

Mark Scheme (Results)

Summer 2010

GCSE

GCSE BUSINESS & COMMUNICATION SYSTEMS (1504)

Paper 04

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Question Number	Answer	Mark
1(a) (i)	<p><i>(AO4 - Evaluate = 4)</i></p> <p>Ensures that everyone works on the latest version - this means that there would be no confusion from working on out of date copies - if needed older copies can be used to track amendments/changes - can be used as a reminder for the need to update - monitor progress.</p>	(4)

Question Number	Indicative content	
1(a) (ii)	<p><i>(AO2 - Apply = 2, AO4 - Evaluate = 4)</i></p> <p>Valid points could include: Save on memory stick/CD ROM/tape streamer/hard disc - losing files could have an effect on the running and success of the business - ensure it is saved on more than one storage media - store in another office/building/safe - ensures that there is always another copy available if there is a problem - corruption of files - theft or fire - automatic back up - saves the work without having to remember and physically do it - the number of back ups increases the risk of files being misplaced - left on trains</p>	
(6)		
Level	Mark	Descriptor
Level 1	1_2	Candidate applies basic knowledge
Level 2	3-6	Candidate discusses importance

Quality of Written Communication (QWC) 3 marks
 There are 3 marks available for Quality of Written Communication for questions 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		Indicative content
1(b) (i)		<p><i>(AO3 - Analyse = 2, AO4 - Evaluate = 2)</i></p> <p>Valid points could include</p> <p>(customers) - progress of website/prices/content/issues - satisfactory business relationship/repeat custom/trust (employees) - commission/holiday rotas/information - issues raised can be resolved/staff motivated/work better</p> <p style="text-align: right;">(4)</p>
Level	Mark	Descriptor
Level 1	1-2	Candidate demonstrates basic knowledge
Level 2	3-4	Candidate applies knowledge

Question Number		Indicative content
1(b) (ii)		<p><i>(AO3 - Analyse = 2, AO4 - Evaluate = 4)</i></p> <p>Valid points could include</p> <p>Correct information to match clients needs - be prepared for and able to answer questions - have additional paperwork for use of clients during presentation - will give a good personal impression to clients - this could lead to increased business/survival/growth - give a positive picture of WDP as capable of meeting clients' requirements - message remains accurate and appropriate</p> <p style="text-align: right;">(6)</p>
Level	Mark	Descriptor
Level 1	1-2	Candidate makes judgement(s)
Level 2	3-6	Candidate makes analysis

Question Number		Indicative content
2(a)		<p><i>AO1 - Demonstrate = 2, AO3 - Analyse = 4</i></p> <p>Valid points could include</p> <p>Commission is paid for the amount of sales made - more sales more money they make - staff are more motivated to increase their commission/increases revenue for WDP/improves productivity/standard - improves attendance - encourages competition between workforce - which encourages additional sales - more productive for both WDP and employees - stress of constant pressure to sell - what happens if don't make sales</p> <p style="text-align: right;">(6)</p>
Level	Mark	Descriptor
Level 1	1-2	
Level 2	3-6	Candidate analyses

Question Number		Indicative content
2(b)		<p><i>(AO1 - Demonstrate = 2, AO2 - Apply = 4)</i></p> <p>Valid points could include</p> <p>Legislation requires employees to act in a sensible and safe manner - requires employers to provide a safe working environment - there are insufficient sockets - more must be installed - this will reduce cables on floor - may need to redesign the layout of the room - change location of office</p> <p style="text-align: right;">(6)</p>
Level	Mark	Descriptor
Level 1	1-2	Candidate demonstrates knowledge
Level 2	3-6	Candidate applies knowledge

Question Number		Indicative content
2(c)		<p><i>(AO1 - Demonstrate = 1, AO2 - Apply = 3)</i></p> <p>Valid points could include:</p> <p>Legislation protects computers, computer systems and data - user names - passwords - read only - write only - permission to amend/alter - secure entry</p> <p style="text-align: right;">(4)</p>
Level	Mark	Descriptor
Level 1	1	Candidate demonstrates knowledge
Level 2	2-4	Candidate applies knowledge and understanding

Question Number		Indicative content
2(d)		<p><i>(AO1- Demonstrate = 2. AO4 - Evaluate = 2)</i></p> <p>Valid points could include: more relevant to staff, concentrate fully on training, no distractions, staff experienced in training and using software - can ask questions to clarify, learn from those also be trained - if they grew they might not be able to cope with training a large workforce Keep staff updated with new technology</p> <p style="text-align: right;">(4)</p>
Level	Mark	Descriptor
Level 1	1-2	Candidate demonstrates knowledge
Level 2	3-4	Candidate makes judgement(s)

TOTAL 20 marks

Question Number		Indicative content
3(a)		<p><i>(AO1 - Demonstrate = 2; AO3 - Select/Analyse = 3; AO4 - Evaluate = 5)</i></p> <p>Valid points could include (WDP) - cost of office space/overhead savings/working in different locations but still in touch (benefits) Initial outlay of equipment/control of staff/monitoring (implications) - changes to communication structure (staff) - easier to concentrate, office less crowded/more space, less distractions/save on commuting to and from work/flexibility/trusted by company - (benefits) Isolation/social loss of mixing with staff/no help available/difficult to separate home and work/easier to put off work (implications)</p> <p>NB Max 6 for a one sided response</p> <p style="text-align: right;">(10)</p>
Level	Mark	Descriptor
Level 1	1-2	Candidate demonstrates basic knowledge
Level 2	3-5	Candidate analyses
Level 3	6-10	<p>Candidate makes and justifies relevant judgements.</p> <p>WDP would have to make the initial outlay of purchasing all the computer equipment required for the staff to use at home. This would be expensive and they would also have to make sure that they have sufficient technical support in case any of the equipment failed to work. However they would have a reduction in the cost of renting office space which would be a gain. There is the concern that how do you monitor the staff that work at home, are they working the correct number of hours each week? Staff could be using the equipment for their own purposes and not work. Careful checking would have to be put into place to ensure that they do work the correct number of hours. Staff would certainly feel much happier if they are allowed to work at home because it means that they do not have to work set hours of 9 -5 each day and if there is a problem at home they can resolve it quite easily. This would make the employees more committed to the employer. They are making savings by not travelling to work each day and wasting time, however they will have to pay the additional electricity bills and lighting. Overall staff would probably feel much happier and will be committed to working for the company knowing that they are trusted.</p>

Question Number		Indicative content
3(b)		<p><i>(A01 - Demonstrate = 2, A02 - Apply = 3, A04 - Evaluate = 5)</i></p> <p>Valid points could include: Ensure that everyone gets the same message at the same time - therefore the action taken is consistent and co-ordinated - any paperwork can be looked at together and discussed - which means that everyone is involved and helps motivation within the company Feedback can be given and received easily - any problems/issues can be sorted quickly/not too long between each meeting - information can easily be given and they can then make decisions based on the information - meetings help with efficiency of the company - regular and enables progression/focus - reduces need for very long meetings (10)</p>
Level	Mark	Descriptor
Level 1	1-2	Candidate demonstrates knowledge
Level 2	3-5	Candidate applies knowledge and understanding
Level 3	6-10	<p>Candidate makes judgement(s)</p> <p>By having weekly meetings at WDP it means that if there are any problems that have arisen during the week, they can be discussed and acted up quite quickly as opposed to leaving them for some time. It could mean that they change the way they deal with certain situations. Thus changes can be put into place quickly and effectively to help improve the way the company works. Having weekly meetings means that everyone can put forward their opinions and keep everyone in contact with what is going on in the company. Everyone has time to give their opinion and issues can be discussed at length. Deadlines are easier to keep to and thus avoid duplication of jobs. As the meetings are held weekly then the meeting will not go on for too long and people forget what has been mentioned and become bored or tired, especially if they are not involved in what is being discussed.</p>

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