



## **General Certificate of Secondary Education**

# **Business & Communication Systems 3126**

## **Paper 1 Higher Tier**

# **Mark Scheme**

*2007 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.

Further copies of this Mark Scheme are available to download from the AQA Website: [www.aqa.org.uk](http://www.aqa.org.uk)

Copyright © 2007 AQA and its licensors. All rights reserved.

#### COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

---

**Business & Communication Systems 3126/1H**

**1**

**Total for this question: 6 marks**

*(i) Give **two** items of information which Paul could find on the internet which might help him in running his business. (2 marks)*

1 + 1 for any two valid examples.

Possible answers include;

Weather forecast, prices of produce of competitors, wholesale / local supplier prices, check on competition (eg opening times), legislation, taxes, VAT regulations, maps/directions, information about his customers' (eg average incomes in the area), demand for different products, look for new products, market research, business advice (eg advertising), suppliers.

*(ii) For each of your answers to (a)(i) above, explain how this information would help Paul in running his business. (4 marks)*

2 x (1 + 1) for explanation of how information would be useful to Paul.

Possible answers include;

Weather forecast could indicate how busy shop is likely to be (1) so he can arrange staffing rotas (1).

Prices of produce would help him in planning how much of what products to stock (1) so he can budget effectively (1).

Information about legislation could help him ensure that he complies (1) and does not risk prosecution (1).

He might find information about his customers/their preferences (1) which would tell him what to stock/the local average income (1).

**2****Total for this question: 10 marks**

(a) *Explain, using examples, how good internal **and** external communication could help Paul's business to succeed.* (8 marks)

2 x (1 mark for relevant example + 3 marks for explanations of how these will help the business meet its objectives) – must be relevant to the context for full marks.

Possible answers include;

Internal eg notice board / memo / e-mail / face to face / meetings / internal phone / walkie talkie / tannoy.

If Paul communicates effectively with his employees, eg via a regular staff meeting/internal phone for staff (1) they will have a better understanding of what is required (1) and be more motivated to provide a good service (1) thus increasing custom (1).

External eg letters / fax / e-mail / phone / website / adverts / flyers / questionnaires / external meeting (eg with suppliers).

If Paul advertises (1) his shop effectively, eg via flyers or questionnaires, customers will then be more likely to buy from his shop (1) because they know what he sells (1), therefore increasing his market share/profit (1).

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

<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: 18 marks**

(a) Explain **two** reasons why it is important for Paul to have a workstation which will allow him to work comfortably and safely. (4 marks)

2 x (1 + 1) for reason + explanation.

Possible answers include;

He will be able to get more work done if he is comfortable (1), as he will be more efficient in his work / will create more profit for the business (1).

If he is not safe he could injure himself (1) and need time off work (1).

To prevent RSI (NOT 'may get' RSI) / health problems / back problems / eye problems (1).

(b) (i) Choose a suitable desk and chair for Paul from the advertisement opposite. Calculate the price, including VAT at 17.5%. (4 marks)

1 for correct item or price, + 1 for correct answer to calculation.

CHAIR	Item A (1) £34 price including VAT £39.95 (1)	
DESK	Item F (1) £164 price including VAT £192.70 (1)	Accept £192.7

Award marks for price if consistent with item chosen, even if item chosen is incorrect;

CHAIR	Item B - £14.10 / £14.1 (1)	Item C - £76.38 (1)
DESK	Item D - £411.25 (1)	Item E - £141 (1)

(ii) Explain why the desk and chair that you have listed in (b)(i) above are suitable for Paul. (4 marks)

Possible answers include;

Desk: Any valid points, for example;

It has storage space (1) so he has somewhere to keep papers / so will not lose important documents (1).

It has a cable tidy (1) so the computer cables will be out of the way / so he won't fall over them (1).

He has enough space for his legs / computer / papers (1), so that he can keep his circulation going when working / has enough room to work / enough room for his papers (1).

It is an office desk (1).

Chair: Any valid points, for example;

Adjustable height and tilt (1) so he can adjust it to the correct height (1) to suit his body shape (1).

It has castors (1) to make it easy to move around (1) so he won't get stuck in one position (1).

It is comfortable (1) so he can concentrate on his work (1).

(c) Explain **three** actions that Paul should take to protect his health when using the computer. For each action, explain how it will protect his health. (6 marks)

3 x (1+1) for three different actions plus explanation:

Possible answers include;

Sit in the correct posture (1) (mark may be given for examples, eg arms, wrists and fingers relaxed and supported, wrists straight and higher than fingers (1)) – this will help prevent injuries (1) such as RSI (1).

Adjust his chair (1) so that he can sit with his back straight (1) to prevent back ache (1).

Use an anti-glare screen / light diffusers / have good lighting (1) so that his eyes are not strained or damaged (1).

Adjust his monitor (1) so it is angled towards his face (1) so he does not strain his neck (1).

Have his eyes tested regularly (1) to ensure that he is not damaging his eyes (1).

Take regular breaks (1) so he doesn't get eye strain (1).

Exercise regularly (1) as he is sitting down all day (1).

Avoid Glare (1).

Any valid points.

4

Total for this question: 29 marks

(a) Paul decides to take on an Assistant Manager to run the store when he is busy meeting suppliers. He is considering three possible methods of advertising the job:

- Job Centre
- 'The Shopkeeper' – a monthly magazine for owners and managers of convenience stores
- the Fresh Fare website.

Give **one** advantage and **one** disadvantage of each method.

(6 marks)

3 x (1 for advantage + 1 for disadvantage).

Possible answers include;

Job Centre: free to advertise (1) good flow of people (1) but may not reach suitably experienced candidates (1) only seen by those who visit (1) can send them information (eg job description) (1).

The Shopkeeper: will reach candidates with relevant experience (1) those who enjoy working in retail (1) but they are unlikely to want an Assistant Manager's job if they are already managers (1) the advert may be expensive (1) limited readership so fewer applicants (1).

The Fresh Fare Website: could attract people who are searching for this sort of job (1) free (1) people can find out the ethos of the company and therefore whether they would want to work in it (1) not everyone has access to the internet (1).

(b) Explain which method of recruitment would be **most** suitable for the post of Assistant Manager. You may choose a method not already mentioned in (a) opposite. (3 marks)

1 + 1 + 1 for reasoned recommendation which clearly shows why the method recommended is better than those rejected.

Possible answers include;

Local newspaper – reaches people in the local area who are looking for jobs (1) unlike the Fresh Fare website and The Shopkeeper which cover a wider area (1). Unlike the Job Centre it would reach people who are currently employed (1) and therefore likely to be experienced (1).

Internal recruitment – would give existing staff the opportunity to apply (1) which would motivate them (1) and reduce time and expense of all methods mentioned above (1) since Paul would already know their capabilities (1).

(c) Explain **three** steps that Paul is likely to take in selecting the best candidate for the job. (6 marks)

3 x (1 + 1) for step plus explanation. (Max 1 + 1 for any aspect of form)

Possible answers include;

Read through application forms/CVs (1) to compare applications with person specification/to discard those not completed carefully (1).

Look at qualifications (1).

Shortlist (1), to decide which applications most closely meet the person specification/to decide who to interview (1).

Interview candidates (1) to find out their attitude/appearance/communication skills/whether they would fit in with the existing workforce (1).

Check references (1) to get a previous employer's view of their suitability (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>

(d) Explain **two** reasons why it is important for Paul to select the best candidate for the job. (4 marks)

2 x (1 + 1) for reason plus explanation for business.

Possible answers include;

If he appoints the wrong person they might prove incapable (1) and cause the business to lose customers (1).

They might resign (1) which would mean going to the expense of repeating the recruitment and selection process (1).

They might not get on with existing members of staff (1) causing lack of motivation (1).

They may create the wrong image (1) and lose customers (1).

They might improve the business (1) as they have better knowledge / skills (1).

They might be lazy (1) and cause bad feeling / a bad atmosphere with the existing members of staff (1).



(e) List **three** items which should be included in the written statement. (3 marks)

1 mark each for any three from:

names of employer and employee

job title

start date

details of salary

hours of work

holiday entitlement

information relating to pensions

sick pay

length of notice required from both sides

details of grievance and disciplinary procedures

signatures.

(f) Using the information above, and the Assistant Manager's hours of work from the advertisement below, calculate the Assistant Manager's weekly overtime payment. Show your workings. (4 marks)

Overtime hours in week: 1 hour (1) x 3 times per week (1) = 3 hours

Payment = 3 x £15 (1) = £45 (1) OFR

**5****Total for this question: 8 marks**

(a) List **four** features of desktop publishing software which will help in producing an effective newsletter. (4 marks)

1 mark each for any four valid features.

Possible answers include;

Can change font, size, style,		Can change colour of text	
Cut and paste	Margins	Bullets/numbered lists	Tables
Find and change	Alignment	Line spacing	Insert, edit, delete
Templates	Mail merge	ClipArt/pictures/graphics	Headers & footers
Shading/highlighting	Watermark	Backgrounds	Wizards
Text boxes	Columns	Symbols	Borders/frames
Automatic page numbering.		Spellchecker	

(b) Explain how **two** of the features you have listed will help to produce an effective newsletter. (4 marks)

2 x (1 + 1) for correct explanation of how feature would be used.

Possible answers include;

Template would enable him to choose a ready-made layout for his newsletter (1) saving him time (1).

Frames would mean he could design an effective page layout (1) and make it easy to move text and graphics around the page (1).

Different fonts/styles/colours will make important information stand out (1) and make the newsletter look interesting (1).

Use of graphics can help persuade people to buy products (1) because they can see what is for sale (1).

---

**6****Total for this question: 9 marks**

*Use the information opposite and the costs in the table above to recommend what Paul should do about each of the customer's complaints. Give reasons for each of your recommendations. (9 marks)*

3 x (1 + 2) for **suitable action** and reasoned recommendation.

Possible answers include;

Steps into the store: buy a removable ramp and train his staff to use it (1). The Act requires him to make reasonable adjustments (1) but since it would cost £8 000 for a permanent ramp, this is not reasonable for a small business (1). A removable ramp would allow wheelchair users to enter his business (1) for a reasonable cost. Put up a handrail (1) because this is very cheap to do and would help some customers (1).

Items out of reach: train his staff (1). Even though this is £50 more expensive than lowering the shelves (1), it would help a wider range of disabled people, not just wheelchair users (1). For example, staff would be more able to help hearing impaired customers or those with limited vision (1). Lowering the shelves (1). Cheapest (1).

'No dogs' rule: Paul could change his notice to allow guide dogs (1) so blind people would not be discriminated against (1). Training his staff would also help this situation because the staff would be aware of how to help blind customers (1).