

CONTEXT – WebDesPix Ltd (WDP)

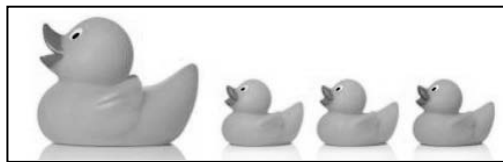
In 1999, three students (Tom, Dee and Ali) in the final year of their Computer Studies degrees at Bristol University decided to start a business designing websites. The business was called WebDesPix (WDP). On the advice of Tom's father, John, WDP was a private limited company. John is still involved with the company as non-executive Chair and attends a monthly board meeting, travelling from Suffolk to Bristol. The company has always been located in Bristol. Tom says, "We could have run the company from anywhere in England but, as we were all from different parts of the country, it was easier to locate where we had studied".

The initial capital of £8 000 was raised from the three families. Ali left the company after two years and was bought out by Tom and Dee, who each now own 50% of the shares. They are planning to give John shares in the company. It is company policy to re-invest profits. The company has never had a bank loan but uses an overdraft facility.

The objectives of WDP for 2009 were to:

- consolidate following two years of sustained growth (15% on turnover per annum)
- market all products on-line
- increase use of e-commerce in its own website and those it designs for other companies
- continue trading in a competitive market where anybody can set up as a web designer.

Web design is still the core business of the company but new services include electronic newsletters, domain registrations, hosting and search engine optimisation. The company offers three standard web design packages: Budget at £800, Professional at £1 000 and Executive at £1 500. Each package provides a number of web pages, e-mail facilities and the costs of hosting the site. WDP will give a quotation to clients who require non-standard packages. The majority of clients are in the South West of England but 25% of the company's income is from clients in the South East. WDP uses branding, shown below, with the tag line, 'Like ducks to water.'



The company is labour-intensive with relatively small overheads. WDP builds and upgrades its own computers. Tom is responsible for sales and finance, and Dee for design and health & safety. All other areas of the business are shared between them. There are seven full-time employees: two sales assistants, two computer coders, two search engine optimisers and a design assistant. All of these salaried positions require highly-qualified (a degree in IT) and skilled people who train new employees as required. Vacancies are advertised on the company website and at regular networking meetings with other businesses in the Bristol area. Tom and Dee interview all applicants personally. There is a three-month probationary period for all new employees.

There are two part-time employees: a Personal Assistant (PA) for Tom and a bookkeeper. The part-time employees present monthly invoices for their services. Full-time employees receive a monthly bonus based on turnover; free health insurance after six months' employment; a free lunch each Friday and the use of a Wii during their breaks. Office hours are five days a week from 0900 to 1730. The two sales assistants receive, in addition to their salary, a commission of 12½% on their sales. No employee works from home.

The main form of communication is by e-mail. Fax is now rarely used. There is occasional use of video-conferencing. The company website displays examples of its web design work. Tom says, "Networking meetings and word-of-mouth are very important and bring us most of our clients." All financial documents are raised by the Sage Accounting package and the PA uses Word, Excel, PowerPoint, Access and Outlook.



Answer ALL questions.

1. WebDesPix Ltd (WDP) provides three standard web design packages for its customers. The company has decided to increase the range by adding a Premium package at £1 700.

You have been asked to put the information about the packages into a table to make it easier for customers to compare them.

When creating the table, the following points must be taken into account:

- Landscape format.
- The order of the six column headings is:
 - Package name.
 - Number of pop e-mail accounts.
 - Amount of web space.
 - Number of pages.
 - Price.
 - Annual charge.
- The packages to be entered in price order with the cheapest package first.
- All prices should have a £ sign.
- The column headings to be in a larger font size than the rest of the table and in capital letters.
- The amount of web space shown with MB.
- The Price column must be shaded.

Using appropriate software to create the table, enter the following information:

Executive – £1 500
5 pop e-mail accounts
20MB of web space
6–10 pages of information
Annual charge £299

Budget – £800
1 pop e-mail account
10MB of web space
2 pages of information
Annual charge £199

Premium – £1 700
8 pop e-mail accounts
20MB of web space
11–12 pages of information
Annual charge £349

Professional – £1 000
2 pop e-mail accounts
10MB of web space
5 pages of information
Annual charge £249

Print out a copy of the table. The copy should be clearly marked with the question number, centre number, your name and candidate number.

(Total 15 marks)

Q1

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2. WDP uses networking meetings to market its business. Tom and Dee are keen to launch a new group that will hold breakfast meetings in the local area. You have been asked to create an A4 portrait leaflet to advertise the benefits of networking meetings. The following information is to be included in the leaflet.

IT HELPS YOU TO:

- DEVELOP NEW BUSINESS FRIENDSHIPS
- GENERATE AND EXCHANGE IDEAS
- BUILD BUSINESS CONFIDENCE
- RAISE YOUR BUSINESS PROFILE

This will be the main heading

WHY NETWORKING IS IMPORTANT FOR YOU

WE AIM TO BE:

- UNSTUFFY
- WELCOMING
- FRIENDLY
- EFFECTIVE

FREE TRIAL MEMBERSHIP
(for 3 breakfast group meetings)
ALL YOU PAY IS £10 FOR YOUR
BREAKFAST

WHY NOT COME AND JOIN OUR NEW
BREAKFAST MEETINGS GROUP

When the leaflet is being prepared, the following points must be taken into account.

- The main heading must be in a different font size and style to the rest of the leaflet.
- Use a suitable graphic or a box to show the position of a graphic.
- Whole page to be used.

- (a) Using appropriate software, create the leaflet.

Print out a copy of the leaflet. The copy should be clearly marked with the question number, centre number, your name and candidate number.

(9)



Linda Tarbard, Tom's personal assistant, has asked you to prepare a memorandum. This is to be sent to Chris Roberts, one of the sales assistants at WDP. It will invite him to the first meeting of the group. This will be on Friday 25 June 2010 at 0800 hours at the Heath Park Hotel in Bristol.

(b) Using appropriate software and the information above, prepare the memorandum.

Print out a copy of the memorandum. The copy should be clearly marked with the question number, centre number, your name and candidate number.

(6)

Q2

(Total 15 marks)



3. WDP uses a spreadsheet to calculate the salary of its employees. The spreadsheet headings look like this:

Name	Salary	Commission	Gross Pay	Deductions	Net Pay
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Instructions:

- All columns with currency in them must be right-justified, include a £ sign against each entry and be formatted to 2 decimal places.
- 'Name' column must be left-justified.
- The title of the spreadsheet is: Sales Assistants' Pay – April 2010.

- (a) (i) Using appropriate software and the details above, create the spreadsheet entering the following information.

- C Roberts is paid a salary of £1666.00, commission of £417.00 with deductions of £502.35.
- L Yang is paid a salary of £1846.50, commission of £361.50 with deductions of £541.11.

- (ii) Complete the Gross and Net Pay for each sales assistant.

Print out a copy of the spreadsheet. The copy should be clearly marked with the question number, centre number, your name and candidate number.

- (iii) The commission for C Roberts has been incorrectly entered and should be £407.00. Amend the spreadsheet.

Print out a copy of the spreadsheet. The copy should be clearly marked with the question number, centre number, your name and candidate number.

(11)



The information in the spreadsheet is used by WDP to complete a payslip for each employee at the end of every month.

- (b) (i) Load the Word document **PAYSLIP**.
- (ii) Complete a payslip for L Yang, using details from the spreadsheet and the following information: National Insurance number AA267298A; Income Tax £341.11; National Insurance £200.00. The date on the payslip should be the last Friday in April 2010.

April 2010 Calendar

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Print out a copy of the payslip. The copy should be clearly marked with the question number, centre number and your name and candidate number.

(4)

Q3

(Total 15 marks)

TOTAL FOR PAPER: 45 MARKS

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