los Angeles – direct: £497
- British Airtours to Los Angeles – direct: £503
- West Coast Airlines to San Francisco – direct: £491
- Air Columbus to Los Angeles – change in New York: £375

Recall the word processing file **LETTER**, which is *Going Away's* letterhead. Use it to compose a letter from Nicola to Mrs Fisher in answer to her enquiry.

- Set the letter out correctly using fully blocked style and open punctuation, including all the parts of a letter in the correct places. (10 marks)
- Thank her for her enquiry. (1 mark)
- Select a flight and state why it is likely to meet her needs. (3 marks)
- Ask her to contact you if she wishes to go ahead. (1 mark)
- Save and print the file.

Task Three – Database**Total for this task: 11 marks**

Going Away keeps a database of bookings. This stores basic information about the holidays chosen by the customers. When a booking is made, a new record is created.

- (a) Recall the database file **HOLIDAYS**.

The following field headings are used:

ID	A unique number to identify each booking
Title	Customer title: Mr, Mrs, etc
Initial	Customer's initial
Name	Customer's surname
Age	Customer's age in years
Destination	The name of the main centre that the customer is going to visit
Month	The month in which the holiday begins
Hol type	The type of holiday the customer is taking

The **Hol type** field is coded as follows:

CR	Cruise
CB	City break
BH	Beach holiday
AC	Activity holiday
FL	Flight

- (b) Mrs Fisher's enquiry, opposite, has now become a firm booking. Add her data to the **HOLIDAYS** database file as the next entry. *(2 marks)*
- (c) Sort the database by **descending** order of age within holiday type. *(3 marks)*
- (d) Print the file.
- (e) Search the database to find all the customers who have booked a beach holiday and are aged between 20 and 40. *(2 marks)*
- (f) Print the results of your search, showing only the **Title**, **Initial**, **Name**, **Age** and **Hol type** fields. Your print should have a title and should show the field headings. *(4 marks)*

TURN OVER FOR THE NEXT TASK

Turn over ►

Task Four – Writing a report**Total for this task: 33 marks**

The **HOLIDAYS** database file used in **Task Three** is a valuable source of information. It is hardly being used at the moment.

- (a) Create a new word processing file and use it to write a report to Laura. This should include:
- a main title that is emphasised and centred;
 - a left aligned sub-heading for each section. (4 marks)
- (b) Explain why it is important to have a unique booking ID. Use an example from the **HOLIDAYS** database file to support your answer. (4 marks)
- (c) At the moment, customers' addresses are stored only on the enquiry forms (see page 4). Laura wants to be able to create address labels by mail-merging from a table storing these data.
- (i) List the headings that you would use to store the data needed for the mail merge. Each heading should be bullet pointed. (4 marks)
 - (ii) Explain why the data must be divided up into fields or columns before they can be mail-merged. Use an example from your list in (i) above to support your answer. (3 marks)
 - (iii) Explain **one** advantage of creating labels by using mail merge. (2 marks)
- (d) Laura has asked whether it is possible to use the database to identify patterns in holiday bookings. Use the information in the **HOLIDAYS** database file to answer the following:
- (i) Does one type of holiday appeal most to any one age group? Explain your answer. (4 marks)
 - (ii) Comment on the time of year when customers go on holiday. (3 marks)
- (e) The data in the **HOLIDAYS** database file might have more uses.
- (i) Describe another way in which *Going Away* could use the data. (2 marks)
 - (ii) Explain **one** advantage to *Going Away* of using the data in this way. (3 marks)
- (f) Fully justify the body text of the report. (1 mark)
- (g) You will be awarded up to three marks for accurate spelling, punctuation and grammar and the correct use of specialist terms. (3 marks)
- (h) Save your report as **REPORT** and print it.

Task Five – Spreadsheet**Total for this task: 20 marks**

Some of *Going Away's* customers book complicated holidays. Mr and Mrs Barton's holiday to Australia was made up of a number of parts.

The cost of each part of the holiday to *Going Away* is shown in the table below. The amounts are in pounds.

One night at a hotel near Heathrow airport	55
Return flights to Australia	950
A cruise along the east coast of Australia	800
A two-week rail pass for Australian national railways	350
A river cruise	800
Ten nights accommodation at a number of hotels in Australia	900

- (a) Create a spreadsheet to store and present the information detailed above.
- (i) Give the table a title. (1 mark)
 - (ii) Give each column a heading. (3 marks)
- (b) Enter the data from the table above. (3 marks)
- (c) Use another row to display the total cost of this holiday to *Going Away*.
- (i) Give the row a heading. (2 marks)
 - (ii) Use a formula to calculate the total cost. (1 mark)
- (d) *Going Away's* income comes from adding an extra 10% on top of the price it pays for each part of the holiday. This is *Going Away's* mark-up. In the next column, use formulae to calculate the mark-up for each part of the holiday. Give the column a heading. (4 marks)
- (e) Format **all** prices as currency to two decimal places showing the £ sign. (3 marks)
- (f) Save your spreadsheet as **COST**.
- (i) Print a copy of the spreadsheet showing the figures.
 - (ii) Print a second copy showing the formulae. This copy should be in landscape orientation on **one** sheet. (3 marks)

END OF TASKS

THERE ARE NO TASKS PRINTED ON THIS PAGE