General Certificate of Secondary Education
June 2007

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

H

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

To be conducted between Monday 14 May 2007 and Friday 18 May 2007.

To be distributed to candidates at the start of the Controlled Test.

For this paper you must have:
- 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. The *Examining Body* for this paper is AQA. The *Paper Reference* is 3126/2H.
- You should complete the front of the stationery folder.
- This paper must be handed in at the end of the Controlled Test.

Information
- This paper consists of the following tasks:

Task One	**Spreadsheet**	(25 marks)
Task Two	**Letter**	(17 marks)
Task Three	**Database of new suppliers**	(17 marks)
Task Four	**Writing a report**	(24 marks)
Task Five	**Flyer**	(17 marks)

- The maximum mark for this paper is 100.
- The marks for tasks are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in your answers to Task Two and Task Four.
- You will be told the arrangements for printing at your Centre.
- If required, printing may be carried out after the two hours allocated for the paper have expired. No alterations to the text or the layout may be made after the two hours have expired.
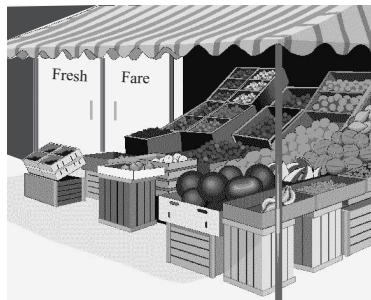- You may ask for more plain paper if you require it.

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

3126/2H

Attempt **all** five tasks.

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.

Task One – Spreadsheet   **Total for this task: 25 marks**

Paul wants to use a spreadsheet to calculate the profit which his store made in 2006. Recall the spreadsheet file **PROFIT**.

(a) Insert a suitable title.   *(2 marks)*

(b) Column **A** shows the row headings. These are divided into three sections, see (i), (ii) and (iii) which follow.

   (i) The first section shows three items relating to sales:

   • the Sales income
   • the Cost of sales, which is the money spent on buying goods from suppliers
   • the Gross profit, which is the difference between Sales income and Cost of sales.

   The Sales income came to £110 000. The Cost of sales was half this amount.

   Use formulae to calculate the **Cost of sales** and the **Gross profit**.   *(3 marks)*

(ii)   The second section shows the store's expenses. These were as follows:

Rates	£3500
Rent	£5500
Diesel for van	£4600
Water and electricity	£2500
Loan interest	£1000
Wages	£7200.

Key in these figures and use a formula to calculate the **Total expenses**.   *(2 marks)*

(iii)   The third section shows the store's **Net Profit**. This is the amount left over from gross profit when all the expenses have been paid.

Use a formula to calculate this figure.   *(1 mark)*

(c)   Format all currency amounts to show a £ sign but no pence.   *(1 mark)*

(d)   Save your spreadsheet as **PROFIT**. Print the spreadsheet, showing the **formulae**.   *(1 mark)*

(e)   Paul wants to use his spreadsheet to estimate his finances for **2007**. Use column **C** to show this information.

(i)   All his expenses, except wages, should increase by 5%. Wages should increase by 10%. Use formulae to carry out these calculations.   *(4 marks)*

(ii)   Paul wants to make a net profit of £35 000 in 2007. Edit the **Sales income** to show the figure needed to achieve this result.   *(4 marks)*

(f)   Save your spreadsheet.

- Print a copy of the spreadsheet showing the figures.
- Print a second copy showing the formulae.

(g)   The total costs of the business are broken down into either **Cost of sales** or **Total expenses**. Paul is interested in the balance between the two.

(i)   Create a chart showing the **Cost of sales** and **Total expenses** for 2006 as percentages of the **Total cost**.   *(3 marks)*

(ii)   Key in a chart title.   *(2 marks)*

(iii)   Label each segment.   *(2 marks)*

(iv)   Print the chart and save the file.

Turn over for the next task

Turn over ▶

Task Two – Letter   **Total for this task: 17 marks**

Paul wants to stock more products from local farms.

He has decided to ask whether he can attend the next meeting of the Hereford Farmers' Market group.

He would like to find out what local products the farmers could sell to him and whether these could be delivered quickly and regularly.

His first step is to write a letter to the secretary of the Hereford Farmers' Market. Her details are shown below.

```
Emma Field
Ghost Farm
Huxted
Hereford
HD31 9EK
```

Recall the word processing file **LETTER**, which is *Fresh Fare's* letterhead, and compose a letter from Paul to Emma.

    (a)   Set out the letter correctly, using fully blocked style and open punctuation.
           Include all the parts of a letter in the correct places.   *(10 marks)*

    (b)   Explain to Emma what Paul would like to do.   *(3 marks)*

    (c)   Explain what he would like to find out at the meeting.   *(3 marks)*

    (d)   Thank Emma for her help.   *(1 mark)*

    (e)   Save and print your letter.

Turn over for the next task

Task Three – Database of new suppliers   **Total for this task: 17 marks**

Paul attended the Farmers' Market meeting and he asked the farmers to contact him to let him know what local products they can supply. He received a number of emails following the meeting, see the opposite page.

Paul has asked you to set up a **database** to store the data.

    (a)   Create a database named **SUPPLIER** to store the data from the emails. Note the following instructions about how the data is stored.

- There should be five fields.
- The data about the speed of delivery must be numeric.
- The data about regular deliveries must allow a simple search to find regular suppliers.
- The data about the type of product supplied should be put into the following groups: Juices; Fruit; Bread and cakes; Vegetables; Pot plants. No entry in this field should consist of more than two characters. *(5 marks)*

    (b)   Key in the details of the possible suppliers from the emails opposite. *(6 marks)*

    (c)   Save the database as **SUPPLIER** and print it in list format, showing the field headings. *(1 mark)*

    (d)   Paul wants to be able to find out which farmers can deliver both quickly and regularly. Print the file in list format showing the suppliers offering the quickest, most regular deliveries at the top. *(3 marks)*

    (e)   Paul is interested in increasing his range of local fruit and vegetables.

- Search the database to produce a list of suitable suppliers.
- Print this list. *(2 marks)*

    (f)   Save your file.

Mr Johnson

My name is Jay Concep and I own the Watermill Bakery. The mill is used to produce flour which I make into wholemeal bread. I don't produce much bread and could not manage to meet frequent orders. I would need three days before I could make a delivery.

Jay.

Dear Paul

I own Longhurst Orchards and grow pears and apples. We could easily make deliveries one day after an order. I would be able to do so regularly.

Peter Clarke

Hi Paul

I own a smallholding with some greenhouses and grow salad vegetables, eg peppers, spring onions. We would need two days' notice to meet an order but we could deliver every day without a problem.

Camille Rodriguez – Country Quiches

Dear Mr Johnson

Borders Farm

My name is Mr S Leeds and I own the farm. We grow a few winter vegetables but already sell most of these and would not be able to help you. Sorry.

Simon L

Hi

I'm Emily Atkins but call me Emily. I own Lower Town Plant Nursery. I'd be delighted to supply you with pot plants, mostly grown from seed. I could supply the next day and could easily manage repeat orders.

See you,
Emily

Paul

My name is Philip Lawson and I own Vegetable Organics. We mainly grow peas and beans in the summer and carrots, leeks, etc in the winter. I could usually deliver next day and could supply repeat orders.

Cheers!
Philip

Dear Mr Johnson

Fox Hill Orchards

We make a small quantity of apple juice from our own trees. I could supply you with some bottles at five days' notice at the start of the autumn but that would be all.

Is this any help?
Karima Al Hamad

Hi Paul

My business is called Marsh Farm. I make about 2000 bottles of apple juice a year from my own apples. I can supply the next day at the end of the season. I would not be able to meet repeat orders.

Yours
Cindy Hoove

Turn over for the next task

Turn over ▶

Task Four – Writing a report   **Total for this task: 24 marks**

Paul does not completely understand the database that you created in **Task Three**.

    (a)   Create a new word processing file and use it to write a report for Paul.

          The report should include:

- a main title that is emphasised and centred
- a left-aligned side-heading for each section.   *(4 marks)*

    (b)   (i)   Explain **one** advantage of putting the products into groups.   *(2 marks)*

          (ii)   Explain **one** advantage of coding the product groups.   *(2 marks)*

          (iii)   Explain **one** disadvantage of coding the product groups.   *(2 marks)*

    (c)   Explain **one** advantage of using a numeric field to store the speed of delivery data.
                                                                         (2 marks)

    (d)   Explain **two** ways in which storing the farmers' data in a database could help Paul's business.   *(6 marks)*

    (e)   Identify **one** other piece of information that could be added to the **SUPPLIER** database. Explain how this will help Paul.   *(3 marks)*

    (f)   Save your report as **REPORT** and print it.

          You will be awarded up to three marks for accurate spelling, punctuation and the correct use of specialist terms.   *(3 marks)*

Task Five – Flyer   **Total for this task: 17 marks**

Tropical fruits are popular but they are usually sold only to people passing by the store. Paul wants
to increase sales by putting an A4 flyer in the local newspaper.

(a)   (i)   Select a software application and use a **wide variety of tools** to design an A4 flyer.
It should:

- attract people's attention
- encourage them to buy tropical fruit.   *(8 marks)*

(ii)   The flyer must have the following information:

- the business name
- the business address
- the following examples of fruit for sale and the prices
    mango   £1.60
    pineapple £1.35
    lime   £0.25
    avocado   £1.20.   *(3 marks)*

(b)   Save your flyer as **FRUIT** and print it.

(c)   Compose a note to Paul explaining how you have used a **wide variety of tools** to create a
flyer which meets each of the following targets:

(i)   to attract people's attention   *(3 marks)*

(ii)   to encourage people to buy tropical fruit.   *(3 marks)*

(d)   Save the note as **FLYER** and print it.

END OF TASKS

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