

# Mark Scheme Summer 2009

GCSE

## GCSE Business & Communication Systems (1504)

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Summer 2009

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## General Marking Guidance

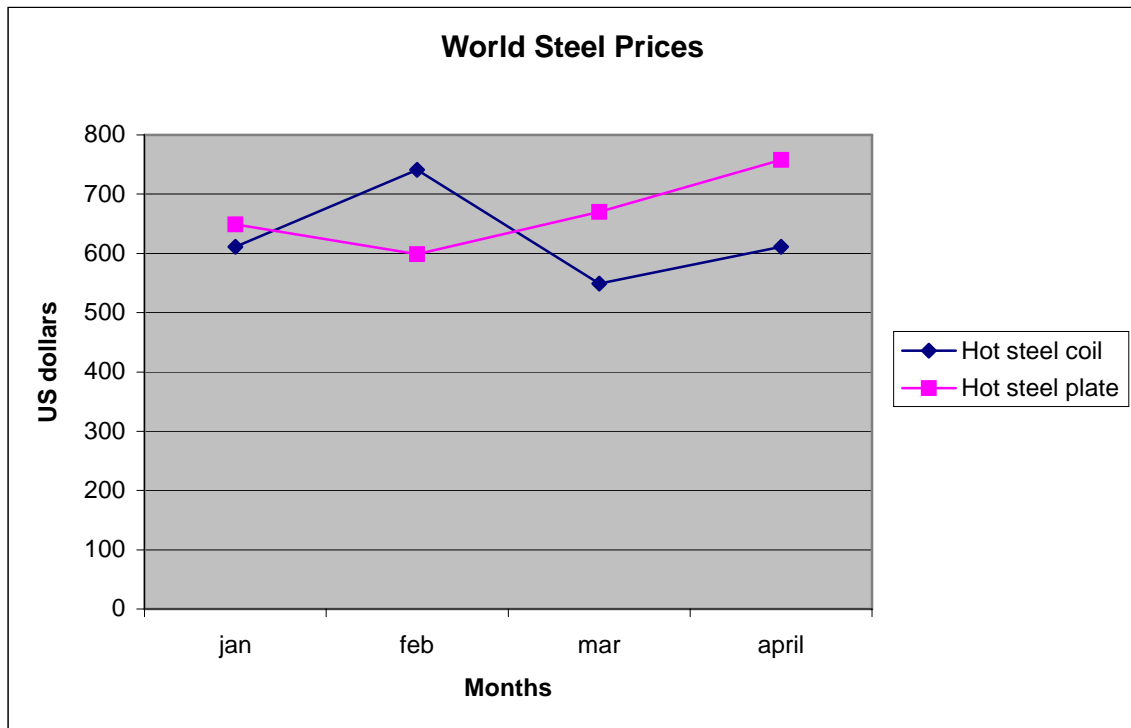
- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should 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.

1504/1F MARK SCHEME JUNE 2009

Question Number	Answer	Mark
1	<p><i>(AO1 - Demonstrate = 4; AO2 - Apply = 9; AO3 - Select = 2)</i></p> <p>1. All 6 items present (1 mark each item) - must have key words as below</p> <ul style="list-style-type: none"> <li>• Apprenticeship for .....</li> <li>• Do you want to earn .....</li> <li>• If your answer is 'yes'.</li> <li>• On-the-job training .....</li> <li>• Leading to NVQ level 3.....</li> <li>• For further details of .....<a href="http://www.broadfieldrose.co.uk">www.broadfieldrose.co.uk</a></li> </ul> <p>2. Details in correct order (as above)</p> <p>3. Box for logo (1) at top of page (1) - empty box, no text except logo indication</p> <p>4. Box 1 items different font size (1)/different style (1) (Apprenticeship for .....</p> <p>5. Items in box 6 emboldened (For further details .....</p> <p>6. Border round leaflet - all round</p> <p>7. A4 portrait - more than half of page used</p> <p>8. Accuracy (0 errors = 1; 1 error = 0) - typo errors only</p>	<p>6 marks</p> <p>1 mark</p> <p>2 marks</p> <p>2 marks</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>Total 15 marks</p>

Question Number	Answer	Mark
2(a)	<p>(AO1 - Demonstrate = 1; AO3 - Select = 3)</p> <ol style="list-style-type: none"> <li data-bbox="300 367 1214 434">1. Fully blocked/open punctuation (accept 'st', 'th', 'rd' in any dates but must be consistent)</li> <li data-bbox="300 465 1214 533">2. Letter date (day, month, year - any style, any order) - accept any reasonable date before 16 May</li> <li data-bbox="300 564 1214 631">3. Matching salutation and complimentary close (accept Dear Mr Symonds, Dear Josh, Dear Sir)</li> <li data-bbox="300 663 1214 943">4. Addressee - all details correct (Mr J Symonds - accept Mr Josh Symonds/J Symonds/ Josh Symonds 16 Tennyson Drive Perryfields Bromsgrove Worcs B99 5RZ)</li> <li data-bbox="300 974 1214 1041">5. Italics changed and brackets removed</li> <li data-bbox="300 1072 1214 1140">6. CNC Apprenticeship present</li> <li data-bbox="300 1171 1214 1238">7. Date and time of interview - both correct (20 May 2009/1330 hours or 1.30 pm) - must have year</li> <li data-bbox="300 1270 1214 1337">8. Mr Peter Daniels present or just Mr Daniels</li> <li data-bbox="300 1368 1214 1435">9. Shefali Mir and Office Manager present and correct - accept Accountant/Office Manager or just Office Manager, also accept Mr</li> <li data-bbox="300 1467 1214 1534">10. Two spelling mistakes corrected - weather becomes whether (1) foreword becomes forward (1)</li> </ol>	<p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>2 marks</p> <p><b>Total 11 marks</b></p>

Question Number	Answer	Mark
2(b)	(AO1 - Demonstrate = 1; AO3 - Select = 3)	
	1 Appropriate title (must include World Steel Prices)	1 mark
	2 Two accurate lines	1 mark
	3 Both axes appropriately labelled - must have dollars	1 mark
	4 Labels or key (must inform)	1 mark
		<b>Total 4 marks</b>



Question Number	Answer	Mark																																								
3(a)(i)	<i>(AO1 - Demonstrate = 3; AO2 - Apply = 2; AO3 - Select = 2)</i>																																									
	1 All 6 records present	1 mark																																								
	2 5 field names correct (1) and in correct order (1)	2 marks																																								
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Question Number	Answer	Mark
3(a)(ii)	<i>(AO2 - Apply = 1)</i> Record amended - Redditch must be accurate	1 mark

Question Number	Answer	Mark
3(a)(iii)	<i>(AO2 - Apply = 1)</i> Record deleted - First Aid at Work	1 mark

Question Number	Answer	Mark
3(b)(i)	<i>(AO1 - Demonstrate = 1; AO2 - Apply = 2)</i> Correct fields and accurate data - duration/date/price columns must be consistent with first printout (5 = 3; 3-4 = 2; 1-2 = 1)	3 marks

Question Number	Answer	Mark
3(b)(ii)	<i>(AO2 - Apply = 1)</i> Sorted on TITLE field	1 mark

TRAINING COURSES - 2009				
TITLE	VENUE	DURATION	DATE	PRICE £
Auto-Handling Basics	Gravelly Park	4 days	6-Jul	720
Emergency First Aid - Refresher	Worcester	1 day	30-Aug	85
Fire Safety Awareness	B & R Premises	2 hrs	27-Jun	22
Fire Wardens	Redditch	1 day	2-Oct	120
Fork Lift Truck - Novice	Coventry	5 days	9-Jul	390
Managing Safely	Northampton	4 days	12-Sep	855

Question Number	Answer	Mark
3(c)	<p><i>(A03 - Select = 2)</i></p> <p>Searched on greater than £120 - must be search on price, accept any order,</p> <p>Print out of 3 specified fields (TITLE/DATE/PRICE £)</p>	<p>1 mark</p> <p>1 mark</p> <p>Total 15 marks</p>

TRAINING COURSES - 2009		
TITLE	DATE	PRICE £
Auto-Handling Basics	6-Jul	720
Fork Lift Truck - Novice	9-Jul	390
Managing Safely	12-Sep	855

1504/2H MARK SCHEME JUNE 2009

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Question Number	Answer	Mark
1(a)(ii)	<i>(AO2 - Apply = 1)</i> Record amended - Redditch must be accurate	1 mark

Question Number	Answer	Mark
1(a)(iii)	<i>(AO2 - Apply = 1)</i> Record deleted - First Aid at Work	1 mark

Question Number	Answer	Mark
1(b)(i)	<i>(AO1 - Demonstrate = 1; AO2 - Apply = 2)</i> Correct fields and accurate data - duration/date/price columns must be consistent with first printout (5 = 3; 3-4 = 2; 1-2 = 1)	3 marks

Question Number	Answer	Mark
1(b)(ii)	<i>(AO2 - Apply = 1)</i> Sorted on TITLE field	1 mark

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TITLE	VENUE	DURATION	DATE	PRICE £
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Question Number	Answer	Mark
1(c)	<p><i>(A03 - Select = 2)</i></p> <p>Searched on greater than £120 - must be search on price, accept any order,</p> <p>Print out of 3 specified fields (TITLE/DATE/PRICE £)</p>	<p>1 mark</p> <p>1 mark</p> <p>Total 15 marks</p>

TRAINING COURSES - 2009		
TITLE	DATE	PRICE £
Auto-Handling Basics	6-Jul	720
Fork Lift Truck - Novice	9-Jul	390
Managing Safely	12-Sep	855

Question Number	Answer	Mark
2	<p><i>(AO1 - Demonstrate = 4; AO2 - Apply = 7; AO3 - Select = 4)</i></p> <ol style="list-style-type: none"> <li>1. All 6 items included (6 items = 4; 5-4 items = 3; 3-2 items = 2; 1 item = 1) - must be full version of each, but not checking accuracy here: <ul style="list-style-type: none"> <li>• never trail an electrical cable across a walkway</li> <li>• clean up wet and dry spills immediately</li> <li>• always take care on the stairs</li> <li>• do not block gangways</li> <li>• do not work in an area with insufficient lighting</li> <li>• always wear suitable footwear</li> </ul> </li> <li>2. Box or graphic <b>ALONGSIDE</b> each item</li> <li>3. Suitable heading - must include slips/falls/trips</li> <li>4. Heading in different size</li> <li>5. Heading in different font/style</li> <li>6. Decorative border round poster - not a single line; must go all round</li> <li>7. One page, A4 landscape</li> <li>8. Appropriate use of white space - general impression of good layout</li> <li>9. Use of features (excluding heading) - 1 mark for each of bullets/bold/italic/colour/shading/underscore/font size/ellipse/caps/numbered</li> <li>10. Accuracy (0 errors = 2; 1 error = 1; 2 errors = 0)</li> </ol>	<p>4 marks</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>2 marks</p> <p>2 marks</p> <p><b>Total 15 marks</b></p>

Question Number	Answer	Mark
3(a)(i)&(ii)	<p><i>(AO1 - Demonstrate = 2; AO2 - Apply = 4; AO3 - Select = 3)</i></p> <p><i>(i)</i></p> <ol style="list-style-type: none"> <li><i>1. Correct column headings in bold - do not accept 'No' for 'number'</i></li> <li><i>2. Currency columns right justified, 2 decimal places and £ signs - including column headings/pound sign must be against number</i></li> <li><i>3. All other columns left justified - including column headings</i></li> <li><i>4. Printout on one side of A4</i></li> </ol> <p><i>(ii)</i></p> <ol style="list-style-type: none"> <li><i>5. Accurate full details of correct two items - must show two items only</i></li> <li><i>6. Item totals both correct</i></li> <li><i>7. Final total correct - OFR if all items are included</i></li> <li><i>8. Customer reference number and order number both correct</i></li> <li><i>9. Date inserted - between 11 - 15 May 2009/any style</i></li> </ol>	<p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>Total 9 marks</p>

<b>SHOPPING BASKET</b>					
CUSTOMER REFERENCE NUMBER: BR27428		ORDER NUMBER: 659		DATE	
<b>STOCK NUMBER</b>	<b>DESCRIPTION</b>	<b>SIZE</b>	<b>QUANTITY</b>	<b>UNIT PRICE</b>	<b>TOTAL PRICE</b>
742718	Stainless Steel Sheet 1.5mm	2.50 x 1.25 m	15	£94.16	£1,412.40
882639	Stainless Steel Round 40 mm	3.0 - 3.2 m	10	£113.80	£1,138.00
				<b>TOTAL</b>	<b>£2,550.40</b>

Question Number	Answer	Mark
3(b)	<p><i>(AO1 - Demonstrate = 2; AO2 - Apply = 2; AO3 - Select = 2)</i></p> <ol style="list-style-type: none"> <li>1. <i>Memorandum/Memo heading</i></li> <li>2. <i>To: Peter Daniels - accept Mr Peter Daniels</i></li> <li>3. <i>From: Shefali Mir - accept Mr Shefali Mir/Mrs/Miss/Ms</i></li> <li>4. <i>Memo date (day, month, year - any style, any order)</i></li> <li>5. <i>Correct delivery date - two days after date on order</i></li> <li>6. <i>Must have 'Express assignment' mentioned (subject or text)</i></li> </ol>	<p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p>1 mark</p> <p><b>Total 6 marks</b></p>



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Question Number	Answer	Mark
1(a)	<p><i>(AO1 - Demonstrate = 6)</i></p> <p>(i) an order                      (ii) Dear Sir                      (iii) a sort                      (iv) an agenda                      (v) formula                      (vi) flexitime</p>	Total 6 marks

Question Number	Answer	Mark
1(b)	<p><i>(AO3 - Select/Analyse = 4)</i></p> <p>(i) B                      (ii) D                      (iii) C                      (iv) C but accept B because used in design of presentation</p>	Total 4 marks

Question Number	Answer	Mark
1(c)(i)	<p><i>(AO1 - Demonstrate = 2)</i></p> <p>where messages are sent (1), received (1) and stored/hold (1)</p>	2
1(c)(ii)	<p><i>((AO4 - Evaluate = 3)</i></p> <p>speed - reach destinations instantly which makes them faster/more reliable than post - good for urgent messages - attachments                      cost - generally cheaper than ordinary mail                      time - telephone/engaged/person not available/have to ring back so less time spent waiting                      flexibility - time differences not a problem so easier to contact customers abroad/ability to check messages remotely - world-wide access - ability to send attachments, eg plans, pictures etc</p>	3

1(c)(iii)	<p><i>(AO3 - Select/Analyse = 2, AO4 - Evaluate = 3)</i></p> <p>no need to travel to meetings go to VC room - save on time and cost with no loss of efficiency - can 'meet' with businesses in other parts of the UK or abroad - save on organising and accommodation - similar/like face-to-face</p> <p><b>Level 2 Candidate makes judgement(s)</b> 3-5</p> <p><b>Level 1 Candidate analyses</b> 1-2</p>	5
		<b>Total 10 marks</b>

Question Number	Answer	Mark
2(a)(i)	<p><i>(AO2 - Apply = 4, AO3 - Select/Analyse = 2)</i></p> <p>multiple printouts/standing out/attract attention -  can produce notices combining text and graphics,  photos can be scanned and resized, different fonts  used with text flowing around clip art/images  text and pictures can be put in columns or in  frames/borders which can be moved around the  page - all for effect - templates can be used to  produce in-house style - high quality documents  produced without having to employ a designer -  can control layout, professional quality - can be  saved and edited/updated at a later date  multiple copies if qualified eg if notice damaged  file can be loaded and more copies printed  use of DTP facilities to create impact/stand out or  attract attention</p> <p>Level 2 Candidate analyses  5-6</p> <p>Level 1 Candidate applies knowledge  1-4</p>	<p>Total 6 marks</p>

Question Number	Answer	Mark
2(a)(ii)	<p><i>(AO2 - Apply = 1, AO3 - Select/Analyse = 3, AO4 - Evaluate = 2)</i></p> <p>can use PowerPoint to prepare presentation for large screen - notes can be prepared for each slide and printouts of slides with space for notes for employees - pictures can be used to convey message better and more effective than spoken word - catches employees' attention and maintains interest which is important with health and safety - 2-way feedback employees can ask questions so misunderstandings can be cleared up -- all employees get the same message - notices are used as a back-up to the presentation to reinforce the important h &amp; s issues</p> <p><b>Level 3 Candidate makes judgement(s)</b> 5-6</p> <p><i>Holding a meeting is a good way to speak to lots of employees at the same time. The same message is delivered and employees have the opportunity of asking questions to clear up any problems. PowerPoint can be used to prepare the presentation which can be shown on a big screen with images and pictures to emphasise the message. Handouts can be prepared from the slides which can be kept as a reference for employees. Space can be given on the handouts for notes which employees may want to make to remind them of any really important points.</i></p> <p><b>Level 2 Candidate analyses</b> 2-4</p> <p><b>Level 1 Candidate applies knowledge</b> 1</p>	<p style="text-align: right;"><b>Total 6 marks</b></p>

Question Number	Answer	Mark
2(b)	<p>(i) <i>(AO1 - Demonstrate = 2 marks)</i></p> <p>annual pay (1) usually based on 12 equal (monthly) payments fixed amount (1) regardless of hours worked (1)</p> <p style="text-align: right;">2</p> <p>(ii) <i>(AO1 - Demonstrate = 1)</i></p> <p>national insurance/union fees/pension/savings/child benefit/child care</p> <p style="text-align: right;">1</p> <p>(iii) <i>(AO4 - Evaluate = 3 marks)</i></p> <p>money transferred automatically so employees have immediate access once it reaches their bank account - no need to wait for cheques to clear - no need to take cheque to bank - safer than carrying the cheque around</p> <p style="text-align: right;">3</p> <p>(iv) <i>(AO4 - Evaluate = 2 marks)</i></p> <p>to reward them for having to be available at all times of day/night - unsociable hours - employees may not want to do shift work</p> <p style="text-align: right;">2</p>	<p style="text-align: right;"><b>Total 8 marks</b></p>

Question Number	Answer	Mark
3(a)(i)	<p><i>(AO2 - Apply = 6 marks, AO4 - Evaluate = 2)</i></p> <p>training on the machines is practical/hands on - get experience/practice with the trainer on hand for advice/help  important employees have training so they can use the expensive machinery effectively and safely so no damage/injury caused to machine/employee(s) - enables employees to do their jobs  confidently/effectively/efficiently/improved work-rate - with little wastage - enables Joe to keep the machines running - do repairs/maintenance - costs saving - H&amp;S context</p> <p>Level 2 Candidate makes judgement(s)                      7-8  Level 1 Candidate applies knowledge                              1-6</p>	Total 8 marks

Question Number	Answer	Mark
3(a)(ii)	<p><i>(AO3 - Select/Analyse = 2, AO4 - Evaluate = 2)</i></p> <p>helps employees to use machines effectively to do their jobs with confidence - also safely so no accidents to them or damage to expensive machinery - more qualifications - help in career/CV/promotion/pay rise  May be apprehensive/anxious of 'new' systems/ways of working - may cause stress - in own workplace - known and comfortable environment - no travel for employees - within normal working time</p> <p>Level 2 Candidate makes judgement(s)                      3-4  Level 1 Candidate analyses    1-2</p>	Total 4 marks

**Quality of Written Communication (QWC) 3 marks**

There are 3 marks available for Quality of Written Communication for question 3ai & ii.

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
3(b)	<p><i>(AO3 - Select/Analyse = 2, AO4 - Evaluate = 6)</i></p> <p>machinery needs to be manned 24 hours per day so as one set of workers starts another finishes -not efficient or cost effective to switch machines off at night and re-start in the morning - keeps production moving/no stopping - makes the most of the 24 hour day rather than a standard working day - increases the use of the expensive machinery to get good value as well as increasing production which would be more than an 8 hour day - employees are paid a higher wage to compensate for the unsociable hours - worth it for the continuous production needed</p> <p>Level 3 Candidate makes sound judgement(s) 7-8</p> <p><i>working shifts means as one set of workers finishes another starts. Employees are paid more for working shifts but it is something which B &amp; R would consider to be worth it for the continuous uninterrupted production they get. Production is kept going for 24 hours as opposed to working an 8 hour day. It would not be efficient and it would cost if machines were stopped each night then re-started each morning as time would be wasted. B &amp; R would feel as if they were not getting value for money from the expensive machines.</i></p> <p>Level 2 Candidate makes basic judgement(s) 3-6</p> <p>Level 1 Candidate analyses 1-2</p>	<p>Total 8 marks</p>

Total for paper: 60 marks

1504/4H MARK SCHEME JUNE 2009

Question Number	Answer	Mark
1 (a) (i)	<p><i>(AO2 - Apply = 6 marks, AO4 - Evaluate = 2)</i></p> <p>training on the machines is practical/hands on - get experience/practice with the trainer on hand for advice/help important employees have training so they can use the expensive machinery effectively and safely so no damage/injury caused to machine/employee(s) - enables employees to their jobs confidently/effectively with little wastage - enables Joe to keep the machines running - do repairs/maintenance - cost saving - H&amp;S context</p> <p>Level 2 Candidate makes judgement(s)                      7-8</p> <p>Level 1 Candidate applies knowledge                              1-6</p>	Total 8 marks

Question Number	Answer	Mark
1 (a) (ii)	<p><i>(AO3 - Select/Analyse = 2, AO4 - Evaluate = 2)</i></p> <p>helps employees to use machines effectively to do their jobs with confidence - also safely so no accidents to them or damage to expensive machinery - more qualifications - help in career/CV/promotion/pay rise</p> <p>May be apprehensive/anxious of 'new' systems/ways of working - may cause stress - in own workplace - known and comfortable environment - no travel for employees - within normal work time</p> <p>Level 2 Candidate makes judgement(s)                      3-4</p> <p>Level 1 Candidate analyses    1-2</p>	Total 4 marks

**Quality of Written Communication (QWC) 3 marks**

There are 3 marks available for Quality of Written Communication for question 1ai & ii.

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
1 (b)	<p><i>(AO3 - Select/Analyse = 2, AO4 - Evaluate = 6)</i></p> <p>machinery needs to be manned 24 hours per day so as one set of workers starts another finishes -not efficient or cost effective to switch machines off at night and re-start in the morning - keeps production moving/no stopping - makes the most of the 24 hour day rather than a standard working day - increases the use of the expensive machinery to get good value as well as increasing production which would be more than an 8 hour day - employees are paid a higher wage to compensate for the unsociable hours - worth it for the continuous production needed</p> <p>Level 3 Candidate makes sound judgement(s) <span style="float: right;">7-8</span></p> <p><i>working shifts means as one set of workers finishes another starts. Employees are paid more for working shifts but it is something which B &amp; R would consider to be worth it for the continuous uninterrupted production they get. Production is kept going for 24 hours as opposed to working an 8 hour day. It would not be efficient and it would cost if machines were stopped each night then re-started each morning as time would be wasted. B &amp; R would feel as if they were not getting value for money from the expensive machines.</i></p> <p>Level 2 Candidate makes basic judgement(s) <span style="float: right;">3-6</span></p> <p>Level 1 Candidate analyses <span style="float: right;">1-2</span></p>	<p style="text-align: right;"><b>Total 8 marks</b></p>

Question Number	Answer	Mark
2 (a) (i)	<p><i>(AO1 - Demonstrate = 2 marks, AO4 - Evaluate = 4)</i></p> <p>can produce notices combining text and graphics, photos can be scanned and resized, different fonts used with text flowing around clip art/images  text and pictures can be put in columns or in frames which can be moved around the page - all for effect - templates can be used to produce in-house style - high quality professional notices produced without having to employ a designer - can control layout to produce corporate image/layout - can be saved and edited/ updated at a later date if they become out-of-date or damaged/messy - whilst word processors have a lot of the features found in DTP they can be slow and awkward to use - using DTP pages can be laid out in complex ways using the features above</p> <p>Level 2 Candidate makes judgement(s) 3-6</p> <p>Level 1 Candidate demonstrates basic knowledge 1-2</p>	Total 6 marks

Question Number	Answer	Mark
2 (a) (ii)	<p><i>(AO1 - Demonstrate = 2, AO2 - Apply = 3, AO4 - Evaluate = 3)</i></p> <p>sends important information to lots of employees - can be formal to lend importance - can be duplicated to produce many of the same - because placed by machines staff will be continually reminded - important to do this because of the chance of accidents in a potentially dangerous environment - a relatively cheap way of informing employees - must be kept tidy and up-to-date to be effective</p> <p>Level 3 Candidate makes judgement(s) 6-8</p> <p><i>notices placed beside all machines will act as a continual reminder to employees of safe working practices. These notices can be produced relatively cheaply and effectively and because they will have been saved, they can be updated when they get messy or torn. The message in the notice will reach all employees which is an easy way to pass on the health and safety information. The factory is a potentially dangerous place to work so placing notices all over the workshops will hopefully always keep health and safety in the forefront of employees' minds thus reducing accidents to them and damage to the machines.</i></p> <p>Level 2 Candidate applies knowledge 3-5</p> <p>Level 1 Candidate demonstrates basic knowledge 1-2</p>	Total 8 marks

Question Number	Answer	Mark
2 (b) (i)	<p><i>(AO1 - Demonstrate = 2)</i></p> <p>wage = pay usually paid weekly (1) based on hours worked (1)  salary = annual pay (1) usually based on 12 equal (monthly)  payments fixed amount (1) regardless of hours worked (1)</p>	Total 2 marks

Question Number	Answer	Mark
2 (b) (ii)	<p><i>(AO2 - Apply = 1, AO4 - Evaluate = 3)</i></p> <p>once employees' details and pay are given to the bank they are processed by computer - once processed the money is transferred automatically - using BACS reduces the amount of time and paperwork at B &amp; R because there is no need for B &amp; R to prepare each employee's pay individually - more secure than dealing with cash and using the computer it is more accurate</p> <p>Level 2 Candidate makes judgement(s) 2-4</p> <p>Level 1 Candidate applies knowledge 1</p>	Total 4 marks

Question Number	Answer	Mark
3 (a)	<p><i>(AO1 - Demonstrate = 2, AO2 - Apply = 2, AO3 - Select/Analyse = 3, AO4 - Evaluate = 3)</i></p> <p><b>(email)</b> - quick as message sent directly to intended person - can include large attachments - documents/diagrams/charts/photos - the recipient is the only person to see the email unless copied to a group - generally cheaper than post - no stationery/postage costs - less time wasted due to waiting on phone/finding people unobtainable/holding the line waiting because of queue/engaged/leave message - can check emails remotely which is useful when away from the factory/office so can keep in touch and up-to-date with messages - send and receive from practically anywhere - time differences in different countries</p> <p><b>(video conferencing)</b> - face to face meetings via VC room without leaving the office because parties cannot physically come to same location therefore no need to travel, time and money saved on organisation of meeting and accommodation - helps B &amp; R form profitable relationships quickly and efficiently without leaving place of work - sometimes not possible or practical to have a face to face meeting when a live conversation is needed and having a VC call/conference is adequate - problems can be discussed and agreement reached quicker than via letter or email</p> <p>Level 4 Candidate makes judgement(s) <span style="float: right;">8-10</span></p> <p><i>Email is quicker than post as it is sent directly to the intended person without having to be posted and delivered in the traditional way which can take days. Documents and diagrams can be attached not unlike enclosures with a letter which means copies of important documents can be attached, sent, be read by both parties within minutes and any discussions can take place making the whole process very efficient. Emails are also quicker because unlike a telephone there is no time wasted having to ring over and over because the line is engaged, the person is unavailable or you are waiting in a queue which can be extremely frustrating. Even when out of the office emails can be checked remotely which means being able to keep in touch and up-to-date with messages with the ability to reply immediately to anything urgent or deal with any problems. With overseas customers and suppliers it is important to be able to send emails regardless of time differences which makes trading overseas much easier and cuts down on the time taken to send and receive even air mail letters which again is very efficient.</i></p> <p><i>(MS continues over)</i></p>	

	<p>Level 3 Candidate analyses <span style="float: right;">5-7</span></p> <p><i>Email is quicker than post as it is sent directly to the intended person without having to be posted and delivered in the traditional way. Documents and diagrams can be attached not unlike enclosures with a letter which means copies of important documents can be attached, sent and be read by both parties within minutes. Emails are also quicker because unlike a telephone there is no time wasted having to ring over and over because the line is engaged, the person is unavailable or you are waiting in a queue. Even when out of the office emails can be checked remotely which means being able to keep in touch and up-to-date with messages with the ability to reply immediately to anything urgent or deal with any problems. With overseas customers and suppliers it is important to be able to send emails regardless of time differences.</i></p> <p>Level 2 Candidate applies knowledge <span style="float: right;">3-4</span></p> <p>Level 1 Candidate demonstrates basic knowledge <span style="float: right;">1-2</span></p>	<p style="text-align: right;">Total 10 marks</p>
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Question Number	Answer	Mark
3 (b)	<p><i>(AO1 - Demonstrate = 3, AO2 - Apply = 1, AO3 - Select/Analyse = 3, AO4 - Evaluate = 3)</i></p> <p>good communication is making sure message is sent in the most appropriate way accurately and to the right person at the right time so it is understood - it ensures procedures are followed - customer relations are good - there is co-operation and co-ordination - feedback is given and received - information is up-to-date and accessible otherwise the business will not be efficient - costs will increase because things do not get done or are done incorrectly - employees lose motivation if things are kept from them or things go wrong - efficiency is affected if employees do not have the information to do their jobs or make decisions - effective communications means a business doe not waste money or lose customers</p> <p>poor communication can lead to poor working relationships if information is not passed on - poor company image if the business gets a reputation for being an inefficient communicator - loss of business or opportunities because customers avoid them - increased misinformation or misunderstanding will lead to mistakes made</p> <p>Level 4 Candidate makes judgement(s) <span style="float: right;">8-10</span></p> <p><i>Good communication methods ensure messages are sent in the right way to get to the right person on time. They should be clear and easily understood to create a good impression and to ensure no mistakes or misunderstandings occur. If communication is good then the correct procedures and methods will be used ensuring employees get things right leading to continued customer satisfaction. There will be co-operation between employees ensuring everything in the factory is co-ordinated so no mistakes made, no things left undone which could lead to demotivated employees and unhappy customers. If communication is poor things get forgotten or duplicated meaning things have to be repeated leading to increased costs in terms of time and effort. When employees do not know what they are supposed to be doing they become frustrated in what they do consequently they do not do things well. If employees are not kept informed this leads to poor working relationships. The business will get a reputation for poor communication and customers will start to avoid using them resulting in lost business opportunities.</i></p> <p><i>(MS continues over)</i></p>	

	<p>Level 3 Candidate analyses <span style="float: right;">5-7</span></p> <p><i>Good communication methods ensure messages are sent in the right way to get to the right person on time. They should be clear and easily understood to create a good impression and to ensure no mistakes or misunderstandings occur. If communication is good then the correct procedures and methods will be used ensuring employees get things right. There will be co-operation between employees ensuring everything in the factory is co-ordinated so no mistakes made, no things left undone. If communication is poor things get forgotten or duplicated meaning things have to be repeated leading to increased costs in terms of time and effort. When employees do not know what they are supposed to be doing they become frustrated in what they do. If employees are not kept informed this leads to poor working relationships. The business will get a reputation for poor communication and customers will start to avoid using them.</i></p> <p>Level 2 Candidate applies knowledge <span style="float: right;">4</span></p> <p>Level 1 Candidate demonstrates basic knowledge <span style="float: right;">1-3</span></p>	<p><b>Total 10 marks</b></p>
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Total for paper: 60 marks

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