

General Certificate of Secondary Education
June 2008



BUSINESS AND COMMUNICATION SYSTEMS
Higher Tier
Paper 2
Controlled Test

3126/2H
H

To be conducted between Monday 12 May 2008 and Friday 16 May 2008.
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:

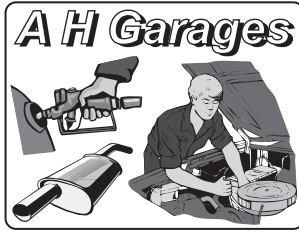
Task One	Advertisement	(11 marks)
Task Two	Database	(24 marks)
Task Three	Letter	(23 marks)
Task Four	Spreadsheet	(19 marks)
Task Five	Chart	(23 marks)

- 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 Three (a)** and **Task Five (b)**.
- 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.
- You are **not permitted** to access the internet during the course of this examination.

Advice

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

Attempt **all** five tasks.



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.

Task One – Advertisement**Total for this task: 11 marks**

Alan has decided to appoint a new manager for the workshop, who will also look after *AHG Racing*. He is going to place an advertisement in his local newspaper.

- (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. You should use text and formatting tools. **Do not** change the size of the text box.

It is important that:

- (i) The text is clear and error free. *(3 marks)*
 - (ii) The advertisement contains all the necessary information. *(3 marks)*
 - (iii) The key points are emphasised. *(3 marks)*
 - (iv) The advertisement is correctly laid out. *(2 marks)*
- (b) (i) Insert your name and candidate number into the header of the document.
- (ii) Save and print the advertisement.

Turn over for the next task

Turn over ►

Task Two – Database**Total for this task: 24 marks**

Classic car rallying is an expensive sport and Alan is always looking for new sponsors. He distributes flyers locally advertising the *AHG Racing* team and requesting sponsorship. He also distributes flyers where the team competes in Radnor Forest, Wales.

Alan has received a number of replies to his flyer (see emails on the opposite page) and has started to create a database to store them.

Recall the database file **SPONSORSHIP**.

- (a) 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)

- (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 businesses should be **coded**.

(8 marks)

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

(2 marks)

- (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)*

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

- (e) Alan wants to produce a list of the sponsors offering money.

(i) Search your database for these sponsors. *(1 mark)*

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

(1 mark)

Mr Honess

OK Superstore; my name is Ed Miller and I've just bought the supermarket near your workshop. I'd love to sponsor AHG Racing; how about £500? In return, could I display your car outside my store?

Yours sincerely
Ed Miller

Dear Alan

I own The Bistro in Radnor. Would you like a free meal the next time you compete around here? In exchange, just tell the other competitors about us.

Peter Clarke
The Bistro

Hi Alan

I am the Marketing Manager for 'UK Helmets', the country's leading supplier of protective head gear. We'd be quite happy to supply you with helmets for free. All we'd want in exchange is our logo on your car where it will be seen.

Roberta Jagger

Dear Mr Honess

Edge House Hotel

We'd be interested in doing a deal with you. My hotel is near the Radnor Forest course and I could give you free accommodation. My name is Stan Jones; in return, we'd want you to advertise our hotel on your website.

Stan J

Hi

I'm Emily Arthur and I am the Marketing Director of EA Enterprises. We organise sporting events across the country. I was wondering whether you could organise a corporate entertainment day at one of your rallies for our staff? In exchange, we'd like to give you £2000 in sponsorship.

Best regards
Emily

Alan

My name is Phil Anstruther and I own Anstruther and Co. We have a number of convenience stores in and around Halem. I've always been interested in rallying and would like to sponsor you for £500 per year for the next five years. In return, I'd like to publicise this sponsorship in our stores.

Thanks
Phil

Dear Mr Honess

Websites Unlimited

We specialise in designing websites for rally teams all over the country. To introduce ourselves, how about £1000 worth of sponsorship for one year? In exchange, could we have a link to your website?

Would this be of help to you?
Lisa Hankin (Director)

Hi Alan

Just emailing to let you know that we're renewing our agreement to supply you with our products at a 50% discount. As usual, in return, we'd want to have our logo on your car. Hope you have another good season.

Yours

Sally Hopper (Marketing Manager)
Discount Oils – 'Your National Distributor'

Task 2 continues on the next page

Turn over ►

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

Alan wants to formally write and thank the businesses that offered him sponsorship. He has their contact details in a separate database file he calls ADDRESS. The record below shows Ed Miller's details, with the field headings. Ed Miller has offered £500 sponsorship in return for displaying the rally car outside his superstore.

Record from database file – ADDRESS

First name	Surname	Business	Number	Road	Town	Postcode
Ed	Miller	OK Superstore	35	Straight Lane	Halem	HA25 11MJ

- (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)
 - (ii) Accept Ed Miller's offer with thanks. (1 mark)
 - (iii) Confirm the details of the sponsorship deal. (3 marks)
 - (iv) Ask Ed to contact Alan if he has any queries. (1 mark)
 - (v) Insert your name and candidate number into the header of the document.
 - (vi) Save and print the letter.
- (b) Alan knows that it should be possible to use mail merge to save time when a number of similar letters have to be sent. He knows that:
- he would need to create the 'Main Document'
 - this 'Main Document' would then be personalised using information from other data sources
 - markers would show where the personalised information should be inserted into the 'Main Document'.

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)
- (ii) Explain how the data in the **SPONSORSHIP** database file (**Task Two**) could also be used in the mail merge. (2 marks)
- (iii) Insert your name and candidate number into the header of the note.
- (iv) Save the note as **MAIL MERGE** and print it.

Turn over ►

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

Each rally is divided into a number of stages. Alan records the length of each stage. The type of stage is also important, whether it is a road or a forest gravel track, as this affects how much fuel is used.

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)*
- (b) (i) Use a new **row** to calculate the number of **litres** needed for each stage. *(2 marks)*
- (ii) Use a new **column** to calculate the total fuel needed for the rally. *(2 marks)*
- (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)*
- (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)*
- (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)*
- (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)*
- (e) Save your spreadsheet.
- Print a copy of the spreadsheet showing the figures.
 - Print a second copy showing the formulae.

Task Five – Chart**Total for this task: 23 marks**

Alan ran out of fuel during his last rally and wants to experiment with ways of using ICT to remind himself when to refuel the car.

- (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)*
 - (ii) Using the tools available to you, **clearly** identify on the chart the rally stage where the car must be refuelled. *(3 marks)*
 - (iii) Insert your name and candidate number into the header of the chart.
 - (iv) Print the chart as a **new sheet**. *(1 mark)*
 - (v) Save your file.
- (b) Recall the word processing file **MESSAGE** which is an email. Use it to write an email to Alan (ahoness@ahg.com).
- (i) Complete the email headings. *(1 mark)*
 - (ii) Explain **one** advantage of using a chart as a way of reminding Alan when he needs to refuel. *(3 marks)*
 - (iii) Explain **one** disadvantage of using a chart as a way of reminding Alan when he needs to refuel. *(3 marks)*
 - (iv) Suggest an alternative type of document that Alan could use. Explain your answer. *(3 marks)*
 - (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)*

END OF TASKS

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