



## CONTEXT – WebDesPix Ltd (WDP)

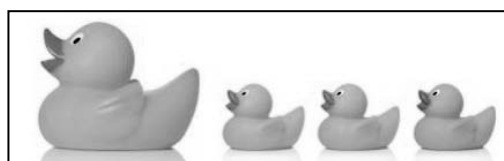
In 1999, three students (Tom, Dee and Ali) in the final year of their Computer Studies degrees at Bristol University decided to start a business designing websites. The business was called WebDesPix (WDP). On the advice of Tom's father, John, WDP was a private limited company. John is still involved 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. (a) Complete each of the sentences below. Circle the **ONE** word or phrase which gives the best answer.

(i) In a computer system the monitor is .....

*an output device      a driver      RAM memory      a storage device*

(ii) Before a picture can be imported into a website it has to be .....

*proofed      justified      merged      scanned*

(iii) The search engine optimisers are paid a salary. A salary is an annual sum divided into ..... equal payments.

*6      12      9      15*

(iv) If Tom and John want to have a meeting without having to travel but still be able to see each other they would use .....

*a pager      television      a video recorder      video conferencing*

(v) A free lunch for staff on a Friday is .....

*profit sharing      a bonus      a fringe benefit      a pay rise*

(vi) A database contains ..... of WebDesPix (WDP) employees that can be sorted on different fields.

*files      records      formula      functions*

**(6)**



For each of questions (b)(i)–(iv), choose an answer A, B, C or D and put a cross in the box ☒. Mark only one answer for each question. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

(b) (i) The computers in Tom and Dee’s office are connected to each other; this is known as

- A an intranet
- B the internet
- C a wide area network (WAN)
- D an operating system.

(ii) The number of employees one person is in charge of is called the

- A chain of command
- B span of control
- C hierarchy
- D organisation chart.

(iii) After goods have been delivered, a supplier will next send

- A a credit transfer
- B a credit note
- C a purchase order
- D an invoice.

(iv) The commission paid to sales staff depends on the number of

- A people employed
- B design packages sold
- C complaints made
- D enquiries made.

(4)



Tom is concerned about the large amount of confidential data held by WDP.

(c) What is confidential data?

.....  
.....  
.....  
.....

**(2)**

The bookkeeper is responsible for all payments made by WDP. When paying part-time staff she uses a cheque and for insurance payments she uses a standing order.

(d) Why does she use a standing order rather than a cheque to pay for the insurance?

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

**(4)**



WDP uses internet banking.

(e) Consider **TWO** concerns WDP might have when using this method of banking.

.....

.....

.....

.....

.....

.....

.....

.....

(4)

Q1

(Total 20 marks)



2. The bookkeeper works out the pay for staff.

Luke, a sales assistant, has a monthly salary of £1 860.75. His sales were £3 100. He earns 12½% commission on his sales.

(a) Calculate Luke's gross pay for last month.

.....  
.....  
.....  
.....

(2)

Dee has to ensure the health and safety of employees using computers. She has to consider the following:

- Visual Display Units (VDUs)
- seating
- wiring.

(b) (i) Describe **ONE** hazard of using VDUs.

.....  
.....  
.....  
.....

(2)



(ii) Discuss the responsibility WDP has to its employees with regard to seating and wiring.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(6)**





WDP trains its staff so that they are always up-to-date with new technology and software.

(c) (i) Examine **TWO** reasons why Tom and Dee keep staff up-to-date on new technology and software.

Dotted lines for writing

(6)

(ii) Analyse the cost implications of such training for WDP.

Dotted lines for writing

(4)

(Total 20 marks)

Q2

Grading boxes



3. WDP produces many documents.

Every time a document is revised a new footer is inserted that includes the filename, version and date of revision, e.g. 'Jonesweb.doc/v2/060410'. This is called revision control.

(a) (i) Assess the importance of revision control to staff who use these documents.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(4)

Tom and Dee are concerned about the safety and accuracy of files kept on computers.

(ii) Discuss why it is important to back up files.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(6)



Tom communicates with various stakeholder groups that include:

- customers
- employees.

(b) (i) Why does Tom need to communicate with each group?

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(4)**



Another of Tom's responsibilities is to give presentations to customers interested in having a website designed by WDP.

(ii) Explain the importance of Tom being well prepared for each presentation.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6)

Q3

(Total 20 marks)

**Quality of Written Communication: 3 marks**  
**TOTAL FOR PAPER: 63 MARKS**

**END**

