

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2006



BUSINESS AND COMMUNICATION SYSTEMS
Paper 1
Higher Tier

3126/1H
H

Monday 22 May 2006 9.00 am to 10.00 am

You will need no other materials.
You may use a calculator.

Time allowed: 1 hour

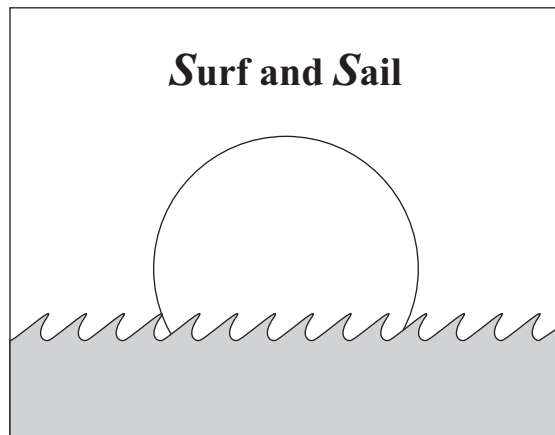
Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want marked.
- If you need additional space, you should continue your answers at the end of this book, indicating clearly which question you are answering.

Information

- The maximum mark for this paper is 80.
5 of these marks are for the Quality of Written Communication.
- The marks for questions are shown in brackets.

For Examiner's Use			
Number	Mark	Number	Mark
1		5	
2		6	
3			
4			
Total (Column 1) →			
Total (Column 2) →			
Quality of Written Communication			
TOTAL			
Examiner's Initials			

SCENARIO

Beth Watson started off in business by opening *Surf and Sail* which is a shop selling surfing gear, eg clothes and surfboards. The shop made very little profit so she had to think of other things that she could do.

Near the shop is a large sandy beach. Beth decided to open a windsurfing school which has been very successful. She now employs two people in the shop and five more to give lessons.

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

Total for this question: 12 marks

1 Beth keeps customers' names and addresses in a database. She uses this to tell customers about special offers and to keep track of who has paid for their lessons.

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

1

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2

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(4 marks)

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

1

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2

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(4 marks)

Question 1 continues on the next page

Turn over ►

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

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(1 mark)

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

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(2 marks)

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

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(1 mark)

12

Total for this question: 20 marks

- 2 Beth’s windsurfing school was so successful that she decided to open another branch 50 miles away.

Beth needed to recruit staff for the new branch. First, she wrote a job description and a person specification for each job.

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

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(4 marks)

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

1

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2

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3

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(3 marks)

Question 2 continues on the next page

Turn over ►

- (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?

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(1 mark)

- (d) The following essential and desirable skills were included in the person specification for the manager of the new branch.

Essential skills

- Business planning
- Leadership skills
- Organisational skills
- Communication skills

Desirable skills

- Windsurfing
- Ability to use word processing, database and spreadsheet software

Beth received a number of applications for the post of Branch Manager and shortlisted these to four. The table below shows details from their applications.

Name	Qualifications	Experience	Hobbies
Joan Murphy	A levels in Maths, ICT and French	None: has just left college	Windsurfing, cycling
Bob Evans	5 GCSEs including English, Maths and ICT	5 years as Assistant Manager of a windsurfing school	Home improvements, crossword puzzles
Sunita Kaur	Degree in Business Studies	3 years as Manager of a clothes shop	Designing websites, going to nightclubs
Greg McAllister	None	2 years as a Windsurfing Instructor for <i>Surf and Sail</i>	Windsurfing

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.

Joan

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Bob

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Sunita.....

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Greg.....

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(12 marks)

Turn over ▶

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

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(3 marks)

(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.

Advantage.....

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Disadvantage

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(4 marks)

Turn over for the next question

Turn over ▶

Total for this question: 16 marks

4 Beth attends meetings of the British Windsurfing Association. Before each meeting, she receives an agenda.

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

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(2 marks)

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

1

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2

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3

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(3 marks)

(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.

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(2 marks)

- (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.

1.....

 2.....

 3.....

(3 marks)

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

1.....

 2.....

 3.....

(6 marks)

Total for this question: 4 marks

5 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.

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(4 marks)

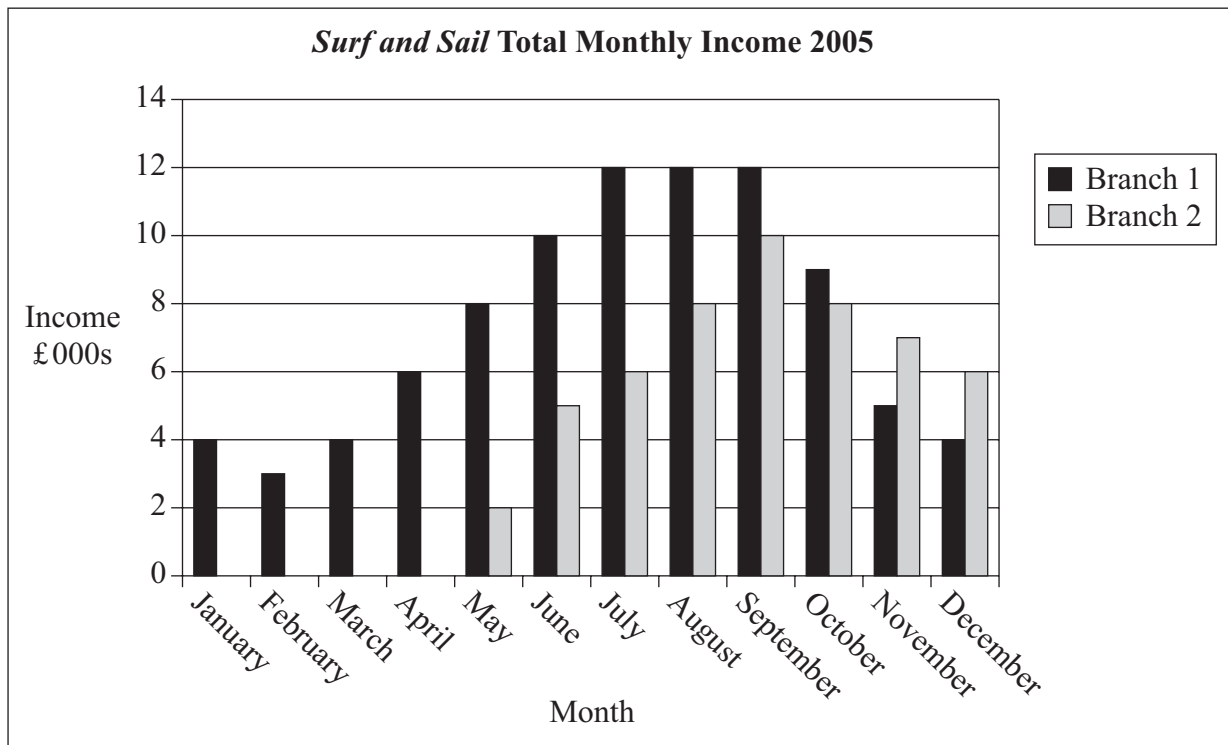
4

Turn over for the next question

Turn over ►

Total for this question: 7 marks

- 6 The chart below shows the total monthly income in 2005 for the two branches of *Surf and Sail*.



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

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(1 mark)

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

1

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2

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(6 marks)

7

END OF QUESTIONS

Turn over ►

