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For Examiner's Use
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General Certificate of Secondary Education  
June 2008

**BUSINESS AND COMMUNICATION SYSTEMS**  
**Paper 1**  
**Higher Tier**

**3126/1H**  
**H**



Wednesday 21 May 2008 9.00 am to 10.00 am

<p><b>You will need no other materials.</b> You may use a calculator.</p>
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Time allowed: 1 hour

**Instructions**

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.

**Information**

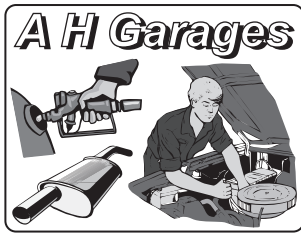
- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in questions 3(a) and 5.

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



J U N O 8 3 1 2 6 1 H 0 1

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



## SCENARIO

### *AH Garages*



### AHG Racing

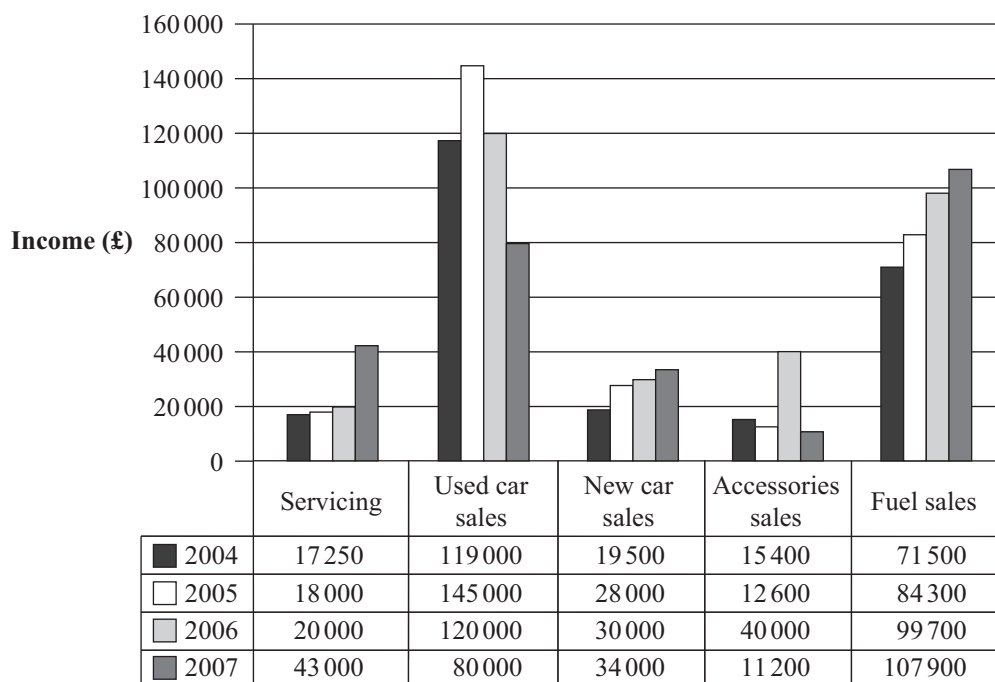
Alan Honess owns five garages in Yorkshire selling fuel, accessories and spare parts. The main garage is at The Old Works, Farnley Road, Halem, HA25 3KA. Here, there is also a car showroom and a workshop where cars are serviced and repaired.

Alan employs a manager for each garage as well as for the car showroom in Halem.

The workshop is also the base for *AHG Racing* which is the name of a team that competes in classic car rallies. At the moment, Alan manages the team by himself.

Information and Communication Technology (ICT) plays a very important part in the management and operation of the business. To improve the use of ICT by the business, Alan set up a website five years ago.

**Item A**  
*AH Garages Income*



**Sources of Income**



**Total for this question: 11 marks**

**1** Using the information in **Item A**, answer each of the following questions.

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

**2004                      2005                      2006                      2007**

*(1 mark)*

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

**Servicing              Used car              New car              Accessories              Fuel sales**  
**sales                                    sales                                    sales**

*(1 mark)*

**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)*

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

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*(2 marks)*

*(Extra space)* .....

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

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*(2 marks)*

*(Extra space)* .....

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**Question 1 continues on the next page**

**Turn over ►**



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

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(4 marks)

(Extra space) .....

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<b>11</b>



**Turn over for the next question**

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0 5




**Total for this question: 13 marks**

**Item B**

Alan divides his time between managing his rally team and visiting each of his garages. He manages the rally team from home. Alan is considering buying a new mobile phone. Whilst Alan is away from home on business, he wants to be able to:

- keep in touch with the other garages and make quick decisions
- access his email
- send and receive photos of cars
- listen to the radio
- connect to his computer using Bluetooth
- make video calls.

The table below illustrates the mobile phones that he is considering.

<b>PRACTICAL PHONES WAREHOUSE</b>			
<b>Features</b>	<b>Phone 1</b>	<b>Phone 2</b>	<b>Phone 3</b>
<b>Picture</b>			
<b>Multimedia</b>	<ul style="list-style-type: none"> <li>• 2 megapixel camera</li> </ul>	<ul style="list-style-type: none"> <li>• Two integrated digital cameras enable face-to-face video calls</li> <li>• Cameras are 2 megapixels with 6x zoom</li> <li>• Video capture</li> </ul>	<ul style="list-style-type: none"> <li>• 3.2 megapixel camera with 20x zoom</li> <li>• Mobile TV</li> <li>• Video call</li> </ul>
<b>Connectivity</b>	<ul style="list-style-type: none"> <li>• Connect to PC using USB cable or Bluetooth</li> <li>• Hands-free</li> </ul>	<ul style="list-style-type: none"> <li>• Connect to PC using USB cable or Bluetooth</li> <li>• Web browser to access email</li> </ul>	<ul style="list-style-type: none"> <li>• Connect to PC using USB cable or Bluetooth</li> <li>• Web browser to access email</li> </ul>
<b>Audio</b>	<ul style="list-style-type: none"> <li>• MP3 player</li> </ul>	<ul style="list-style-type: none"> <li>• MP3 player</li> </ul>	<ul style="list-style-type: none"> <li>• MP3 player</li> <li>• FM radio</li> </ul>
<b>Memory</b>	<ul style="list-style-type: none"> <li>• 5 Mb internal</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Mb internal</li> <li>• 65 Mb memory card</li> </ul>	<ul style="list-style-type: none"> <li>• 42 Mb internal</li> <li>• Up to 1Gb with memory card</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Calendar feature</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> </ul>	<ul style="list-style-type: none"> <li>• Photo editor</li> </ul>



2 Using the information in **Item B**, compare the phones with Alan's requirements.

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

**Phone 1**

**Phone 2**

**Phone 3**

(1 mark)

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

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(3 marks)

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

**Phone 1**

**Phone 2**

**Phone 3**

(1 mark)

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

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(3 marks)

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**Question 2 continues on the next page**

**Turn over ►**



### Item C

Alan has decided to buy a contract phone. Details of the packages available from Practical Phones Warehouse are shown below.

PRACTICAL PHONES WAREHOUSE			
Details	Phone 1	Phone 2	Phone 3
Picture			
Cost of handset	Free	£72.00	£180.00
Monthly cost including 360 minutes of talk time	£25.00	£35.00	£35.00
Cost of each picture message	£0.42	£0.25	£0.36





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

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13

**Turn over for the next question**

**Turn over ▶**



**Total for this question: 22 marks**

**3** Alan needs to employ a manager for the rally team. He is thinking about adding a recruitment page to his website to advertise this job.

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

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*(5 marks)*

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Quality of Written Communication for question 3(a) *(2 marks)*



**3** (b) Alan has decided that it would be better to advertise for the manager’s post internally.

Explain **two** advantages of advertising the post internally.

Advantage 1 .....

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*(3 marks)*

*(Extra space)* .....

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Advantage 2 .....

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*(3 marks)*

*(Extra space)* .....

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**Question 3 continues on the next page**

**Turn over ►**



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.

Action 1 .....  
..... (1 mark)

Description .....  
.....  
..... (2 marks)

(Extra space) .....

Action 2 .....  
..... (1 mark)

Description .....  
.....  
..... (2 marks)

(Extra space) .....

Action 3 .....  
..... (1 mark)

Description .....  
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..... (2 marks)

(Extra space) .....



**Total for this question: 25 marks**

4 Alan needs to keep in close contact with his managers. He has a monthly meeting at his house to discuss sales figures with his managers.

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

Document 1 .....  
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(1 mark)

Purpose.....  
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(2 marks)

(Extra space) .....

Document 2 .....  
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(1 mark)

Purpose.....  
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(2 marks)

(Extra space) .....

**Question 4 continues on the next page**

**Turn over ►**



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.

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(3 marks)

(Extra space) .....

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

Advantage .....  
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*(2 marks)*

*(Extra space)* .....  
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Disadvantage .....  
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*(2 marks)*

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

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*(3 marks)*

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**Question 4 continues on the next page**

**Turn over ►**



4 (d) Alan likes to visit each of his five garages at least once a week. When he is not visiting a garage, he works from home.

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.

Method 1 .....  
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(1 mark)

Situation .....  
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(2 marks)

(Extra space) .....  
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Method 2 .....  
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(1 mark)

Situation .....  
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(2 marks)

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

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(1 mark)

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

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(2 marks)

(Extra space) .....

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25

**Turn over for the next question**

**Turn over ▶**



**Total for this question: 9 marks**

- 5 The amount of paperwork that Alan has to do has increased a lot over the years. He has clerical staff in each of his garages. Alan intends to bring all the clerical work onto the site where he has an existing large, empty storage area. Alan is considering whether the staff should work in an open plan office or in cellular offices.

Recommend to Alan which option he should choose, giving reasons for your recommendation.

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*(6 marks)*

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Quality of Written Communication for question 5 *(3 marks)*

**END OF QUESTIONS**

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