

Mark Scheme (Results)

June 2008

GCSE

GCSE Business & Communication Systems (1504.03)

General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

1504/03 Mark Scheme

Question Number	Answer	Mark
1(a)	<p>For each of the questions write the letter A, B, C or D ... (AO1 - Demonstrate = 6 marks)</p> <p>(i) an order (ii) job sharing (iii) equal opportunities (iv) an agenda (v) BACS (vi) file</p>	6

Question Number	Answer	Mark
1(b)	<p>For each of the questions ... (AO3 - Select/Analyse = 4)</p> <p>(i) A (ii) B (iii) B (iv) B</p>	4

Question Number	Answer	Mark
1(c)	<p>(i) Define the term 'time-rate'. (AO1 - Demonstrate = 2)</p> <p>payment based on number of hours worked (1) at a set/hourly rate (1)</p> <p>(ii) Explain ONE advantage to CGH Ltd of using a time-rate system for the payment of wages to temporary employees. (AO2 - Apply = 2, AO4 - Evaluate = 1)</p> <p>Valid points could include: hours recorded via computerised/clocking in system - easy to operate and calculate - easy to check hours worked by temporary employees</p> <p>Level 2 Candidate makes judgement(s) 3 Level 1 Candidate applies knowledge 1-2</p>	2

Question Number	Answer	Mark
1(d)	<p>Why is it important to protect this data? (AO4 - Evaluate = 5)</p> <p>Valid points could include: because personal data could be seen by unauthorised people - DPA - CGH Ltd could be prosecuted - guests/employees lose confidence in CGH Ltd because personal/financial data may be used illegally</p>	<p>5</p> <p>Total = 20</p>

Question Number	Answer	Mark
2(a)	<p>(i) Explain TWO benefits to CGH Ltd of using a questionnaire to collect this information. (AO1 - Demonstrate = 3, AO2 - Apply = 3)</p> <p>Valid points could include: essential data collected - nothing omitted record kept - makes comparison easier can act on guests/views/opinions to improve service</p> <p>Level 2 Candidate applies knowledge</p> <p>Level 1 Candidate demonstrates knowledge</p> <p>(ii) Why do you think CGH Ltd uses graphs and charts instead of text and tables? (AO2 - Apply = 2, AO4 - Evaluate = 2)</p> <p>Valid points could include: results can be seen at a glance - clearly shows trends where text/tables may not - easier to understand and follow because can use legend/keys/labels/colours/patterns/shading</p> <p>Level 2 Candidate makes judgement(s)</p> <p>Level 1 Candidate applies knowledge</p>	<p>4-6</p> <p>1-3</p> <p>3-4</p> <p>1-2</p>

Question Number	Answer	Mark
2(b)	<p>(i) Explain how ONE of the above might be used in CGH Ltd. (AO3 - Select/Analyse = 5)</p> <p>Valid points could include: (database) - guest/employee/supplier records - select/print lists/search/sort/mail shot - use example as part of explanation (wp) - correspondence/other documents - edit/store (dtp) - in-house documents - logo/graphics/design</p> <p>(ii) Why do you think using ICT might improve efficiency at CGH Ltd? (AO4 - Evaluate = 5)</p> <p>Valid points could include: all employees have access - information to hand - quick/efficient all documents done to agreed format - good/consistent presentation less expensive than commercial printing - corporate design carried through on all documents</p>	<p>5</p> <p>5</p> <p>Total = 20</p>

Question Number	Answer	Mark
3(a)	<p>Using names from the organisation chart of CGH Ltd given in the context, explain ... (AO2 - Apply = 2, AO3 - Select/Analyse = 4)</p> <p>Valid points could include: (span of control) - the number of people directly controlled by one person - narrow/wide (chain of command) - shows the way in which orders pass down and information up the levels in a hierarchy - lines of responsibility/communication/decision making</p> <p>Level 2 Candidate analyses Level 1 Candidate makes reference to chart</p> <p>If only 1 max 4 even if reference made to chart.</p> <p>N.B. If span of control and chain of command not mentioned AO2 can be awarded if correct reference to chart eg names/levels.</p>	<p>3-6</p> <p>1-2</p>

Question Number	Answer	Mark
3(b)	<p>(i) What would be TWO purposes of communication within CGH Ltd? (AO2 - Apply = 4 marks)</p> <p>Valid points could include: give information - inform the directors of a meeting collect information - Simon Dalkin's research clear up problems/positive public image - a quality issue with a guest keep the hotels running smoothly - liaise/co-ordinate all staff receive information/feedback - updates</p> <p>Level 2 Candidate applies sound knowledge</p> <p>Level 1 Candidate applies basic knowledge</p> <p>If only 1 then max 2</p> <p>(ii) Suggest the effects that TWO of the above might have on communication. (AO4 - Evaluate = 6 marks)</p> <p>Valid points could include: (misunderstanding) - people not receiving the correct information - fail to attend meetings/pass on important information/do not carry out a particular task (using jargon) - receiver of message does not understand - leaves him/her frustrated/confused (wrong method) - messages do not get through/too slow when message urgent (equipment) - similar to method - wrong equipment used - fax when email would have been better all leading to things not getting done and problems occurring - employees get frustrated/discontented - guests not happy with service, get dissatisfied, complain and go elsewhere damaging the hotel's image - missing information could lead to bad decisions</p> <p>Level 2 Candidate makes sound judgement(s)</p> <p>Level 1 Candidate makes basic judgement(s)</p> <p>If only 1 max 3.</p>	<p>3-4</p> <p>1-2</p> <p>4-6</p> <p>1-3</p>

	<p>(iii) Do you agree that this was a good idea? (AO4 - Evaluate = 4)</p> <p>Valid points could include: all employees there - all getting the same information at same time - questions can be asked to reassure - everyone has a say - motivational - feedback - gauge feelings - employees can make choices.</p>	<p>4</p> <p>Total = 20</p>
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Quality of Written Communication (QWC) 3 marks

There are 3 marks available for Quality of Written Communication for question 3bii & iii.

To meet the criteria the candidate must:

- present relevant information in a form that suits its purpose (use of appropriate business language);
- ensure text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear;
- use a suitable structure and style of writing (logical sequencing).