

OXFORD CAMBRIDGE AND RSA EXAMINATIONS General Certificate of Secondary Education

BUSINESS AND COMMUNICATION SYSTEMS

1950/2

Higher Tier

Monday 22 MAY 2006 Morning 2 hours

Candidates answer on the question paper. No additional materials are required.

_	Candidate Name	C	entre	e Nu	ımb	er	_	Canc Nun	

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

- Write your name in the space above.
- Write your Centre number and candidate number in the boxes above.
- Answer all the questions.
- Do all calculations and rough work in this booklet. Cross out any work you do not wish the Examiner to mark.
- Ask the invigilator if you need additional sheets of paper. Complete the
 information at the top of the additional sheets and tie these sheets into
 the back of this booklet with string before handing it in at the end of the
 examination.
- Your Quality of Written Communication will be assessed across the whole paper. There are a maximum of 3 marks available.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The marks allocated and the spaces provided for your answers are a good indication of the length of answers required.
- You may use diagrams wherever they will help to answer a question.
- You may use a calculator.
- You may **not** use a dictionary.

FOR EXAMI	NER'S USE
1	
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9	
10	
QWC	
TOTAL	

This question paper consists of 14 printed pages and 2 blank pages.

Scenario

You are an administrative assistant at Chocs Away Limited. The business owns a chain of 12 chocolate shops. You work at the head office in Manchester. There are two other administrative assistants. You are all responsible to the office manager, Rita Desai.

[6]	[6		
			_
			_
			_
			_
			_

(a)	Each shop has a stand-alone computer for use by the shop manager. The shop manager can connect to the Internet to enable communication with the head office using e-mail, and to access the head office network (intranet).
	Analyse the benefits to Chocs Away Limited of giving its shop managers access to these facilities.
	[6]
(b)	The computers in the shops are used to store confidential information about the staff who work there.
	Apart from usernames and passwords, state two methods that could be used to prevent shop staff from viewing this information.
	1
(c)	The stand-alone computers in the shops do not contain anti-virus software or a firewall.
	Explain two problems that this could cause Chocs Away Limited.
	1
	2
	[4]
	[Total: 12]

- **3 (a)** Chocs Away Limited is launching a new sales promotion. Write a memorandum from the office manager, Rita Desai, to all shop managers containing the following information.
 - There will be a new sales promotion beginning on Monday 12 June
 - End date: Friday 21 July
 - 20% off all luxury chocolates
 - Managers can contact Serena Humphries on 0161 555 5612 if they have any queries

Use the space on the **next page** to write the memorandum.

You may use the space below to draft your memorandum.

Memorandum



[8]

(b) Chocs Away Limited uses the following logo as part of its corporate image.



Evaluate the usefulness to Chocs Away Limited of using a	company logo.
	10
	[6

[Total: 14]

4

(a)	Roger Gilmour has recently started work at the head office as a new manager.	
	State three functions of a manager.	
	1	
	2	
	3	
		[3]
(b)	Roger will be paid monthly, using the Banks Automated Clearing System (BACS).	
	Describe two benefits to Roger of being paid using BACS.	
	1	
	2	
		[4]
(c)	Chocs Away Limited is required to implement the Working Time Regulations (19 when employing staff.	98)
	State two rights that these Regulations give staff.	
	1	
	2	
		[2]

5

	computers at head office are to be replaced with laptop computers.
(a)	State one disadvantage to staff of using a laptop computer.
	[1]
(b)	State one possible security risk to Chocs Away Limited of staff using a laptop computer away from the office.
(c)	You discover that one of the existing head office computers contains 'pirated' software.
	Describe one disadvantage to Chocs Away Limited of having 'pirated' software on its computers.
	[2]
(d)	The network manager at Chocs Away Limited undertakes a software audit every six months.
	Describe how this process would be undertaken.
	[3]

6	(a)	You have been asked to prepare a written report for all shop managers. The report will contain text and a graph summarising last month's sales figures.
		Assess the benefits and drawbacks of using desk top publishing (DTP) software to produce the report.
		[6]
	(b)	You have been asked to send a completed copy of the report by e-mail to all shop managers.
		Identify two actions you could take to reduce the chances of an unauthorised user opening the file.
		1
		2
		[2]

(c) Chocs Away Limited stores information about each shop using database software. An extract of this information is shown below.

			Shop deta	nils		
ID	Address 1	Address 2	Town	Postcode	Telephone number	Shop Manager
1	20 Low Street		Oldham	OL45 2CV	0278 345 678	Janet Osmond
2	356 Short Lane	Clapham	London	CL2 4ZZ	0218 123 234	Shirley Heath
3	6 Valley Shopping Parade		Newcastle- upon-Tyne	NN3 3XX	0458 864 963	Fatima Hussein
4	25 New Road	Kensington	London	W11 1ZQ	0218 345 987	William Bird

(i)	Explain why 'Town' is a poor choice of Key Field.	
	·	
		[2]
(ii)		
		[4]

[Total: 14]

	Evaluate the usefulness to Chocs Away Limited of using e-procurement to orde
	products.
	[6
(b)	There is a fault with Chocs Away Limited's electronic ordering system. The networ manager contacts the software manufacturer's call centre.
	Explain the benefits to a business, such as a software manufacturer , of providin customer support through a call centre.
	Explain the benefits to a business, such as a software manufacturer, of providin customer support through a call centre.

[Turn over

	Explain two benefits to Chocs Away Limited of flexible working.
	1
	2
(b)	The office manager, Rita Desai, is planning to employ a consultant on a tempor basis to help with the introduction of flexible working.
	Assess the benefits and drawbacks to Chocs Away Limited of employing a consul on a temporary basis for this project.
(c)	The consultant will use project planning software to help manage the project.
(c)	
(c)	The consultant will use project planning software to help manage the project.

9

There is a Staff Consultative Committee which staff.	n has members from both management ar
Evaluate the benefits to Chocs Away Limit employees.	ted of holding regular consultations with
employees.	
	[Total:

1950/2 Jun06 [Turn over

J	Like all organisations, Chocs Away Limited must comply with health and safety legislation.	
	Assess the implications for a business of compliance with health and safety legislation.	
	[6]	
	[Total: 6]	

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