

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Secondary Education
June 2007



BUSINESS AND COMMUNICATION SYSTEMS
Paper 1
Higher Tier

3126/1H
H

Monday 21 May 2007 9.00 am to 10.00 am

<p>You will need no other materials. You may use a calculator.</p>

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 to be 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

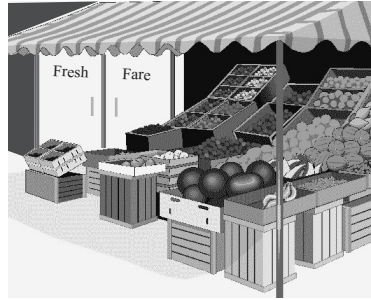
- The maximum mark for this paper is 80.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in Questions 2, and 4(b) and 4(c).
- The marks for questions are shown in brackets.

For Examiner's Use			
Question	Mark	Question	Mark
1		5	
2		6	
3			
4			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

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

SCENARIO

Fresh Fare



Paul Johnson owns *Fresh Fare*, a convenience store located in Hereford town centre. He employs two full-time members of staff. The store sells a range of everyday products and is well known for its fruit, vegetables and flowers. Sales are falling because a supermarket has opened in the same town.

Paul knows that he must change the products that he sells if he is to stay in business. His first step is to sell more local farm products.

He also thinks that he would sell more if he improved his advertising.

Total for this question: 6 marks

1 Paul often uses the internet to find out information.

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

Item 1

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Item 2

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(2 marks)

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

Item 1

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Item 2

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(4 marks)

6

Turn over for the next question

Turn over ►

Total for this question: 10 marks

2 Paul has learned that effective communication is essential in business.

Explain, using examples, how good internal **and** external communication could help Paul’s business to succeed.

Example of internal communication

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Explanation

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Example of external communication

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Explanation

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(8 marks)

Quality of Written Communication for Question 2 *(2 marks)*

10

Total for this question: 18 marks

3 Paul spends a lot of time at his desk, talking on the telephone and using his computer. He decides to buy a new workstation.

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

Reason 1

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Reason 2

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(4 marks)

Question 3 continues on the next page

Turn over ►

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

Desk

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Chair

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(4 marks)

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

Desk

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Chair

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(4 marks)

WHYTES OFFICE FURNITURE — the UK's No.1 office supplier
Prices shown do not include Value Added Tax (VAT).

A Office chair



Adjustable height and tilt.
 Five castors. Adjustable back support. **£34.00**

B Wooden chair



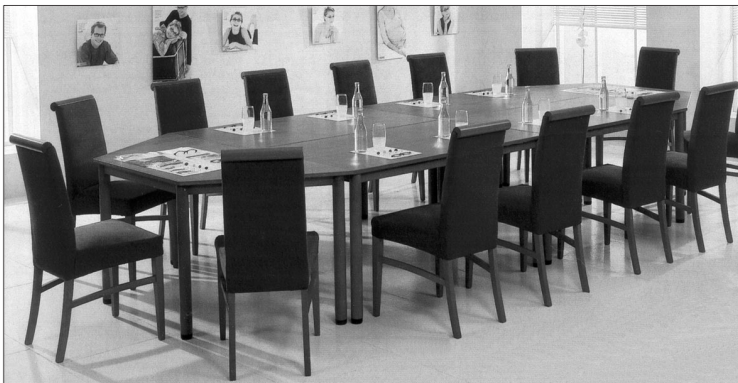
Straight back. **£12.00**

C Comfortable easy chair



Fully padded, washable covers, wooden armrests. **£65.00**

D Conference table



Wooden table.

Seats up to 14.

Length 360 cm, width 100 cm, height 70 cm.

£350.00

E Retro schoolroom-style desk



Lid lifts to provide excellent storage facilities.
 Width 60 cm, depth 45 cm, height 70 cm. **£120**

F Office desk



Three-drawer office desk with cable tidy.
 Width 120 cm, depth 75 cm, height 70 cm. **£164**

Question 3 continues on the next page

Turn over ►

(c) Paul has heard that working at his computer all day might affect his health.

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.

Action 1

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Action 2

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Action 3

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(6 marks)

18

Turn over for the next question

Turn over ►

Total for this question: 29 marks

4 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.

(a) Give **one** advantage and **one** disadvantage of each method.

Job Centre

Advantage

.....

Disadvantage

.....

(2 marks)

‘The Shopkeeper’

Advantage

.....

Disadvantage

.....

(2 marks)

***Fresh Fare* website**

Advantage

.....

Disadvantage

.....

(2 marks)

- (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.

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(3 marks)

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

Step 1

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Step 2

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Step 3

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(6 marks)

Quality of Written Communication for Questions 4(b) and 4(c) *(3 marks)*

Question 4 continues on the next page

Turn over ►

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

Reason 1

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Reason 2

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(4 marks)

(e) Helga, the new Assistant Manager, receives a written statement of her terms and conditions of employment.

List **three** items which should be included in the written statement.

Item 1

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Item 2

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Item 3

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(3 marks)

- (f) The new Assistant Manager works until 7 pm three times a week. She earns overtime at a rate of £15 per hour.

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.



Hereford’s Premier Convenience Store
is looking for an

Assistant Manager

to be responsible for the day-to-day running of the store

Competitive salary plus fringe benefits

Hours: Monday–Saturday 9 am – 6 pm, plus overtime, with one day off

Applicants should have at least two years’ experience working in convenience stores

For further information and an application form,
contact the owner:
Paul Johnson, 46 Straight Lane, North End, Hereford, HD39 9JE
or call 01435 673214

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(4 marks)

Total for this question: 8 marks

5 Paul’s new Assistant Manager suggests that he might publicise his business by sending out newsletters to his regular customers. The newsletter will be produced using desktop publishing software.

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

Feature 1

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Feature 2

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Feature 3

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Feature 4

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(4 marks)

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

Feature

How it will help

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Feature

How it will help

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(4 marks)

8

Turn over for the next question

Turn over ►

Total for this question: 9 marks

- 6 Paul has received a letter from an angry customer making the following complaints:
- there are some **steps into the store** with no handrail, making it very difficult for many disabled people to enter the store
 - some of the fruit and vegetables are **out of reach** of customers in wheelchairs
 - **dogs** are not allowed, so blind people have to leave their guide dogs outside.

Some information that Paul found on the internet about the Disability Discrimination Act is shown below.



Disabled people

The responsibilities of local businesses

Businesses that provide a service to the public have duties under the Disability Discrimination Act (DDA). The DDA covers shops, banks, hotels and cinemas.

They cannot refuse to serve a disabled person or provide a lower standard of service because of disability, unless it can be justified.

Service providers have to make 'reasonable adjustments' to any physical barriers that may prevent disabled people using their service. This may mean that they will have to provide their service in some other reasonable way. For example, shop staff should either bring goods to disabled customers or help them to find items.

What is a reasonable adjustment?

The DDA states that businesses only need to make changes that are 'reasonable'. There are no fixed rules, and some organisations can afford to do more than others. For example, it would not be reasonable for a small shop with a tight budget to make the same kinds of structural alterations that a large supermarket could afford.

Examples of reasonable physical changes

These may include:

- ensuring premises have good lighting and well-defined signs
- installing an induction loop for people with a hearing impairment
- installing a permanent ramp and a handrail at the entrance to a building where there are steps
- providing an accessible area – for example, a low level desk in a bank – for wheelchair users.

Adapted from: <http://www.direct.gov.uk/DisabledPeople>

Paul has already done some research into the costs of making his store more accessible to disabled customers. His findings are shown in the table below.

Description	Cost
Installing a permanent wheelchair ramp	£8 000
Buying a removable ramp and training his staff to use it	£1 500
Putting up a handrail	£500
Lowering shelves in store	£400
Employing an extra assistant	£12 000 each year
Training his staff in how to help disabled customers	£450

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.

Steps into the store

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Items out of reach

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Question 6 continues on the next page

Turn over ►

'No dogs' rule

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(9 marks)

9

END OF QUESTIONS

