



# **General Certificate of Secondary Education**

# **Business & Communication Systems 3126**

**Paper 1    Higher Tier**

# **Mark Scheme**

*2008 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.

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

**1**

**Total for this question: 11 marks**

1 (a) Which year had the highest income from **used** car sales? **Circle the correct year.**  
(1 mark)

2005

1 (b) Which area of the business showed the greatest increase in income in **2007**?  
**Circle the correct area.** (1 mark)

Servicing

1 (c) What **type** of software would be most suitable for Alan to calculate his income for the year? **Put your answer in the box.** (1 mark)

Spreadsheet

1 (d) What was the total income for **2006**? (2 marks)

£309 700 (2 marks)

Or award as follows:

20 000 + 120 000 + 30 000 + 40 000 + 99 700 All numbers correct for 1 mark

= 309 700 (1 additional mark)

1 (e) What was the total income for **2007**? (2 marks)

£276 100

Or award as follows:

43 000 + 80 000 + 34 000 + 11 200 + 107 900 All numbers correct for 1 mark

= 276 100 (1 additional mark)

1 (f) *Using the information in **Item A**, explain which area of the business Alan should be most concerned about.* (4 marks)

Used car sales which have fallen by a third or 33% (4 marks).

Or break down as follows:

Used car sales (1) have fallen from 120 000 to 80 000 (1) which is a drop of 40 000 (1) which is the greatest fall (1).

Accessories which have fallen by 22% (3 marks) because they are the lowest source of revenue now (1).

Or break down as follows:

Accessories (1) have fallen from 40 000 to 11 200 (1) which is a drop of 28 800 (1) **or** this is now the lowest category (1).

Used car sales (1) fallen since 2005 (1) by 65 000 (1).

Accessories (1) fallen from 2006 (1) by 28 800 (1).

**2****Total for this question: 13 marks**

2 (a) (i) Which phone would be the **most** suitable for Alan? **Circle the correct phone.**  
(1 mark)

Phone 3 (1)

2 (a) (ii) Explain why the phone you have chosen is the **most** suitable for Alan.  
(3 marks)

Accept any **three** points from the following:

- contains a quality camera (1) and photo editor (1) with zoom (1);
- can access email (1);
- take pictures and send or receive them (1);
- has radio (1);
- uses Bluetooth (1);
- can use for video calls (1);
- does everything on his list of needs (1);
- has lots of memory (1).

2 (b) (i) Which phone would be the **least** suitable for Alan? **Circle the correct phone.**  
(1 mark)

Phone 1 (1)

2 (b) (ii) Explain why the phone you have chosen is the **least** suitable for Alan.  
(3 marks)

Possible points include:

- the phone does not meet all his requirements (1);
- cannot access email (1);
- does not have a radio (1);
- does not have a video call (1);
- not much memory (1).

2 (c) Using the information in **Item C**, explain whether you think that Alan should stay with choice of phone that you made in question 2 (a)(i).  
(5 marks)

**Should not stay**

It is much more expensive (1) by £108 (1). The only thing that he could not do with Phone 2 is to listen to the radio (1). Radio may not be essential for the job (1). It has other features that Alan might like (1) such as an MP3 player (1). Picture messages more expensive on phone 3 (1).

**Should Stay**

Only £108 more (1), may act as a motivator (1), it is a perk (1), it is the only phone that does everything on his list of needs (1).

Picture messages only 36p (1) cheaper than phone 1 (1).

Has more memory (1), has better camera (1), has photo editor (1), it is better for the job (1).

**3****Total for this question: 22 marks**

**3 (a) Explain how Alan's business could *benefit* from using the website to recruit staff. (5 marks)**

Maximum 3 marks for listed unexplained points.

Mark at 1 per point to a maximum of (1+2) **OR** developed points to a maximum of 5. Possible points include:

- they could put a lot more information on the website (1) than on a newspaper advertisement (1) so more likely to have interest from possible applicants (1), eg job description (1);
- the whole process will be quicker (1) there will be no delays in sending the applicants a job description (1) and they will get responses quicker (1);
- attract applicants from a wider area (1) people with experience (1) than if they had just recruited locally (1) so they get more applicants to chose from (1);
- attract lots of interest (1) lots will apply (1);
- on-line applications (1);
- target audience will see it (1) who have experience (1);
- It is a cheaper way (1) or free (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 (b) Explain **two** advantages of advertising the post internally. (6 marks)

1 mark for stating the advantage and up to 2 marks for the explanation. Possible points include:

- it is cheaper (1) because there is only the cost of the paper for the notice (1) and less time needs to be spent by staff doing it (1);
- it might be quicker (1) because staff would be able to get the details straight away (1) and as Alan already knows his staff he would not spend as long on the selection process (1);
- Alan would know all the applicants (1) so he would already know their strengths (1) and weaknesses (1);
- it would attract his staff who are already interested in working in the car industry (1) so they would be more motivated (1) and more effective (1);
- they would know the company (1) so would need less training (1).

3 (c) Alan decides to advertise the post externally and receives 20 applicants. Describe **three** actions that Alan could take to make sure that he chooses the most suitable candidate. (9 marks)

Mark at 1 per point to a maximum of (1+2) x 3. Possible points include:

- arrange an interview (1) with a representative of the rally drivers (1);
  - find out what existing staff think (1);
  - shortlist (1);
  - look at application form (1);
- OR**
- look at CV (1);
- OR**
- look at letter of application (1);
  - prepare suitable questions to ask the applicants (1) so that they are all asked the same things (1) so that he can compare their answers (1);
  - observe how they perform at interview (1) to see what their character is like (1);
  - give some applicants some tasks to perform (1) so that they can see how they would do the job (1);
  - write to their previous employers (1) to see how they performed in their previous job (1).

NB Do not accept interview ALL Candidates OR trying them out for the day OR any form of trial.

4

**Total for this question: 25 marks**

4 (a) List **two** documents that Alan should produce before holding a formal meeting and explain the purpose of each document. (6 marks)

Possible points include:

- a notice of meeting (1); saying where (1) and when (1) the meeting will take place;
- an agenda (1) for the meeting with the items to be discussed (1) such as minutes of the last meeting (1);
- minutes of the last meeting (1) so people who missed it know what was discussed (1).

4 (b) On the day of the last monthly meeting, the area was flooded and the managers could not get to the meeting at Alan's house. Describe **one** way in which Alan could have held this meeting with all of his managers. (3 marks)

Accept any **one** of the following points and mark at (1+2):

- chat rooms (1) he would need to have set one up specifically for his managers (1), he would be able to leave real time messages (1);
- video conferencing or video links (1) provided they could all connect to each other (1) they would be able to see (1) and talk (1) so able to judge body language (1) and tone of voice (1);
- VOIP or instant messaging or messaging or social networking programme (1) would be able to speak (1) in real time (1) using the internet (1) using a webcam (1) and microphone (1) onto a computer (1);
- telephone conference (1) would be able to speak (1) in real time (1) using phone lines (1);
- blogs (1) he would need to have set up one specifically for his managers (1), he would be able to leave real time messages (1).



4 (c) (i) Explain **one** advantage and **one** disadvantage of using your suggested method of meeting. (4 marks)

Mark at (1+1) marks for each advantage and disadvantage to maximum of 4 marks.

Possible advantage points include:

- takes less time travelling (1) can do more work (1) so can earn more money (1);
- does not need his own office (1) in one (1) or all of his garages (1);
- cheaper (1);
- can see them (1).

Possible disadvantage points include:

- may not have enough room (1) and the right equipment (1) and may need to buy expensive equipment (1);
- harder to motivate themselves (1) too many distractions (1);
- cannot actually see as well what is going on (1) relies on colleagues to tell him (1);
- sound quality may not be so good (1) so points may be misunderstood (1) costing the business money (1);
- power failure (1).

4 (c) (ii) Explain whether you think that your method is better than the formal meeting that Alan had arranged. (3 marks)

Mark up to 3 marks for explanation:

- costs more or less (1);
- things could go wrong, eg video link could fail (1) OR loss of connection (1);
- harder to present documents (1) harder to provide handouts (1).

4 (d) *State **two** methods of verbal communication that Alan might use to communicate with his managers. Describe a situation in which each method might be used.*  
(6 marks)

Mark at 1 per method and (+2) for the description of the situation.

NB These methods are examples, the candidates might include other methods. For the situation accept any reasonable answer.

Method	Situation
Phone (call) or telephone or mobile phone (1)	An informal (1) chat about when he would next visit (1). To ask a quick question (1) such as how many cars had been sold today (1).
Voice mail or answer phone or voice message (1)	To tell someone to phone him back (1) when nobody was available to answer the phone (1) or when the phone was engaged (1).
Speaking (directly) or meeting or conference (1) or face to face (1) or talking (1)	A prearranged (1) meeting to discuss sales (1). A verbal warning (1) if someone is being disciplined (1). A staff meeting (1) to discuss new policies (1) or salaries (1). To hire someone (1) and give them details of when they start (1). Interview (1) candidates for a new job (1). Sales conference (1) to discuss how to increase sales (1).
Conferencing (1) video conference (1) or web conference (1) or teleconference (1) or VOIP (1)	Where cannot all meet (1) because of distance or weather or speed or cost (1).

4 (e) *State how Alan could link the computers in each of the garages to each other and to his home computer.*  
(1 mark)

Mark at (1) mark for:

- either WAN (1) or Wide Area Network (1).

4 (f) Explain **one** advantage to Alan of linking computers in the way that you have stated in question 4(e). (2 marks)

Mark at 1 per point or development. Possible points include:

- can communicate easily (1) between branches (1);
- centralised back up (1) so less likelihood of documents getting lost (1) and business lost (1);
- can share files (1) so work together on projects (1);
- enables work from home (1);
- same software (1);
- networked peripherals (1) save money (1).

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

- 5 *Alan is considering whether the staff should work in an open office or in cellular offices. Recommend to Alan which option he should choose, giving reasons for your recommendation.* (6 marks)

Maximum of 3 for a list.

Mark at up to (1+2) per point. Possible points include:

**Open plan office**

Reasons for:	Reasons against:
Encourage team work (1) so people share skills (1) and knowledge (1).	Noisy (1) so less able to concentrate (1).
Will need less building (1) so cheaper (1) money can be used elsewhere (1).	Lack of status (1) so people demotivated (1).
Can change the layout easily (1) to meet changing needs (1).	Unhealthy (1) heating/ventilation (1) spread of illnesses (1).
Motivate (1).	
Easier to supervise staff (1).	
Better working environment (1).	
Share resources (1).	

**Cellular offices**

Reasons for:	Reasons against:
Privacy (1) so more get done (1).	Double up on resources (1) so less efficient (1).
More secure (1) so less chance of theft (1).	Staff may feel isolated (1) so less motivated (1).
Managers feel more important (1) so more motivated (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>