

Mark Scheme (Results)

June 2008

GCSE

GCSE Business & Communication Systems (1504.04)

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.

1504/04 Mark Scheme

Question Number	Answer	Mark
1(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</p> <p>Level 1 Candidate makes reference to chart</p> <p>If only 1 max 4 even if reference made to chart. 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
1(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>3-4</p> <p>1-2</p>

Question Number	Answer	Mark
1(b)	<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>(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 feeling- employees can make choice</p>	<p>4-6</p> <p>1-3</p> <p>4</p> <p>Total = 20</p>

Quality of Written Communication (QWC) 3 marks

There are 3 marks available for Quality of Written Communication for question 1bii & 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).

Question Number	Answer	Mark
2(a)	<p>(i) How could CGH Ltd find out what guests think about their stay in its hotels (AO1 - Demonstrate = 3, AO2 - Apply = 3)</p> <p>Valid points could include: at checking out give questionnaires/interview - can decide exactly what to ask re stay - everyone asked same questions - relatively easy to analyse replies - telephone questionnaire 2-way - if telephone questionnaire/interview can explain if questions are difficult - leave guest feedback sheets in rooms</p> <p>Level 2 Candidate applies knowledge to hotels</p> <p>Level 1 Candidate demonstrates basic knowledge</p>	<p>4-6</p> <p>1-3</p>

Question Number	Answer	Mark
2(a)	<p>(ii) Explain how using a database might make Simon's job easier. (AO 1 - Demonstrate = 3 marks, AO2 - Apply = 1 mark, AO3 - Select/Analyse = 3)</p> <p>Accept reference to spreadsheet if clearly used as a database.</p> <p>Valid points could include: used for holding large amounts of information - guest/supplier/employee records print selected - mail shots/address labels/special offers/staff rotas searches/sorts - fast access to data/alphabetical/numerical/collated in seconds if back ups kept little risk of data being lost possible to analyse data which would be difficult with paper based system possible to build up guest profiles - what they like/dislike</p> <p>Level 3 Candidate analyses <i>eg A major advantage of using a database is the speed with which data can be accessed. Data that would previously have taken some time to gather and collate can now be collated in seconds saving CGH Ltd time and money. It also means managers and directors can have relevant information when they want it without having to wait, making decision quick and efficient. Data can also be analysed, for example the results of the guest research and data collected on guests showing when they visit, which facilities they like or</i></p>	

	<i>dislike so if it is bad service they dislike something can be done to put this right. The search/sort facility can be used to generate staff rotas so staffs knows exactly in advance when they are working so no mistakes are made, keeping the hotels running smoothly.</i>	5-7
	Level 2 Candidate applies knowledge	3-4
	Level 1 Candidate demonstrates knowledge	1-2

Question Number	Answer	Mark
2(b)	<p>Assess the benefits of using DTP. (AO4 - Evaluate = 7 marks)</p> <p>Valid points could include: DTP allows production of documents combining pictures and text high level of presentation/documents arranged in columns with headings where images/clip art can be imported and produced quickly money saved because cheaper than an external printer corporate layout enhancing image of hotels because documents saved layouts/amendments can be made easily</p> <p>Level 2 Candidate makes sound judgement(s)</p> <p>Level 1 Candidate makes basic judgement(s)</p>	<p>5-7</p> <p>1-4</p> <p>Total = 20</p>

Question Number	Answer	Mark
3(a)	<p>(i) Analyse TWO ways these non-resident members might pay for their membership. <i>(AO1 - Demonstrate = 2 marks, AO2 - Apply = 2 marks, AO3 - Select/Analyse = 3 marks, AO4 - Evaluate = 3 marks)</i></p> <p>Valid points could include: cash -notes and coins/ease of use straightforward/easy to use/understand cheques - written instruction to bank to pay money to hotel/safer than cash/no need to carry bulky cash/convenient debit card - plastic card which allows electronic transfer from one bank account to another - swiped through machine no need to carry cash - chip and pin standing order - members give instructions to the bank to pay fixed amounts on a regular basis/payments not forgotten and saves having to write/send cheques direct debit - similar to standing order except exact amount to be paid is not specified credit card - enable payments up to an agreed limit which members can settle usually at the end of the month/or partial settlement - have to pay interest on balance/user has time to pay and can decide whether to settle in full or in part</p> <p>Level 4 Candidate makes judgement(s) <i>eg The easiest way of paying would be with cash consisting of notes and coins. People usually have a cheque book and can make cheques payable to the fitness and leisure centre. This is more secure than carrying large amounts of cash around. A debit card is a plastic card which can be a chip and pin card. The card is swiped through a machine which transfers money quickly from one bank account to another. Thought to be a very secure way of paying. Paying by standing order or direct debit means once the transaction has been set up with the bank, the member does not have to worry about it any more. Payments are automatically paid each month so no payments are forgotten keeping relations with the leisure and fitness club good.</i></p> <p>Level 3 Candidate analyses <i>eg The easiest way of paying would be with cash consisting of notes and coins. People usually have a chequebook and can make cheques payable to the fitness and leisure centre. A debit card is a plastic card which can be a chip and pin card. The card is swiped through a machine which transfers money quickly from one bank account to another. Paying by</i></p>	8-10

	<i>standing order or direct debit means once the transaction has been set up with the bank. Payments are automatically paid each month.</i>	5-7
	Level 2 Candidate applies knowledge	3-4
	Level 1 Candidate demonstrates basic knowledge	1-2
	If only 1 way max 7.	

Question Number	Answer	Mark
3(b)	<p>Assess the measures Jenny could take to protect the system and the data. <i>(AO1 - Demonstrate =3, AO2 - Apply = 1 mark, AO3 - Select/Analyse = 3, AO4 = Evaluate = 3 marks)</i></p> <p>Valid points could include: (viruses) - use anti virus software/stop downloading from Internet or personal discs/firewall/ensuring all purchased software comes in sealed, tamper proof packaging/do not allow software/data to be removed from or brought into hotels (system/data) - user IDs and passwords with levels of access set by the system manager/set a limit on the number of times a user can attempt to enter a password vetting of employees and immediate removal of passwords/authorisations from employees who leave or who are sacked use biometric - fingerprint/iris/voice recognition technology encrypt files - data is scrambled before transmission so unreadable to anyone who accesses it separation of duties - ensuring it would take the collusion of two or more employees to able to defraud/access unauthorised data train staff to be aware of possible breaches of security and introduction of viruses appointing a security manager using special software which can monitor all terminals</p> <p>Level 3 Candidate makes judgement(s) <i>Viruses are designed to cause damage to computer files which consequently causes inconvenience and annoyance to users. Depending upon the virus damage can range from irritating to catastrophic. To protect against viruses Jenny would ensure anti virus software was purchased which would check all information going out of and coming into the hotels' computer systems was checked for viruses. Staffs also have to be trained and know that they cannot bring in discs from outside - in some businesses this is a sackable offence. To ensure hackers do not get into</i></p>	

	<p><i>the computer system or data, all staff should be carefully vetted and trained. Everyone will be given a password which should be changed regularly, not written down and not made up of easily guessed words. The password display should also be hidden on screen or in printouts. All files containing passwords must be encrypted as should any other data transmitted elsewhere so anyone gaining access to this will not be able to read it. Consequently cannot do any damage to it which would affect CGH Ltd's operations. Appointing a security manager who can monitor all terminal activity would mean he/she can see everything being typed on any screen, record logins, hours of login time and the number of times particular programs or data has been accessed. If there is any unauthorised access he/she will have more chance of pinpointing where this was and by whom.</i></p> <p>Level 2 Candidate analyses</p> <p>Level 1 Candidate demonstrates knowledge</p>	<p>8-10</p> <p>5-7</p> <p>1-4</p>
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