



## General Certificate of Secondary Education

# Business & Communication Systems 3126

*3126/1H Paper 1 Higher Tier*

## Mark Scheme

*2006 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.

## Paper 1 Higher Tier 3126/1H

1

**Total for this question: 12 marks**

- (a) Explain **two** possible problems which could be caused by incorrect data being entered into the database. (4 marks)

(1 + 1) x 2 for statement of problems plus development in context, eg

Special offers sent to the wrong address (1), waste of money/bad for reputation of *Surf and Sail* (1).

Record could show that a customer has paid when they have not (1), lose money by not requesting payment from customer (1).

Record might show customer has not paid when they have (1), customer might receive bill, bad customer relations (1).

- (b) Explain **two** reasons why Beth should keep her customer data confidential. (4 marks)

(1 + 1) x 2 for reason plus development, eg

Data Protection Act (1) makes it a legal requirement, could be prosecuted otherwise (1) customers will not be happy to give their information (1) if they are afraid it may fall into unauthorised hands (1).

- (c) Beth has been advised to back up her data. Explain what is meant by ‘back up’. (1 mark)

Any valid answer incorporating the idea of a copy of the data (1) – award marks for definition, not answers to (d).

- (d) Explain **one** reason why it is important for Beth to back up her data. (2 marks)

1 + 1 for reason + development, eg

So that if there is a virus which destroys her data (1), she will not have to spend time re-inputting the data (1).

She might lose the data due to disk failure (1) and she would no longer be able to contact her customers (1).

- (e) Name a suitable **storage device** which Beth could use to back up her customer database. (1 mark)

Any suitable device, eg tape streamer, CD-writer/drive (**NOT CDROM**), spare hard disk drive, floppy disk drive, Zip drive, DVD writer/driver, memory stick, pen drive, USB pen/key, flash drive/pen/key. No marks for **medium** (eg disk), only **device** (ie drive).

2

**Total for this question: 20 marks**

(a) Explain why it was important for Beth to write a job description and a person specification. *(4 marks)*

(1 x 4) for any valid point, but max of 2 for unexplained points, eg

So she knows what to put in the job advert (1) so is more likely to get suitable applicants (1).

So she has clear criteria for selecting candidates (1) and is not swayed by personal prejudice (1).

So that applicants can see if they are suitable (1) to save Beth from receiving unsuitable applications (1).

(b) List **three** pieces of information which the job description would contain. *(3 marks)*

(3 x 1) Any 3 from:

Job title

Location

Description of tasks/duties

Responsible for

Reports to

Working conditions (hours, holidays, wages/salary, pensions) – only once

How success will be measured

Company name

(c) Beth produced a rough draft of a job advertisement. In it, she stated that a man was required for the job. Which law would Beth have broken if she had placed this advertisement in the newspaper? *(1 mark)*

Sex Discrimination Act (1).

(d) Use the information in the person specification and the table opposite to explain how suitable **each** applicant would be for the post of Branch Manager. (12 marks)

4 x (1 + 1 + 1) for selecting information from the table and matching it with requirements of person specification, eg

Joan: not suitable (1). No experience so may lack business and leadership skills (1) but has A level in ICT which means that she has the desirable ICT skills (1) and enjoys windsurfing (1).

Bob: suitable (1). Has done the job before so has the business and management skills (1), also has GCSE ICT so has the ICT skills (1) and has managed a windsurfing school before so knows about windsurfing (1).

Sunita: suitable (1). Has a degree in Business Studies and has been a retail manager which means she probably has the business and management skills (1) her hobby of website design shows she has ICT skills (1) no ability to windsurf (1).

Greg: not suitable (1). Has experience of teaching windsurfing so has the desirable skill (1) but there is no evidence of any management or business skills (1) and he has no GCSEs so may not be able to communicate or use a computer (1). Greg would know about *Surf and Sail* as he has worked there (1).

### MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION

<b>High Performance</b>	Candidates spell, punctuate and use the rules of grammar with almost faultless accuracy; they use specialist terms adeptly and with precision.	<b>3 marks</b>
<b>Intermediate Performance</b>	Candidates spell, punctuate and use the rules of grammar with considerable accuracy; they use specialist terms with facility.	<b>2 marks</b>
<b>Threshold Performance</b>	Candidates spell, punctuate and use the rules of grammar with reasonable accuracy; they use specialist terms appropriately.	<b>1 mark</b>
<b>Below Threshold Performance</b>		<b>0 marks</b>

3

**Total for this question: 16 marks**

(a) Calculate the Branch Manager's total gross salary for 2005. Show your workings. *(5 marks)*

Bonus: £8 000 (1) / £2 000 (1) = 4  
 4 x (1) £200 (1) = £800 (OFR)  
 £18 000 (1) + £800 = £18 800 (OFR)

5 marks for correct answer

(b) Explain **two** advantages to Beth of using performance-related pay for her Branch Manager. *(4 marks)*

(1 + 1) x 2 for advantage plus explanation, eg

Branch manager has more incentive to ensure branch makes a profit (1) because he will get more pay (1).

Beth will only have to pay a higher salary if profits are good (1) therefore helping cash flow (1).

(c) Explain, with an example, the difference between gross pay and net pay. *(3 marks)*

1 + 1 for explanation + 1 for example, eg gross pay is the total salary (1) net pay is gross pay less deductions (take-home pay) (1) such as tax, national insurance (1).

The example could be a calculation.

(d) The instructors who work at the windsurfing school are paid by the hour. Explain **one** advantage and **one** disadvantage to employers of paying their employees by the hour. *(4 marks)*

(1 + 1) x 2 for advantage/disadvantage + explanation, eg

Advantages

Employers do not have to pay workers as much when there is less work to be done (1), so their total wage bill is lower when their income is lower (1).

More flexible method of payment (1), suitable to jobs where the amount of hours needed varies (1).

Disadvantages

Employers will have to carry out calculations every month to work out how much their wage bill will be (1) taking time which they could be using for the business (1).

Encourages workers to work more slowly (1) because they will earn more by taking longer over the job (1).

4

**Total for this question: 16 marks**

(a) Explain **one** reason why an agenda should be sent out before a meeting. (2 marks)

1 + 1 for reason + development, eg

So that people going to the meeting know what is to be discussed (1) and can bring any relevant paperwork (1).

(b) Name **three** items which normally appear on an agenda. (3 marks)

1 x 3 for any three from:

Date, time and place of meeting (only once)

Apologies for absence

Minutes of previous meeting

Matters arising (from minutes)

Business of the meeting (can be an item)

Reports

Correspondence

Any other business

Date and time of next meeting (only once)

(c) After the meeting, Beth receives a copy of the minutes.

Explain **one** reason why it is important to have accurate minutes of a meeting. (2 marks)

1 + 1 for reason plus development, eg so that people have a record of what was decided (1), to prevent misunderstandings/arguments (1).

So that anyone who was unable to attend the meeting (1) can find out what was discussed and decided (1) in case they have to take any action (1).

- (d) (i) Beth has been asked to give a talk at the next meeting about her new windsurfing school. She intends to use presentation software to help her to prepare and give her talk.

List **three** features of presentation software which will be useful to Beth in preparing and giving her talk.

(3 marks)

1 x 3 for any valid features, eg

outliner function  
transitions  
animation  
sounds  
templates  
video  
backgrounds  
slides  
insertion of graphs and images  
timings  
bullet points  
tables  
handouts

Any valid feature of presentation software.

Do not accept colour on its own.

- (d) (ii) Explain how **each** of the features that you have listed in (d)(i) above will help Beth to give an effective presentation. (6 marks)

(1 + 1) x 3 for explanation + development of each feature used. Award any valid points, even if not awarded above, eg

Outliner function: allows Beth to plan the structure of her talk (1) so she can ensure the talk is in a logical order and covers all the key points (1).

Animation: so Beth can bring her points onto the slides one at a time (1) so audience can listen to what she has to say about each point before seeing the next one (1).

Templates: so Beth can choose a suitable colour and style for the background (1) to give a professional appearance to the slides (1).

Insertion of graphs and images: so she can insert relevant illustrations, eg graphs of sales figures (1) to make her information easier to understand (1).

Pictures/sound could enable Beth to communicate her message to those with a hearing/visual impairment (1) so that her presentation is more accessible (1).

5

**Total for this question: 4 marks**

- (a) Beth is considering linking the two branches using a wide area network.  
Explain **two** advantages to the branches of being linked together in this way.

*(4 marks)*

(1 + 1) x 2 for any valid advantage + explanation, eg

Information can be shared between stores easily (1), eg publicity material can be produced in one store and printed out in the other (1).

If one branch is out of stock of a product which a customer requires, the assistant can check whether the other branch has it in stock (1) without requiring anyone to answer the telephone (1).



**6****Total for this question: 7 marks**

(a) What was the total income from both branches in June?

*(1 mark)*

£15 000 (1)

(b) Explain **two** conclusions that Beth can draw about her business from looking at this chart.*(6 marks)*

(1 + 1 + 1) x 2 for any valid conclusions with development, eg

Beth's income is highest in summer and lowest in winter (1) which means she might have cash flow problems in the winter (1) because she still has bills to pay and very little income (1).

After a slow start (1), branch 2 has grown in popularity (1). This might mean that branch 2 will be the more successful branch in future (1).

### **MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION**

**Intermediate Performance**

Candidates spell, punctuate and use the rules of grammar with considerable accuracy; they use specialist terms with facility.

**2 marks****Threshold Performance**

Candidates spell, punctuate and use the rules of grammar with reasonable accuracy; they use specialist terms appropriately.

**1 mark****Below Threshold Performance****0 marks**