GCSE

Specimen Papers with Mark Schemes

Edexcel GCSE
in Business and Communication Systems (1504)

First examination 2003

December 2000

Edexcel
Success through qualifications

Contents

(To be despatched to centres with papers and opened at a specified date approximately 6 weeks before the examination)

NOT TO BE SHOWN TO CANDIDATES

Sample Teacher's Notes
Introduction

These notes are designed to guide teachers in the organisation and implementation of the tasks for the Foundation (1F) and Higher (2H) practical papers. The notes contain the information necessary to set up files that the candidates will use to complete the practical examination.

It is necessary for the teacher to prepare in advance material on disk for candidates to process on the computer during the practical examination. These notes explain what has to be prepared and gives teachers the opportunity to understand the requirements of the tasks in advance of the examination date. It is important that great care is exercised in the preparation of this material, as candidates could be seriously disadvantaged by input errors.

NB: IT IS ESSENTIAL THAT A HARD COPY OF THE MATERIAL PREPARED BY THE TEACHER IS ENCLOSED WITH EACH PACKET OF CANDIDATE SCRIPTS POSTED TO THE EXAMINER.

Through the period of assessment:

- computer stations must be available on a 1:1 basis
- room layout must be as normal for Business and Communication Systems lessons
- the Business and Communication Systems teacher should be present
- a seating plan for each session must be kept.

Candidates are permitted to use a calculator, bilingual and English dictionaries.

Centre-prepared or manufacturers computer manuals may also be used.

> **PLEASE ENSURE THAT CANDIDATES KEY IN THEIR NAME, CANDIDATE NUMBER, CENTRE NUMBER AND TASK NUMBER ON ALL PRINTOUTS, WHICH SHOULD BE FASTENED IN THE ANSWER BOOK IN THE APPROPRIATE PLACE**

2 **The date for the commencement of this paper is on date agreed by the Joint Board.**

The practical paper can be run over five days starting from the date of commencement. Each candidate may attempt the tasks during a 1½ hour session within that period. Printing is permitted outside the assessment time but **must be done by the candidates themselves** and **under the supervision of the invigilator**.

Every effort must be made to maintain the confidentiality of the paper.

The teacher should use this booklet in advance of the first sitting to assess hardware/software implications.

Question papers etc must be collected at the end of each examination session and stored under secure conditions. All papers should be collated in candidate number order and sent to the examiner, on the last day of the session.

Equipment required: word processor, spreadsheet, database and printer.

Materials required: printer paper, plain paper, graph paper, protractor, ruler and additional lined paper.

Calculators, English and bilingual dictionaries may be used.

PREPARED WORD PROCESSED FILE
Filename **"MEMO"** one for each candidate

PREPARED DATABASE FILE
Filename **"SUPPLY"** one for each candidate

Teachers must ensure that candidates enter their name, candidate number, centre number and the question number in the spaces indicated on word processor and spreadsheet files.

3   Context

The examination questions will be based on this context:

Context – Velde Ltd

Fredric Velde moved from Holland with his family in 1933 to live in the south of England. In 1936 he set up as a sole trader, making bread and selling it from a van. His business prospered until 1939 but then he needed to expand. He moved to a small factory and opened an on-site shop. In the mid-1950s he purchased a fleet of bakery vans and employed a small team of drivers.

The council decided on the compulsory purchase of the factory and bakery shop in 1968 in order to redevelop the site. Fredric Velde had to decide whether to take the money offered by the council and change direction, or invest the money to expand the bakery business. He decided to stay in the bakery business.

The business became Velde Ltd, a private limited company, in 1970 and Fredric's daughter, Sonja, became the managing director. A new, larger factory was opened and an automated plant installed. A further decision was taken to franchise the bakery vans. The business began to diversify into large-scale production of a broad range of bakery and confectionery products, supplying a wide cross-section of customers and clients.

Since 1984, the company has had a contract for the distribution of Dutch cheese and biscuits throughout the year. This has assisted cash flow. The directors are now considering:

- further expansion;
- introducing new products;
- selling abroad.

Bread and confectionery manufacturers are supported by trade associations such as The Association of Master Bakers.

Database File - SUPPLY

Database Directory

Fieldname	Width	Type	Descriptor
RECNO	3	N	Enter record number
SNAME	20	A	Enter suppliers business name
CNAME	20	A	Enter contact name. Surname, initial
CTEL	8	A	Enter contact telephone number
FITEM	20	A	Enter food item supplied

Records to be entered by the Centre

RECNO	SUPPLIER	CONTACT	CTEL	FITEM
1	Garrett	Gilbert A	762984	Sugar
2	Paramount	James C	762145	Milk powder
3	Overseal	Swawell T	769213	Colouring
4	ADMF	Walters F	766621	Flavouring
5	Norton Cream	Young M	768344	Frozen cream
6	Radnot Essence	Tiwari R	763422	Flavouring
7	Maccantonio	Maccantonio P	769275	Flavouring
8	Clearstar	Attwell C	764333	Glucose
9	Fanscio	Pearce L	765810	Stabiliser

NB Candidates will be required to enter **ONE** additional record

Word processor File - MEMO

To:

From:

Date:

Subject:

Anyone interested in applying for positions in the new bakery should see Jacqui Tayltor in Personnel.

I hope that you will be able to join me and the rest of the directors for a drink after the official opening of the shop. If you can then please let Ted Hughes know as soon as possible.

The oopening meansexpansion for Velde and should ensure prosperity for the company which should lead to ensured job security for all employees.

As from 28 March 2003 our new bakery ~~and ship~~ will be open in Bordon.

The errors in the above text are intentional and MUST not be corrected after keying in.

5   Outline of practical tasks

FOUNDATION (1F) CANDIDATES ONLY

TASK 1

 Candidates will require:

- access to suitable software to prepare a notice (eg word processor, DTP)

TASK 2

Candidates will require:

- access to word processing software
- a copy of the word processing file **"MEMO"**

TASK 3

Candidates will require:

- access to database software
- a copy of the database file **"SUPPLY"**

Candidates will be asked to load a database file "SUPPLY" which they will amend, sort, search and print out results as directed.

For all pieces of work, candidates will be expected to follow instructions and to use details given in the paper. The candidates must print out copies of the notice, memo and results of the database as instructed that must then be attached to their scripts. Each of the printouts should be clearly marked with their name, candidate number and centre number, together with the question number.

HIGHER (2H) CANDIDATES ONLY

TASK 1

Candidates will require:

- access to database software
- a copy of the database file **"SUPPLY"**

Candidates will be asked to load a database file "SUPPLY" which they will amend, sort, search and print out results as directed.

TASK 2

Candidates will require:

- access to suitable software to prepare an advertisement (eg word processor, DTP)

TASK 3

Candidates will require:

- access to a word processor to prepare a letter (eg word processor)

For all pieces of work, candidates will be expected to follow instructions and to use details given in the paper. The candidates must print out copies of the advertisement, letter and results of the database as instructed that must then be attached to their scripts. Each of the printouts should be clearly marked with their name, candidate number and centre number, together with the question number.

1504 / 01F

Edexcel GCSE

BUSINESS AND COMMUNICATION SYSTEMS

Paper 1 – Foundation Tier

Practical Examination

Time: 1½ Hours   **N0000**

Question Number	Leave Blank
1	
2	
3	
Total	

Materials required for the examination   **Items included with these question papers**

Printer paper, plain paper, additional lined   None
paper and rulers. Calculators, English and
bilingual dictionaries may be used.

Instructions to Candidates

In the boxes above, write your centre number, candidate number, the paper reference, your signature, your surname and other names. The paper reference is shown in the top left hand corner.

Answer **all** questions.

Write your answers in the spaces provided in this question paper.

When a question requires a printout or an additional sheet of paper, this should be attached with string, in this answer booklet as indicated.

Information for Candidates

The total mark for this paper is 45. The marks for the various questions are shown in round brackets: e.g. (2).

Advice to Candidates

You are reminded of the importance of clear and orderly presentation in your answers.

Turn over

Edexcel
Success through qualifications

8

Context – Velde Ltd (issued in Term 4)

Fredric Velde moved from Holland with his family in 1933 to live in the south of England. In 1936 he set up as a sole trader, making bread and selling it from a van. His business prospered until 1939 but then he needed to expand. He moved to a small factory and opened an on-site shop. In the mid-1950s he purchased a fleet of bakery vans and employed a small team of drivers.

The council decided on the compulsory purchase of the factory and bakery shop in 1968 in order to redevelop the site. Fredric Velde had to decide whether to take the money offered by the council and change direction, or invest the money to expand the bakery business. He decided to stay in the bakery business.

The business became Velde Ltd, a private limited company, in 1970 and Fredric's daughter, Sonja, became the managing director. A new, larger factory was opened and an automated plant installed. A further decision was taken to franchise the bakery vans. The business began to diversify into large-scale production of a broad range of bakery and confectionery products, supplying a wide cross-section of customers and clients.

Since 1984, the company has had a contract for the distribution of Dutch cheese and biscuits throughout the year. This has assisted cash flow. The directors are now considering:

- further expansion
- introducing new products
- selling abroad.

Bread and confectionery manufacturers are supported by trade associations such as The Association of Master Bakers.

Answer ALL the questions.

The directors of Velde Ltd are opening a new bakery and shop.

1. The Bakery Manager at Velde Ltd has asked you to design a notice to be displayed in the bakery area. His rough notes are shown below. His spelling is poor so you will need to correct any errors you find.

Heading: ⟶ **CRISIS MANAGEMENT**

The following rules apply if any glass is broken in the bakery area

3. All equipment to bee stripped and cleaned

2. All dough in the bakery to be destroyed

5. Production only to be restarted on authority of Bakery Mnager

6. Bakery Manager to complete incident report

1. All production to be stoped

Use suitable software to design a notice to fill one side of A4 paper.

Your notice should include:

- different font sizes;
- different fonts.

Print out a copy of the notice and place it in your folder. The copy should be clearly marked with the question number, your name and candidate number.

Total 15 marks

All employees of Velde Ltd will receive a memorandum informing them of the opening of the new bakery and shop. Frederic Velde has given you a draft memo with changes indicated.

2   Load the file MEMO and make corrections and the changes as indicated below.

To: *add memorandum and complete top*

From:

Date:

Subject:

Anyone interested in applying for positions in the new bakery should see Jacqui (Tayltor) in Personnel.
                        Taylor

I hope that you will be able to join me and the rest of the directors for a drink after the official opening of the shop. If you can then please let Ted Hughes know as soon as possible. | insert Ltd |

──── The oopening meansexpansion for Velde and should ensure prosperity for the company which should lead to ensured job security for all employees.

As from 28 March 2003 our new bakery ~~and ship~~ will be open in and shop Bordon.

consistent spacing between paragraphs

~~Fredric Velde~~

Print out a copy of the memo and place it in your folder. The copy should be clearly marked with the question number, your name and candidate number.

Total 15 marks

3   Velde Ltd's database of suppliers is called supply.

(i)   Load SUPPLY.

(ii)   Add to the database a new supplier from the details given below:

             Peerless Ltd is a supplier of yeast. The contact is Sylvia Woodward and her telephone number is 01823 762238.

(3)

(iii)   Find the supplier ADMF and change the food item to flour.

(1)

(iv)   Delete the supplier Radnot Ltd.

(2)

(v)   Print out a copy of the full database sorted on the CONTACT field, showing all fields.

(2)

(vi)   Sort the database on the SUPPLIER field and print out a copy of the database, showing SUPPLIER, CONTACT and CTEL fields only.

(2)

(vii)   Search the database for the companies that supply yeast. Print out a copy of the database, showing the SUPPLIER field only.

(2)

(viii)   Search the database for the companies that supply sugar and glucose. Print out a copy of the database showing all fields.

(3)

Total 15 marks

END

Centre Number						Paper Reference	Surname	
Candidate Number						Candidate Signature	Other Names	

1504 / 02H

Edexcel GCSE

BUSINESS AND COMMUNICATION SYSTEMS

Paper 2 – Higher Tier

Practical Examination

Time: 1½ hours

N0000

Question Number	Leave Blank
1	
2	
3	
Total	

Materials required for the examination

Printer paper, plain paper, additional lined paper and rulers. Calculators, English and bilingual dictionaries may be used.

Items included with these question papers

None

Instructions to Candidates

In the boxes above, write your centre number, candidate number, the paper reference, your signature, your surname and other names. The paper reference is shown in the top left hand corner.

Answer **all** questions.

Write your answers in the spaces provided in this question paper.

You must answer in the same language as the question.

Where a question requires a printout or an additional sheet of paper, this should be attached with string, in this answer booklet as indicated.

Information for Candidates

The total mark for this paper is 45. The marks for the various questions are shown in round brackets: e.g. (2).

Advice to Candidates

You are reminded of the importance of clear and orderly presentation in your answers.

Turn over

Edexcel

Context – Velde Ltd (issued in Term 4)

Fredric Velde moved from Holland with his family in 1933 to live in the south of England. In 1936 he set up as a sole trader, making bread and selling it from a van. His business prospered until 1939 but then he needed to expand. He moved to a small factory and opened an on-site shop. In the mid - 1950s he purchased a fleet of bakery vans and employed a small team of drivers.

The council decided on the compulsory purchase of the factory and bakery shop in 1968 in order to redevelop the site. Fredric Velde had to decide whether to take the money offered by the council and change direction, or invest the money to expand the bakery business. He decided to stay in the bakery business.

The business became Velde Ltd, a private limited company, in 1970 and Fredric's daughter, Sonja, became the managing director. A new, larger factory was opened and an automated plant installed. A further decision was taken to franchise the bakery vans. The business began to diversify into large-scale production of a broad range of bakery and confectionery products, supplying a wide cross-section of customers and clients.

Since 1984, the company has had a contract for the distribution of Dutch cheese and biscuits throughout the year. This has assisted cash flow. The directors are now considering:

- further expansion
- introducing new products
- selling abroad.

Bread and confectionery manufacturers are supported by trade associations such as The Association of Master Bakers.

The directors of Velde Ltd are opening a new bakery and shop and are updating their records.

1   Velde Ltd's database of suppliers is called SUPPLY.

(i)   Load SUPPLY.

(ii)   Add to the database a new supplier from the details given below:

Peerless Ltd is a supplier of yeast. The contact is Sylvia Woodward and her telephone number is 01823 762238.

(3)

(iii)   Find the supplier ADMF and change the food item to flour.

(1)

(iv)   Delete the supplier Radnot Ltd.

(2)

(v)   Print out a copy of the full database sorted on the CONTACT field, showing all fields.

(2)

(vi)   Sort the database on the SUPPLIER field and print out a copy of the database, showing SUPPLIER, CONTACT and CTEL fields only.

(2)

(vii)   Search the database for the companies that supply yeast. Print out a copy of the database, showing the SUPPLIER field only.

(2)

(viii) Search the database for the companies that supply sugar and glucose. Print out a copy of the database showing all fields.

(3)

Total 15 marks

2 The Bakery Manager at Velde Ltd has asked you to design an advertisement to be placed in the local newspaper. His rough notes are shown below.

size 12cm by 16cm

two appropriate graphics

three types of emphasis

Content:

Mon 28 Mar 03

open hours 8.30 – 6.00 daily

open Mon-Sat

coffee bar attached

many new products (bread/cakes)

functions catered for

must include 'Velde Ltd are proud to announce the opening of their fourth bakery shop etc etc'

quality and value guaranteed

first day free cakes with coffee/tea

Use suitable software to design the advertisement within the dimensions indicated. You should use appropriate facilities of the software chosen to produce an effective advertisement.

Print out a copy of the advertisement and place it in your folder. The copy should be clearly marked with the question number, your name and candidate number.

Total 15 marks

3 The directors of Velde Ltd need to inform their suppliers of the opening of the new bakery and shop.

The opening is on Monday 28 March 2003 and Velde Ltd needs copies of their latest price lists.

Velde Ltd address is Unit 8, Bagshot Industrial Estate, Grove Road, Bagshot, Surrey KT5 9MG

Prepare a letter from Fredric Velde to Christine James of Paramount whose address is 33 Elwick Road, Petersfield, Hants, PO34 8TY.

Print out a copy of the letter and place it in your folder. The copy should be clearly marked with the question number, your name and candidate number.

Total 15 marks

END

MARK SCHEME - SPECIMEN

General Instructions for marking

1   The paper is to be marked to GCSE standard, including Quality of Written Communication.

2   The mark **must** be indicated in the right hand margin of the candidate's answer to the extended questions.

3   In numerical responses, the 'own figure rule' **must** be applied. Candidates can only be penalised (that is not rewarded) once for an error.

4   Mark in red.

5   Sub-totals must be carried forward to the top of the next page and part question and question totals must be written in the boxes provided.

6   All Edexcel procedures must be followed because any script may be used in the awarding process or may be the subject of an enquiry or may be returned to the candidate.

7   Marking **must** be positive. Negative marking is not allowed.

MARK SCHEME

1504 BUSINESS AND COMMUNICATION SYSTEMS

Paper 1 - Foundation Tier

Question 1

Use suitable software to design a notice to fill one side of A4 paper.
(AO1 - Demonstrate = 5; AO2 Apply = 3; AO3 – Select/Analyse = 7)

correct sequence	**1**
three spellings corrected – bee to be, stoped to stopped, Mnager to Manager	**3**
items numbered	**1**
heading centred/underscored	**2**
introduction	**1**
all numbered items present	**1**
full page used	**1**
emphasis (fonts/sizes/shading)	**2**
border included	**1**
accuracy (0 errors =2; 1 error = 1; 2 errors = 0)	**2**

Total 15 marks

Question 2

Load the file MEMO and make the changes as indicated below.
(AO1 – Demonstrate = 4; AO2 – Apply = 9; AO3 – Select/Analyse = 2)

memorandum inserted	**1**
All Employees inserted	**1**
Fredric Velde inserted	**1**
date inserted	**1**
subject inserted	**1**
'and shop' inserted	**1**
'Taylor' corrected	**1**
'Ltd' inserted	**1**
consistent spacing between paragraphs	**1**
paragraph 1 moved	**1**
paragraph 2 moved	**1**
signature deleted	**1**
indent corrected	**1**
space inserted between 'meansexpansion'	**1**
'oopening' corrected	**1**

Total 15 marks

Question 3

(i) No marks

(ii) **Add new supplier.**
(AOI – Demonstrate = 3)

correct fields (4 = 3; 3 = 2; 1-2 = 1)   **3**

(iii) **. . . change food item to flour.**
(AO3 – Select/Analyse = 1)

food item changed   **1**

(iv) **Delete the supplier Radnot Ltd.**
(AO2 – Apply = 2)

data deleted
record deleted   **2**

(v) **Print out a copy of the full database sorted on the CONTACT field, showing all fields.**
(AO2 – Apply = 2)

sorted on contact field
all fields printed   **2**

RECNO	SUPPLIER	CONTACT	CTEL	FITEM
8	Clearstar	Attwell C	764333	Glucose
1	Garrett	Gilbert A	762984	Sugar
2	Paramount	James C	762145	Milk powder
7	Maccantonio	Maccantonio P	769275	Flavouring
9	Fanscio	Pearce L	765810	Stabiliser
3	Overseal	Swawell T	769213	Colouring
4	ADMF	Walters F	766621	Flour
10	Peerless Ltd	Woodward S	762238	Flavouring
5	Norton Cream	Young M	768344	Frozen cream

(vi) **Sort on SUPPLIER field . . . and print three fields only.**
(AO3 – Select/Analyse = 2)

sort on supplier name
three fields printed only   **2**

SUPPLIER	CONTACT	CTEL
ADMF	Walters F	766621
Clearstar	Attwell C	764333
Fanscio	Pearce L	765810
Maccantonio	Maccantonio P	769275
Norton Cream	Young M	768344
Overseal	Swawell T	769213
Paramount	James C	762145
Peerless Ltd	Woodward S	762238
Radnot Ltd	Tiwari R	763422

(vii) **Search the database for the companies that supply yeast. Print out . . . supplier field only.**
(AO2 – Apply = 2)

correct records printed out   **2**

SUPPLIER
Maccantonio
Peerless Ltd

(viii) **Search the database for the companies that supply sugar and glucose. Print out . . . all fields.**
(AO2 – Apply = 3)

two correct records   **3**

RECNO	SUPPLIER	CONTACT	CTEL	FITEM
8	Clearstar	Attwell C	764333	Glucose
1	Garrett	Gilbert A	762984	Sugar

MARK SCHEME

1504 BUSINESS AND COMMUNICATION SYSTEMS

Paper 2 - Higher Tier

Question 1

(i)   No marks

(ii)   **Add new supplier.**
        (AO1 – Demonstrate = 3)

        correct fields (4 = 3; 3 = 2; 1-2 = 1)   **3**

(iii)   **. . . change food item to flour.**
        (AO3 – Select/Analyse = 1)

        food item changed   **1**

(iv)   **Delete the supplier Radnot Ltd.**
        (AO2 – Apply = 2)

        data deleted
        record deleted   **2**

(v)   **Print out a copy of the full database sorted on the CONTACT field, showing all fields.**
        (AO2 – Apply = 2)

        sorted on contact field
        all fields printed   **2**

RECNO	SUPPLIER	CONTACT	CTEL	FITEM
8	Clearstar	Attwell C	764333	Glucose
1	Garrett	Gilbert A	762984	Sugar
2	Paramount	James C	762145	Milk powder
7	Maccantonio	Maccantonio P	769275	Flavouring
9	Fanscio	Pearce L	765810	Stabiliser
3	Overseal	Swawell T	769213	Colouring
4	ADMF	Walters F	766621	Flour
10	Peerless Ltd	Woodward S	762238	Flavouring
5	Norton Cream	Young M	768344	Frozen cream

(vi) **Sort on SUPPLIER field . . . and print three fields only.**
(AO3 – Select/Analyse = 2)

sort on supplier name
three fields printed only **2**

SUPPLIER	CONTACT	CTEL
ADMF	Walters F	766621
Clearstar	Attwell C	764333
Fanscio	Pearce L	765810
Maccantonio	Maccantonio P	769275
Norton Cream	Young M	768344
Overseal	Swawell T	769213
Paramount	James C	762145
Peerless Ltd	Woodward S	762238
Radnot Ltd	Tiwari R	763422

(vii) **Search the database for the companies that supply yeast. Print out . . . supplier field only.**
(AO2 – Apply = 2)

correct records printed out **2**

SUPPLIER
Maccantonio
Peerless Ltd

(viii) **Search the database for the companies that supply sugar and glucose. Print out . . . all fields.**
(AO2 – Apply = 3)

two correct records **3**

RECNO	SUPPLIER	CONTACT	CTEL	FITEM
8	Clearstar	Attwell C	764333	Glucose
1	Garrett	Gilbert A	762984	Sugar

Question 2

Use suitable software to design an advertisement within the dimensions indicated.
(AO1 – Demonstrate = 4; AO2 – Apply = 9; AO3 Select/Analyse = 2)

correct size	**1**
two appropriate graphics	**1**
appropriate positioning of graphics	**1**
three types of emphasis	**3**

all content - date
                        hours
                        days
                        coffee bar
                        new products
                        functions
                        imposed text
                        quality and value
                        first day free cake with coffee/tea   **9**

Total 15 marks

Question 3

Prepare a letter . . .
(AO1 Demonstrate = 5; AO2 – Apply = 3; AO3- Select/Analyse = 7)

letter head	**1**
Velde Ltd address	**1**
Paramount address – correct position	**1**
date	**1**
Dear Miss/Ms/Mrs James	**1**
paragraphs	**1**
new shop	**1**
opening date	**1**
price lists	**1**
fully blocked/open punctuation	**1**
matching complimentary close	**1**
space for signature	**1**
accuracy	**3**

(0 errors = 3; 1 error = 2; 2 errors = 1; 3 errors = 0)

Total 15 marks

Assessment Criteria

Paper 1F
Foundation Tier

Task	AO1	AO2	AO3	AO4	Total
1	5	3	7		15
2	4	9	2		15
3	3	9	3		15
					45

Paper 2H
Higher Tier

Task	AO1	AO2	AO3	AO4	Total
1	3	9	3		15
2	4	9	2		15
3	5	3	7		15
					45

1504 / 03F

Edexcel GCSE

BUSINESS AND COMMUNICATION SYSTEMS

Paper 3 – Foundation Tier

Theory Examination

Time: 1 Hour   **N0000**

Materials required for the examination   **Items included with these question papers**

Printer paper, plain paper, additional lined   None
paper and rulers. Calculators, English and
bilingual dictionaries may be used.

Instructions to Candidates

In the boxes above, write your centre number, candidate number, the paper reference, your signature, your surname and other names. The paper reference is shown in the top left hand corner.

Answer **all** questions.

Write your answers in the spaces provided in this question paper.

When a question requires a printout or an additional sheet of paper, this should be attached with string, in this answer booklet as indicated.

Information for Candidates

The total mark for this paper is 60. The marks for the various questions are shown in round brackets: e.g. (2).

You will be awarded marks for quality of written communication.

Advice to Candidates

You are reminded of the importance of clear and orderly presentation in your answers.

Turn over

Edexcel
Success through qualifications

Context – Velde Ltd (issued in Term 4)

Fredric Velde moved from Holland with his family in 1933 to live in the south of England. In 1936 he set up as a sole trader, making bread and selling it from a van. His business prospered until 1939 but then he needed to expand. He moved to a small factory and opened an on-site shop. In the mid-1950s he purchased a fleet of bakery vans and employed a small team of drivers.

The council decided on the compulsory purchase of the factory and bakery shop in 1968 in order to redevelop the site. Fredric Velde had to decide whether to take the money offered by the council and change direction, or invest the money to expand the bakery business. He decided to stay in the bakery business.

The business became Velde Ltd, a private limited company, in 1970 and Fredric's daughter, Sonja, became the managing director. A new, larger factory was opened and an automated plant installed. A further decision was taken to franchise the bakery vans. The business began to diversify into large-scale production of a broad range of bakery and confectionery products, supplying a wide cross-section of customers and clients.

Since 1984, the company has had a contract for the distribution of Dutch cheese and biscuits throughout the year. This has assisted cash flow. The directors are now considering:

- further expansion
- introducing new products
- selling abroad.

Bread and confectionery manufacturers are supported by trade associations such as The Association of Master Bakers.

Turn over

Answer ALL the questions.

1.

(a) Complete each of the sentences below. Circle the ONE word or phrase which gives the best answer.

(i) Information passed down the hierarchy is _____ communication.

vertical ` horizontal lateral diagonal

(ii) Someone without a bank account can pay bills by _____.

standing order credit transfer remittance advice direct debit

(iii) Fredric Velde did market research and one of the methods he used was _____.

an application form a statement an order a questionnaire

(iv) When the Finance Director of Velde Ltd pays a supplier, she sends a _____.

cheque receipt order invoice

(v) Velde Ltd has _____ policy to make sure that all employees are treated the same.

a Data Protection a Quality Control an Equal Opportunities a Hardware and Software

(vi) Fredric Velde uses _____ to send an urgent order to a supplier.
the tannoy a bleeper a pager a fax

(6)

(b)   For each of the questions (i) – (iv), write the letter A, B, C or D to show the correct answer. Use the box provided.

(i)   The Production Manager at Velde Ltd has seven employees working under him. This is his

    A   working environment

    B   public messaging system

    C   user identity

    D   span of control   Answer

(ii)   In notices, a secretary at Velde Ltd will increase the font size of words to emphasise a point. This is known as

    A   proof reading

    B   formatting text

    C   search and replace

    D   edit and insert   Answer

(iii)   Once a month, Velde Ltd receives from all its suppliers a record of financial transactions with them. This is called a

    A   Statement of Account

    B   Quotation

    C   Invoice

    D   Delivery Note   Answer

(iv) Velde Ltd supplies are delivered as they are needed. This is known as

A   EDI (Electronic Data Interchange)

B   EPOS (Electronic Point Of Sale)

C   JIT (Just In Time)

D   BACS (Bankers Automated Clearing System)

Answer

(4)

The directors of Velde Ltd have to make sure that their employees are fully trained in using the computer network. The company policy for staff training is:

"To make sure that all employees who work with computers are trained in the secure use of data and that each has a user identity."

(c)

(i)   Describe what is meant by a password.

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 (ii)   If employees are not properly trained in data security when using a network there will be problems. How might Velde Ltd deal with these problems?

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Turn over

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(8)

Total 20 marks

Turn over

2. Velde Ltd uses database software to keep records of local suppliers, customers and employees.

(a) (i)   Complete the diagram below by adding THREE labels from the following list:

BACKUP   DIRECTORY

FIELD   FILE

RECORD   ICON

(3)
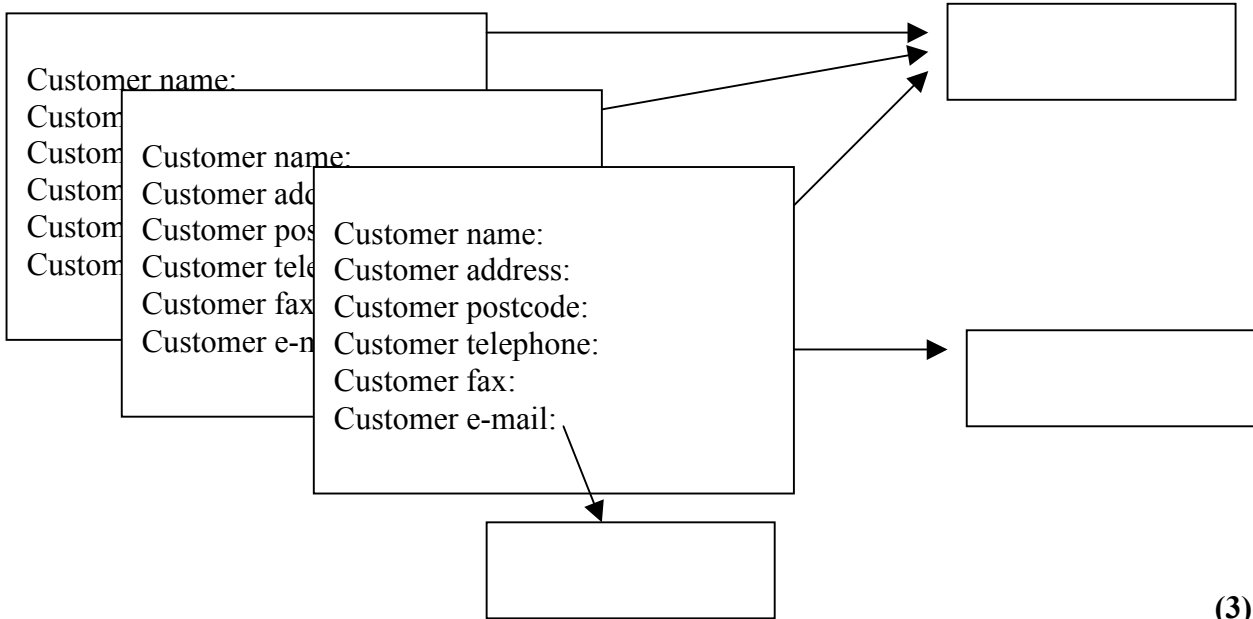
The database directory for Velde Ltd's local suppliers is shown below.

(ii)   Enter the correct headings into the FOUR blank boxes below.

RECNO	3	N	Enter record number
SUPPLIER	23	A	Enter supplier business name
CONTACT	20	A	Enter contact name, surname, initial
CTEL	8	A	Enter contact telephone number
FITEM	20	A	Enter food item supplied

(3)

(b) Keyboards and scanners are two ways of inputting data. Explain which of these methods you think would be the best for inputting information into a database.

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(8)

Turn over

Laura Hughes, the Office Manager, is considering purchasing new database software she needs to discuss this with Sonja. She could arrange a meeting or use the telephone.

(c) Which method would you recommend and why?

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(6)

Total 20 marks

Turn over

3.   One of Sonja Velde's responsibilities is dealing with money transfers.

(a) Compare THREE payment systems that she might use.

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(9)

Whichever system Sonja wants to use, the managers of Velde Ltd will need to consider:

- training
- cost.

(b) Discuss these and explain why each must be considered by the managers.

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(11)

Total 20 marks

END

1504 / 04H

Edexcel GCSE

BUSINESS AND COMMUNICATION SYSTEMS

Paper 4 – Higher Tier

Theory Examination

Time: 1 Hour **N0000**

Materials required for the examination	**Items included with these question papers**
Printer paper, plain paper, additional lined paper and rulers. Calculators, English and bilingual dictionaries may be used.	None

Instructions to Candidates

In the boxes above, write your centre number, candidate number, the paper reference, your signature, your surname and other names. The paper reference is shown in the top left hand corner.

Answer **all** questions.

Write your answers in the spaces provided in this question paper.

You must answer in the same language as the question.

Where a question requires a printout or an additional sheet of paper, this should be attached with string, in this answer booklet as indicated.

Information for Candidates

The total mark for this paper is 60. The marks for the various questions are shown in round brackets: e.g. (2).

You will be awarded marks for quality of written communication.

Advice to Candidates

You are reminded of the importance of clear and orderly presentation in your answers.

Context – Velde Ltd (issued in Term 4)

Fredric Velde moved from Holland with his family in 1933 to live in the south of England. In 1936 he set up as a sole trader, making bread and selling it from a van. His business prospered until 1939 but then he needed to expand. He moved to a small factory and opened an on-site shop. In the mid - 1950s he purchased a fleet of bakery vans and employed a small team of drivers.

The council decided on the compulsory purchase of the factory and bakery shop in 1968 in order to redevelop the site. Fredric Velde had to decide whether to take the money offered by the council and change direction, or invest the money to expand the bakery business. He decided to stay in the bakery business.

The business became Velde Ltd, a private limited company, in 1970 and Fredric's daughter, Sonja, became the managing director. A new, larger factory was opened and an automated plant installed. A further decision was taken to franchise the bakery vans. The business began to diversify into large-scale production of a broad range of bakery and confectionery products, supplying a wide cross-section of customers and clients.

Since 1984, the company has had a contract for the distribution of Dutch cheese and biscuits throughout the year. This has assisted cash flow. The directors are now considering:

- further expansion
- introducing new products
- selling abroad.

Bread and confectionery manufacturers are supported by trade associations such as
The Association of Master Bakers.

1. One of Sonja Velde's responsibilities is dealing with money transfers.

(a) Compare THREE payment systems that she might use.

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(9)

Whichever system Sonja wants to use, the managers of Velde Ltd will need to consider:

- training;
- cost.

(b) Discuss these and explain why each must be considered by the managers.

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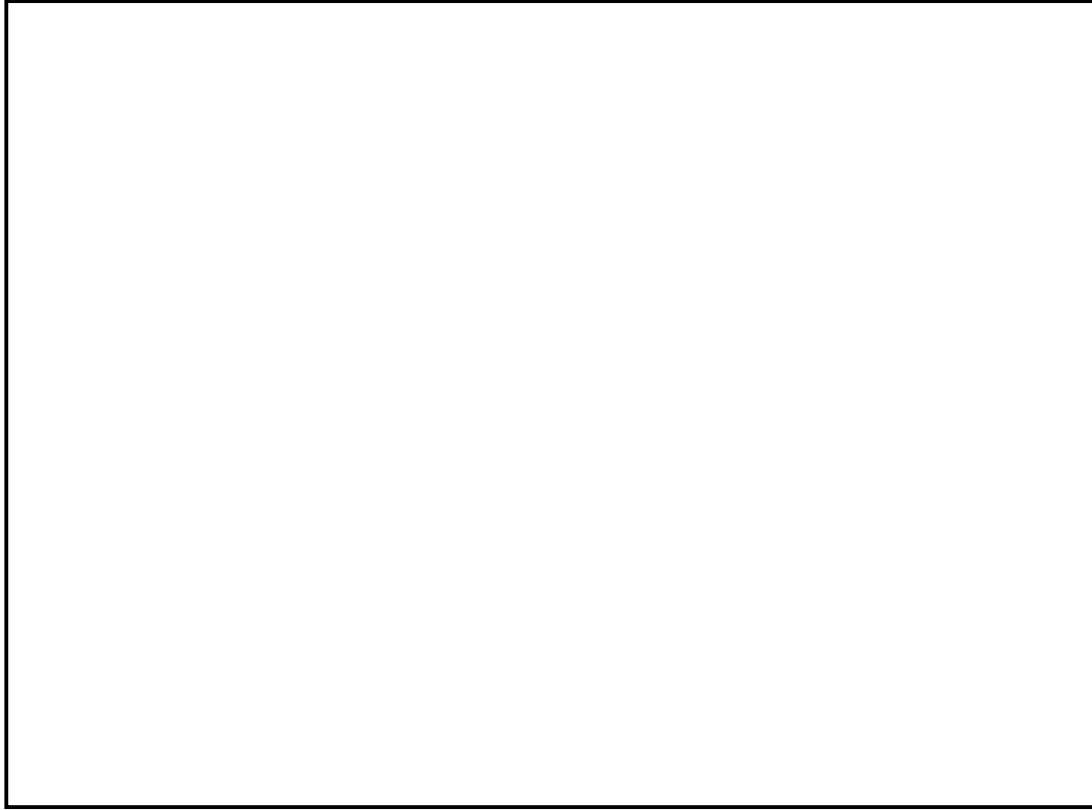
(11)

Total 20 marks

2.

(a) In the space below, draw and label a diagram of a star network.

(3)

41

Laura Hughes, the Office Manager, has the responsibility for training staff in the use of information technology at Velde Ltd. She feels that a handbook for staff is needed.

(b) (i)   Explain how Laura would use both input and output devices to produce a page of the handbook that contains text, graphics and tables.

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(8)

Laura Hughes is unsure whether to recommend to the managers the installation of local area networked (LAN) computers. She asks you to help her to make a recommendation to the managers.

(ii)   Explain the differences between a LAN and standalone machines then make a recommendation.

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(9)

Total 20 marks

3. The managers of Velde Ltd have extended the duties of Laura Hughes to include responsibility for the security of data and files due to some problems that have occurred lately:

- one employee opened an e-mail from a friend that contained a virus which infected the system

- a manager has discovered a number of files appear to have been altered without his knowledge.

    (a) Suggest recommendations Laura should make to the Systems Manager for improving security.

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(10)

The directors of Velde Ltd have to ensure that the company complies with government legislation as follows:

- Health & Safety at Work Act 1974

- Data Protection Act 1998.

(b) Explain what Velde Ltd has to do to ensure it complies with each Act and the effects on Velde Ltd and its employees if the terms of the Acts are not met.

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(10)

Total 20 marks

END

MARK SCHEME - SPECIMEN

General Instructions for marking

1   The paper is to be marked to GCSE standard, including Quality of Written Communication.

2   The mark **must** be indicated in the right hand margin of the candidate's answer to the extended questions.

3   In numerical responses, the 'own figure rule' **must** be applied. Candidates can only be penalised (that is not rewarded) once for an error.

4   Mark in red.

5   Sub-totals must be carried forward to the top of the next page and part question and question totals must be written in the boxes provided.

6   All Edexcel procedures must be followed because any script may be used in the awarding process or may be the subject of an enquiry or may be returned to the candidate.

7   Marking **must** be positive. Negative marking is not allowed.

1504 BUSINESS AND COMMUNICATION SYSTEMS

Paper 3 - Foundation Tier

Question 1

(a) **Complete each of the sentences**.
(AO1 – Demonstrate = 6)

    (i)   vertical
    (ii)   credit transfer
    (iii)   questionnaire
    (iv)   cheque
    (v)   equal opportunities
    (vi)   fax

                         6

(b) **For each of the questions write the letter A, B, C or D…**
(AO3 – Select/Analyse = 4)

    (i)   D
    (ii)   B
    (iii)   A
    (iv)   C   **4**

(c) (i) **Describe what is meant by a password**.
(AO1 – Demonstrate = 2)

        Valid points could include:
       A combination of letters/numbers that give access to computer use
       Unique to each user

                         2

(ii) **If employees are not properly trained in data security when using a network there will be problems. How might Velde Ltd deal with these problems?**
(AO2 – Apply = 2, AO4 – Evaluate = 6)

Valid points could include:
Staff would receive training in:
Backing up files/ checking for viruses/ changing password regularly/ keeping passwords confidential/ having different levels security/ entry
using an audit trail.

Level 3
Candidate considers the problems and consequences of users not being properly trained **6-8**

Level 2
Candidate makes valid judgements about need for training and makes a recommendation **3-5**

Level 1
Candidate applies knowledge of security in relation to training **1-2**

Total 20 marks

Question 2

(a) (i) **Complete the diagram by adding three labels.**
(AO2 – Apply = 3)

Labels correctly entered:
file
record
field **3**

(ii) **Enter the correct headings into the four blank boxes.**
(AO2 – Apply = 3)

four headings correct = **3** *Field Name; Width; Data Type; Description*
three headings correct = **2**
two headings correct = **1**
one heading correct = **0** **3**

(b) **Keyboards and scanners are two ways of inputting data. Explain which of these methods you think would be the best for inputting information into a database.**
(AO3 – Select = 2, AO4 – Evaluate = 6)

Valid points for Keyboard:	**Valid points for Scanner:**
Main input device	Reads from printed page
Alpha and numeric keys	Like a photocopier
Function keys	Exact image
Shortcut keys	Can edit text
Standard layout	

Level 3
Candidate evaluates the benefits of both devices using a two-sided argument and makes recommendations   **6-8**

Level 2
Candidate makes valid judgements using a one-sided argument   **3-5**

Level 1
Candidate attempts a basic analysis of both devices   **1-2**

(c) **Which method would you recommend and why?**
(AO4 – Evaluate = 6)

Valid points could include:

Face-to-face	**Telephone**
Decisions recorded in writing	Sort problems immediately
Detailed discussion can take place	Immediate contact
Look at paperwork together	Even if not office – mobile/ answer machine

Level 2
Candidate compares the two methods and makes a recommendation   **4-6**

Level 1
Candidate makes basic judgements   **1-3**

Total 20 marks

Question 3

(a)   **Compare THREE payment systems that she might use.**
        (AO2 – Apply = 3; AO3 – Select/Analyse = 4; AO4 – Evaluate = 2)

        Valid points could include:
        standing order – regular payments – bank originates
        direct debit – regular payment of variable amount – Velde Ltd originates
        EDI – payment of suppliers – instantaneous/efficient transfer of funds
        cheque – bank to bank – clearing time
        BACS – payments of wages and salaries direct to employees bank account –
        convenience/security for employees

        Level 3
        candidate makes relevant judgements based on comparison   **6-9**

        Level 2
        candidate analyses payment systems without making judgements   **3-5**

        Level 1
        candidate applies knowledge of the payment systems   **1-2**

(b)   **Discuss these and explain why each must be considered by the managers.**
        (AO1- Demonstrate=3; AO2-Apply=2; AO3-Select/Analyse=3; AO4 Evaluate=3)

        Valid points could include:
        (training) – upkeep/ maintenance/ replacement programme
        (cost) – loss of production time during installation/ purchase of capital items

        Level 3
        candidate makes relevant judgements based on consideration of two issues   **9-11**

        Level 2
        candidate analyses two issues   **5-8**

        Level 1
        candidate demonstrates knowledge of two issues   **1-4**

                                                                Total 20 marks

MARK SCHEME

1504 BUSINESS AND COMMUNICATION SYSTEMS

Paper 4 - Higher Tier

Question 1

(a)　　　**Compare THREE payment systems that she might use.**
(AO2 – Apply = 3; AO3 – Select/Analyse =4; AO4 – Evaluate = 2)

Valid points could include:
standing order – regular payments – bank originates
direct debit – regular payment of variable amount – Velde Ltd originates
EDI – payment of suppliers – instantaneous/efficient transfer of funds
cheque – bank to bank – clearing time
BACS – payments of wages and salaries direct to employees bank account – convenience/security for employees

Level 3
candidate makes relevant judgements based on comparison　　　**6-9**

Level 2
candidate analyses payment systems without making judgements　　　**3-5**

Level 1
candidate applies knowledge of the payment systems　　　**1-2**

(b)　　　**Discuss these and explain why each must be considered by the managers.**
(AO1- Demonstrate=3; AO2-Apply=2; AO3-Select/Analyse=3; AO4 Evaluate=3)

Valid points could include:
(training) – upkeep/maintenance/replacement programme
(cost) – loss of production time during installation/ purchase of capital items

Level 3
candidate makes relevant judgements based on consideration of two issues　　　**9-11**

Level 2
candidate analyses two issues　　　**5-8**

Level 1
candidate demonstrates knowledge of two issues　　　**1-4**

Total 20 marks

Question 2

(a)   **In the space below, draw and label a diagram of star network.**
(AO2 – Apply = 3)

Valid points could include:
ring structure evident
stations labelled
file server labelled   **3**

(b) (i)   **Explain why Laura would use both input and output devices to produce a page of the handbook that contains text, graphics and tables.**
(AO1 – Demonstrate = 6; AO4 – Evaluate = 2)

Valid points could include:
mouse - single/double clicking to select/execute
keyboard – QWERTY for text, numeric and function keys
VDU – on screen output for editing/positioning
printer – hard copy/quality/speed
scanner – photographs become digitised images

Level 3
candidate demonstrates sound knowledge of at least one input and
one output device and justifies use   **6-8**

Level 2
candidate demonstrates sound knowledge of at least one input and
one output device   **3-5**

Level 1
candidate demonstrates basic knowledge of and input or an output device   **1-2**

(ii)   **Explain the difference between a LAN and standalone machines then make a recommendation.**
(AO2 – Apply = 2, AO4 – Evaluate =7)

Valid points could include:

LAN	Standalone
Shared peripherals/ software	Not connected to any other computers
Meets specific requirements of organisation	Not affected by network breakdown
Flexibility to change	Can be moved

Level 3
Candidate compares the two methods and draws appropriate conclusions   **7-9**

Level 2
Candidate makes valid judgements in relation to differences

    4-6

Level 1
Candidate makes basic judgements on difference   **1-3**

Question 3

(a)   **Suggest recommendations Laura should make to the Systems Manager for improving security.**
(AO1 – Demonstrate = 1, AO2 – Apply = 2, AO3 – Select = 3, AO4 Evaluate = 4)

Valid points could include:
(back-up) – importance of master files/son, father, grandfather system – copies taken at regular intervals in case of loss or damage/tapes used in rotation so copy always kept away from premises/do not keep separate back-ups on same disk.

(access) – user identities/password/levels of access/all used to log-on/kept secret/log off properly when away from station.

(viruses) – disrupt use/spread infection by copying to other files and parts of the system/damage programme and data files/do not use too many computers to minimise spread/use anti-virus software/have regular updates.

Level 4
Candidate makes and justifies recommendations   **9-10**

Level 3
Candidate uses a two-sided argument, makes and justifies recommendations   **7-8**

Level 2
Candidate analyses and makes a recommendation   **4-6**

Level 1
Candidate demonstrates and applies basic knowledge of security   **1-3**

(b) **Explain what Velde Ltd has to do to ensure it complies with each Act and the effects on Velde Ltd and its employees if the terms of the Acts are not met.**
(AO1 – demonstrate = 1, AO2 – Apply = 1; AO3 – Select/Analyse = 3; AO4 – Evaluate = 5)

Valid points might include:
HASAWA
provide safety equipment
provide safe working environment
have a health & safety policy
have a health & safety officer

accidents might occur – employee/public
ensure protection against injury/ill health – hearing/sight/breathing
can be sued by other businesses/people

Data protection
state what data is stored
what the use of the data is
that data is obtained fairly and lawfully
data must be accurate
data must be kept secure

there may be unauthorised access – must be restricted access
wrong information when found must be changed/deleted
must respond to requests from individuals to check their data

Level 4
candidate makes relevant judgements and considers consequence   **9-10**

Level 3
candidate makes a relevant judgement   **7-8**

Level 2
candidate analyses responsibilities   **4-6**

Level 1
candidate applies knowledge in context   **1-3**

Total 20 marks

Assessment Criteria

Paper 3F
Foundation Tier

Task	AO1	AO2	AO3	AO4	Total
1 (a)	6				6
1 (b)			4		4
1 (c) (i)	2				2
1 (c) (ii)		2		6	8
					20
2 (a) (i)		3			3
2 (a) (ii)		3			3
2 (b)			2	6	8
2 (c)				6	6
					20
3 (a)		3	4	2	9
3 (b)	3	2	3	3	11
					20
Totals	**11**	**13**	**13**	**23**	**60**

Paper 4H
Higher Tier

Task	AO1	AO2	AO3	AO4	Total
1 (a)		3	4	2	9
1 (b)	3	2	3	3	11
					20
2 (a)		3			3
2 (b) (i)	6			2	8
2 (b) (ii)		2		7	9
					20
3 (a)	1	2	3	4	10
3 (b)	1	1	3	5	10
					20
Totals	**11**	**13**	**13**	**23**	**60**

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