



General Certificate of Secondary Education

Business & Communication Systems 3126

Paper 2 Higher Tier

Mark Scheme

2008 examination - June series

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Higher Tier – Theory Paper (3126/2H)

The award (or non-award) of the positive marks for an item may be shown on the candidate's script by means of a tick (or a cross) in the appropriate place on the script. The value of the positive mark(s) awarded must be recorded in the right hand margin **in the order in which they occur in the mark scheme**. There is no need to annotate the script in full to show which marks have been awarded.

Task One – Advertisement

Total for this task: 11 marks

(a) *Recall the word processing file **ADVERT** which contains **some** key information in a text box.*

*Using this text and any other relevant information, create the advertisement for the newspaper. **Do not** change the size of the text box.*

It is important that:

(i) *The text is clear and error free.* (3 marks)

Simple, eg script font not chosen (1). Errors, 'evens' (1) and 'a' (1) corrected.

(ii) *The advertisement contains all the necessary information.* (3 marks)

Information added, eg AH Garages (1), description of business from scenario (1) contact address (1). Any two for 2 marks plus clear title for advertisement (1).

(iii) *The key points are emphasised.* (3 marks)

Key points are business title AH Garages or AHG Racing (1) and job title (1). Text should be emphasised, eg emboldened/enlarged/underscored (1).

(iv) *The advertisement is correctly laid out.* (2 marks)

Possible formatting tools used, eg line spaces or bullet points or centred style, between main sections, advertisement boxed (2x1).

(b) (i) *Insert your name and candidate number into the header of the document.*

(ii) *Save and print the advertisement.*

Possible answer.

AH Garages

AH Garages is a chain of five garages together with a showroom and workshop in Halem. We also provide a base for AHG Racing, a historic car rallying team.

Workshop Manager

You will need good communication and organisational skills. Must have experience of managing car repairs as well as organising events for the motor trade. Good ICT skills (especially word processing and data processing) desirable.

The successful applicant will also be responsible for AHG Racing.

Contact Alan Honess for an application form and further details.

The Old Works, Farnley Road, Harlem, HA25 3KA

Task Two – Database

Total for this task: 24 marks

Recall the database file **SPONSORSHIP**.

- (a) (i) Using the emails, complete the design of Alan’s database by adding **five** fields to store the remaining important information. Alan wants to know:
- the location of the sponsors – are they local (in Halem), in Wales or national?
 - what form of sponsorship is being offered and what he has to do in return
 - any other useful information.

Give **each** of the five fields a **suitable** name. (5 marks)

Fields set up to store data on the form of sponsorship being offered (1) and what he has to do in return (1). Additional *named* fields created (1 mark per suitable field up to 3 marks in all).

- (b) Key in the data from the emails. Please note the following instructions about how the data should be entered:

- no field entry should consist of more than **four** words
- the data on the location of the sponsoring business should be **coded**.

(8 marks)

Factually correct data entered into fields (see above) (5x1). Data on location consistently coded (1). All entries 4 words or less (1). Up to 2 different types of error (1), eg capitalisation, incorrect column width, spelling, spacing.

ID	Name	Business	Role	Product	£ Offer	Years	Other information	In return	Location
1	Ed Miller	OK Superstore	Owner	Supermarket	500			Display car outside store	LO
2	Peter Clarke	The Bistro	Owner	Restaurant			Free meal	Tell competitors about Bistro	WA
3	Roberta Jagger	UK Helmets	Marketing Manager	Protective head gear			Free helmets	Logo on car	NA
4	Stan Jones	Edge House Hotel	Owner	Hotel			Free accommodation	Advertise hotel on website	WA
5	Emily Arthur	EA Enterprises	Marketing Director	Organise sporting events	2000			Corporate entertainment at rally	NA
6	Phil Anstruther	Anstruther and Co	Owner	Convenience Stores	500	5		Advertise sponsorship in stores	LO
7	Lisa Hankin	Websites Unlimited	Director	Web design	1000	1		Link to Alan’s website	NA
8	Sally Hopper	Discount Oils	Marketing Manager	Discount Oils			50% discount	Logo on car	NA

(c) Save the file and print it on **one** sheet showing the field headings. (2 marks)

Printed on one sheet (1) showing field headings (1).

(d) Alan is very interested in the location of his sponsors
 (i) Sort your database to group together all businesses with the same location. (1 mark)

Database correctly sorted (1).

(ii) Print the sorted database in list format showing only the **relevant** data. (1 mark)

Correct fields printed (1). All 8 records must be present.

Possible answer.

Business	Location
Anstruther and Co	LO
OK Superstore	LO
Discount Oils	NA
EA Enterprises	NA
UK Helmets	NA
Websites Unlimited	NA
Edge House Hotel	WA
The Bistro	WA

(e) Alan wants to produce a list of the sponsors offering money.
 (i) Search your database for these sponsors. (1 mark)

Data searched correctly (1).

(ii) Add a suitable title and print **all** the data for the selected records in list format. (1 mark)

Title relates to query, eg sponsors giving money (1).

Task 2 (e) (i/ii) – possible answer.

Sponsors Giving Money								
ID	Name	Business	Position	Product	£ Offer	Years	In return	Location
1	Ed Miller	OK Superstore	Owner	Superstore	£500		Display car outside store	LO
5	Emily Arthur	EA Enterprises	Marketing Director	Organise sporting events	£2000		Corporate entertainment at rally	NA
6	Phil Anstruther	Anstruther and Co	Owner	Convenience stores	£500	5	Advertise sponsorship in stores	LO
7	Lisa Hankin	Web sites Unlimited	Director	Website design	£1000	1	Link to Alan's website	NA

(f) When a database is being designed, it is often difficult to decide how to divide up the data and which field headings to use. Compose a note to Alan to:

(i) Describe and explain **one** problem that you experienced in **designing** your database. (3 marks)

Problem identified (1) and described (1). Reference made to database (1).

Eg choosing a field title that was not too long, quoting a reference from the database.

(ii) Explain how you overcame the problem. (2 marks)

Method of overcoming problem identified (1) and expanded (1).

(iii) Insert your name and candidate number into the header of the document.

(iv) Save the note as **DESIGN** and print it.

Task Three – Letter

Total for this task: 23 marks

(a) Recall the word processing file **LETTER**, which is AHG Racing's letterhead. Compose a letter from Alan to Ed Miller to thank him for his sponsorship offer and to confirm details.

(i) 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)

Date (1), addressee (1), address (1), salutation (1), complementary close (1), marked for signatory (1). All parts in correct place (1), lines left justified (1), correct line spacing (1), open punctuation (1).

(ii) Accept Ed Miller's offer with thanks. (1 mark)

Offer accepted with thanks (1) (QWC).

(iii) Confirm the details of the sponsorship deal. (3 marks)

Ed will give Alan £500 (1). In exchange (1), Alan will display the rally car outside the superstore (1).

(iv) Ask Ed to contact Alan if he has any queries. (1 mark)

Appropriate final sentence (1) (QWC).

(v) Insert your name and candidate number into the header of the document.

(vi) Save and print the letter

AHG RACING

The Old Works Farnley Road Halem HA25 3KA

12th May 2008

Mr E Miller
OK Superstore
35 Straight Lane
Halem
HA25 11MJ

Dear Mr Miller or Ed

Yours sincerely

Alan Honess

(b) *Compose a note to Alan to explain mail merge.*

(i) *Explain how Alan could set up a mail merge for writing similar letters of thanks to other sponsors.*

*Use the letter you have just composed and the **Record from database file – ADDRESS** (above), as examples. (6 marks)*

Bullet point extended (3x1) together with example (3x1) see following example:

The main document is the letter of thanks (1) without personal information (1). The other data source is the ADDRESS file (1) containing family name (1) etc. A marker would be inserted where the addressee's name (1) was to be placed and the information from the appropriate record/field would go here (1).

(ii) *Explain how the data in the **SPONSORSHIP** database file (**Task Two**) could also be used in the mail merge. (2 marks)*

The details of the sponsorship deal (1) could come from this file, eg what is being done or offered in return (1).

(iii) *Insert your name and candidate number into the header of the note.*

(iv) *Save the note as **MAIL MERGE** and print it.*

Task Four – Spreadsheet**Total for this task: 19 marks**

Alan wants to use a spreadsheet to show the Radnor Forest rally stages and calculate the fuel needed. Recall the spreadsheet file **MILEAGE**.

Alan knows that it is important that:

- all rows have a suitable heading
- formulae are used wherever possible
- all figures are correctly formatted.

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

Appropriately worded (1), ie must include Radnor plus **EITHER** fuel **OR** stages and emphasised title (1).

(b) (i) Use a new **row** to calculate the number of **litres** needed for each stage. (2 marks)

Appropriately worded row heading (1). Correct formulae in all cells (1).

(ii) Use a new **column** to calculate the total fuel needed for the rally. (2 marks)

Appropriately worded label (1). Correct formulae (1).

(c) The car begins the rally with a full tank: **32 litres of fuel**. Use **new rows** to calculate:

(i) The amount of fuel in the tank at the **start** of each stage and at the **end** of each stage (minus figures will show that the fuel tank is empty). (5 marks)

Start stage: appropriately worded row heading (1). Correct formulae (1).

End stage: appropriately worded row heading (1). Correct formulae; cell reference for amount left in the tank at end of previous stage (1) minus cell reference for consumption during that stage (1).

(ii) Insert your name and candidate number into the header of the document.

(iii) Save and print a copy of the spreadsheet showing the **formulae**. (1 mark)

Formulae printed (1).

	A	B	C	D	E	F	G	H
1	Radnor Forest Rally – stages							
2								
3	Stage	1	2	3	4	5	6	Total
4	Surface	Track	Road	Track	Road	Track	Road	
5	Miles per litre	2	4	2	4	2	4	
6	Distance (miles)	15	30	12	17	20	10	
7	Litres needed	=B6/B5	=C6/C5	=D6/D5	=E6/E5	=F6/F5	=G6/G5	=SUM(B7:G7)
8	Fuel at start of stage	32	=B9	=C9	=D9	32	=F8-F7	
9	Fuel at end of stage	=B8-B7	=C8-C7	=D8-D7	=E8-E7	=F8-F7	=G8-G7	

(d) During the rally the car will need to be refuelled. Alan has to decide when to refuel the car, and this can **only** be done at the **beginning** of any stage.

(i) Save your spreadsheet as **REFUEL**.

(ii) Use shading to format a cell in the row displaying the amount of fuel left, to show where the car will need to be refuelled. (2 marks)

Correct cell selected (1). Shading used effectively (1). Award second mark if appropriate even if first mark cannot be awarded.

	A	B	C	D	E	F	G	H
1	Radnor Forest Rally Stages							
2								
3	Stage	1	2	3	4	5	6	Total
4	Surface	Track	Road	Track	Road	Track	Road	
5	Miles per litre	2	4	2	4	2	4	
6	Distance (miles)	15	30	12	17	20	10	
7	Litres needed	=B6/B5	=C6/C5	=D6/D5	=E6/E5	=F6/F5	=G6/G5	=SUM(B7:G7)
8	Fuel at start of stage	32	=B8-B7	=C8-C7	=D8-D7	=E8-E7	=F8-F7	
9	Fuel at end of stage	=B8-B7	=C8-C7	=D8-D7	=E8-E7	=F8-F7	=G8-G7	

* At the end of stage 4, the car has only 6.75 litres left in the tank. As it needs 10 litres for stage 5 – Alan will need to refuel it, therefore he starts stage 5 with a full tank (32 litres).

(iii) Use a new row to show the amount left at the end of each stage after it has been refuelled. Edit the formulae you have used. (5 marks)

Appropriately worded row label (1). Correct formulae; extra amount put into tank, 32 (1) minus cell reference for amount already in tank at beginning of stage (1) minus cell reference to consumption of fuel during that stage (1). Appropriate formulae in next cell in row (1).

(e) *Save your spreadsheet.*

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

	A	B	C	D	E	F	G	H
1	Radnor Forest Rally Stages							
2								
3	Stage	1	2	3	4	5	6	Total
4	Surface	Track	Road	Track	Road	Track	Road	
5	Miles per litre	2	4	2	4	2	4	
6	Distance (miles)	15	30	12	17	20	10	
7	Litres needed	7.5	7.5	6	4.25	10	2.5	37.75
8	Fuel at start of stage	32	24.5	17	11	32	22	
9	Fuel at end of stage	24.5	17	11	6.75	22	19.5	

Task Five – Chart

Total for this task: 23 marks

(a) *Alan’s first idea is to use a chart as a reminder.*

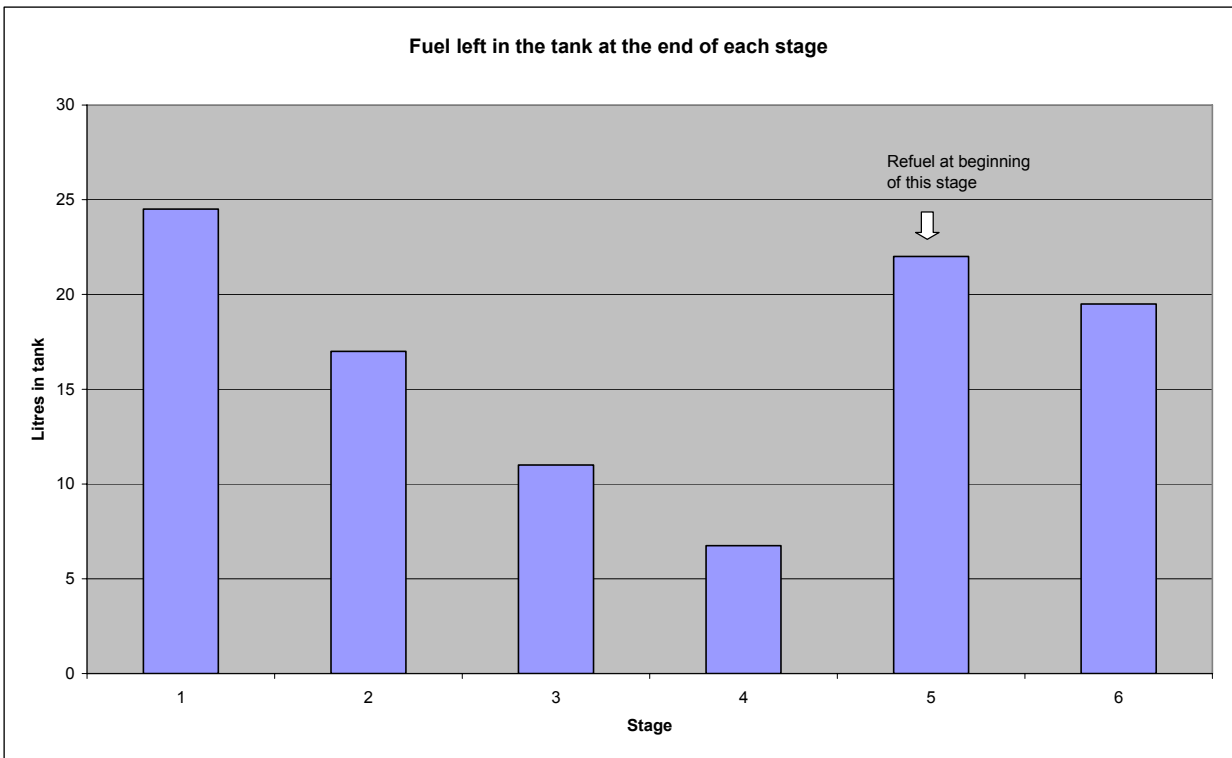
(i) *Using your answer to **Task 4 (c) (i)**, create a properly labelled and titled chart to display the amount of fuel left in the tank at the end of each stage. (6 marks)*

Bar or line chart (1) selected with correct (1) data series. Suitably worded (1) and emphasised title (1). Suitably worded Y axis, eg litres (1) and X axis, eg stage (1).

(ii) *Using the tools available to you, **clearly** identify on the chart the rally stage where the car must be refuelled. (3 marks)*

Correct refuelling stage indicated (1) and emphasised using 2 tools, eg font emboldened, text box border, arrow (2 x 1).

Task (5)(i) and (ii) – Answer.



(iii) *Insert your name and candidate number into the header of the chart.*

(iv) *Print the chart as a **new sheet**. (1 mark)*

Chart printed as new sheet (1).

(v) *Save your file.*

(b) Recall the word processing file **MESSAGE** which is an email. Use it write an email to Alan (ahoness@ahg.com).

(i) Complete the message headings. (1 mark)

To correct and suitable subject chosen (ie refuelling) (1).

(ii) Explain **one** advantage of using a chart as a way of reminding Alan when he needs to refuel. (3 marks)

Advantage identified (1) and explained (1) with reference to chart (1), see following example:

A chart can attract attention (1) because colour can be used (1), ie I used a different colour for the refuelling stage (1).

(iii) Explain **one** disadvantage of using a chart as a way of reminding Alan when he needs to refuel. (3 marks)

Disadvantage identified (1) and explained (1) with reference to chart (1), see following example:

A chart is difficult to understand (1) because you've got to look at both axis labels (1). It's difficult to work out which stage is being labelled (1).

(iv) Suggest an alternative type of document that Alan could use. Explain your answer. (3 marks)

Alternative type of document suggested using correct terminology (1), advantage identified (1), and explained (1), see following example:

A notice (1), as it uses a few simple words (1) so it's easy to understand the 'message' (1).

(v) Insert your name and candidate number into the header of the document.

(vi) Save and print the email.

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

Level 3	Good command of grammar and spelling, good use of specialist terms.	3 marks
Level 2	Reasonable command of grammar and spelling, some use of specialist terms.	2 marks
Level 1	Basic command of grammar and spelling, few if any specialist terms	1 mark