Oxford Cambridge and RSA Examinations

OCR

RECOGNISING ACHIEVEMENT

OCR GCSE IN BUSINESS AND COMMUNICATION SYSTEMS   **1950**

TEACHER SUPPORT

This Teacher Support booklet is designed to accompany the OCR GCSE in Business and Communication Systems specification for teaching from September 2001.

CONTENTS

1 Introduction

The OCR GCSE in Business and Communication Systems specification introduces many new topics that relate to common current business practice. The purpose of this support material is to give guidance to teachers on the depth of knowledge needed for these new topics as well as sample questions for examination practice.

The format for each of the topics below is the same: an introduction to the topic; an outline of the depth of treatment; and one or more sample questions.

These sample questions are only given as examples for use in delivering the specification. They are not meant to indicate the format of Foundation or Higher Level questions. The new topics are assessed over both Foundation and Higher papers.

It is recommended that the specification content is taught in an integrated way. The overall context is the use of business and communications systems within organisations to support the realisation of organisational objectives. Wherever possible candidates should have 'hands-on' experience of equipment, systems and software. The knowledge, skills and understanding should be taught through focused practical tasks that develop a range of techniques, skills, processes and knowledge.

2 Specification Content

2.1 APPLICATIONS OF ICT   SPECIFICATION SECTION 5.1

2.1.1 Hardware

The use of ICT is integral to the study of GCSE Business and Communication Systems. It can be difficult to keep up-to-date with the changing technological climate. However, it is important that the specification reflects current practice and not obsolete technology.

Teachers should be aware that changes in emphasis of the specification content will be discussed at the In-Service training meetings arranged by OCR's Customer Support Division.

It is recommended that candidates have the opportunity to visit a modern office to see new technologies in use and to gain understanding of why they are used in a particular manner.

Depth of Treatment

Candidates will be expected to have knowledge of the items of hardware detailed in the specification, including:

- What the item is used for, and what benefits it provides for the business (i.e. why has the business purchased it and what saving in cost or human resources does it provide?).

- A general, basic knowledge of how the item works.

- A brief knowledge of related necessary equipment to make the item in question function effectively (for example, a modem requires a data line; a network terminal needs a server, etc).

Awareness of the following hardware would assist candidates in appreciating the application of current technology. The focus should be on the advantages to the organisation in terms of time and relative cost of each type of device.

- Networks (both LAN and WAN and the Internet as a WAN); intranets; the difference between desktop PCs, notebook PCs, laptop computers, palmtops and personal digital assistants (PDAs); the main components of these (i.e. floppy drives, zip drives, CD-Roms, memory, processor, interface cards (i.e. candidates should understand that desktop PCs use interface cards to interface with the outside world); upgrading PCs.

- Input devices such as keyboard, mouse, bar code readers (including the benefit to a business stock control system in using this form of input device), digital and web cameras (for video conferencing and animated presentations), scanners (including flatbed) and hand-held voice recognition systems (where would you find one and what use are they?).

- Output devices including monitors (standard as well as newer TFT screens), printers (laser, colour laser, inkjet, dot matrix (candidates should know what applications these various types of printer are best suited to)), LCD projectors for computer-based (for example, *Microsoft PowerPoint*) presentations.

- Storage devices: candidates should be aware of newer storage devices such as CD-Rom read-write drives, DAT tapes, Zip drives, as well as optical storage devices and traditional backup storage devices such as COM. Questions will mainly focus on the benefits to a company in terms of the relative cost and accessibility of the chosen storage medium. Candidates should have a general knowledge of terms such as Gb (Gigabyte), Mb (Megabyte) etc when referring to storage capacity.

In all instances, a brief general knowledge of each device is all that is required. Candidates are not required to demonstrate detailed technical knowledge of how each device works.

Candidates are not tested on older equipment, even if this is still in use in some office situations. For example, daisywheel printers, tape units, magnetic disk units, slides, etc.

Sample Short Questions

Question:

The ICT technician has decided to back up the office server nightly using a 15Gb DAT tape.

(a)   Describe **briefly** the purpose of 'backing-up' data.

(b)   You back up your own computer onto an optical disk (CD-Rom read-write). Identify **one** advantage of this method of backing up data over the DAT tape method.

Question:

The company prints hundreds of data sheets a day containing data for internal use only. These can be printed using the office colour inkjet printer or a laser printer or a dot-matrix printer.

Which of these output devices should be used? Give a reason for your answer.

2.1.2 Software

General

Candidates are not tested on specific software knowledge outside that in Section 5.1 of the specification.

Candidates are not required to provide specific trade names (such as *Microsoft Money* or *Microsoft Excel*) and answers of this type are not normally awarded marks. However, the type of applications software may be tested, for example, spreadsheet, desktop publishing software. Candidates are not asked specific questions that require detailed knowledge of how software is set up or manipulated.

Depth of Knowledge

OCR does not recommend specific software packages, since these may well be superseded during the life of this specification. However, OCR would advise that Centres should provide candidates with opportunities to use up-to-date, appropriate, office-standard software, in order to offer a vocationally-relevant curriculum and to enable candidates to be confident and effective users of ICT.

Candidates should have working knowledge of the types of software detailed in Section 5.1 of the specification. This is assessed mainly through the coursework element of the specification.

The coursework requires the use of the following types of software:

- Database;
- Spreadsheet (including graphical/chart output);
- Word processing/desktop publishing;
- Email;
- Web browser;
- Web authoring software.

Candidates also need access to software which enables them to carry out a mailmerge task. It would also be beneficial for them to have experience of a graphics package, for example, for use in transferring digital pictures to the computer.

A basic knowledge of *types* of software and their application assists in answering examination questions, for example, web pages require an HTML editor; accounts staff may use either a spreadsheet or an accounting package. Candidates are not required to demonstrate knowledge of specialist software (for example, Laplink, FTP, TCP/IP software, network operating systems, etc). Questions relating to software generally try to ascertain the candidate's knowledge in the context of selecting the most appropriate applications software for a given task.

Candidates should be familiar with the application of the following types of software, including their business use and main features. (The coursework does not require candidates to have 'hands-on' experience of these types of software.)

- Operating systems;
- Anti-virus software and firewalls;
- Business presentation packages;
- Project planning and business diary software;
- Web based search engines;
- Web ISP software.

Sample Short Questions

Question:

You are sending a circular to all clients. You wish to personalise the circular. Identify two **types** of software you could use to carry out this task.

Question:

A modem and a PC are required to connect to the Internet. Identify one specific type of software that will also be required to make the Internet connection.

Question:

The manager is considering purchasing project planning applications software. Outline two benefits to the company if this software is purchased and used.

2.1.3 Software Audits

General

Again, this is a new topic in this specification. Candidates need to be aware of the risk and implications of 'pirate' software being introduced onto company computers as a vast choice of software is available and some employees bring their own software into the workplace.

When software is obtained a license is purchased specifying the number of copies of the software that may be installed by the purchaser. Software audits enable organisations to monitor what software is installed on their workstations and servers and whether it complies with the licenses that are held. ICT personnel can quickly identify illegal software and have it removed.

This topic can also link with the Computer Misuse Act (1990).

Candidates must be aware of the implications of illegal software to both the employer and employee. Candidates should know of organisations such as the Federation Against Software Theft (www.fast.org.uk).

Candidates should also be aware that there are serious financial implications for an employer if illegal software is found on their computers, as well as the likelihood of employees losing their jobs. Another aspect of this topic is that copying illegal software onto employer computers can be deemed as misconduct or even gross misconduct.

Candidates are not expected to identify the type of software that can carry out the software audit or to explain the process.

Depth of Knowledge

- Candidates should be aware of the term '*copyright theft'* and understand what is meant by copyright.
- Candidates should understand the terms '*freeware'*, and '*shareware'*.
- Candidates should be aware that software is 'licensed' rather than sold.
- Candidates should be able to relate the dangers of downloading 'hacked' software via the Internet to the possibility of introducing viruses. They should also understand the financial implications for the company if a software audit reveals software 'theft' or unlicensed copies.
- Candidates should be aware that their workstation is their responsibility and that misuse can result in disciplinary action against them. Therefore, they should also be aware of measures they can take to protect their PC whilst they are not at their desk.
- Candidates should also be aware of the possible risk of installing incompatible software on their PC – even legal software.

Sample Short Questions

These questions can be related to other topics, for example, database manipulation, legal and moral issues, etc. In all cases, the questions are elementary and the candidate does not require in-depth knowledge of software audits.

Again, these questions form part of more substantial questions, covering a wider aspect of the specification.

Question:

Your employer is concerned about illegal software finding its way on to the company's network. Describe briefly one method he could use to identify the software on the company's computers.

Question:

A colleague asks for your advice. She wants to install a personal screensaver onto her work computer. She says it is a shareware program she obtained from the cover disk of her computer magazine.

(a)   Explain the term *'shareware'*.

(b)   Would you consider installing this program to be legal?

(c)   Explain briefly the advice you would give her.

2.1.4 Call Centres and E-commerce

General

Again, the Internet is changing the way business transactions are undertaken. E-commerce is a part of many people's lifestyle and could become even more significant over the next ten years.

Candidates should be familiar with webstores, and the advantages of using them. They should also be aware of the disadvantages and risks of on-line shopping.

Candidates should also have a good knowledge and understanding of on-line banking facilities, including the benefits of 24-hour electronic banking and ATMs, which most banks offer to their customers.

Call centres are also a major part of business. They have been called the 'sweat shops' of the twenty-first century. Candidates will be expected to know and understand the benefits for both customers and businesses of using call centres for customer calls rather than employing staff at their own premises to handle enquiries from customers.

Candidates will be expected to demonstrate knowledge of how call centres work, how businesses use them and how information exchanged on-line on behalf of a specific business is relayed back to the business.

Candidates should demonstrate understanding of the benefits of e-commerce and call centres as part of the business's marketing and sales programme. Candidates should understand the processes involved in setting up webstores and call centres, and the need to comply with the legal and security needs of both the customer and business.

Candidates should be able to evaluate the advantages and disadvantages of e-commerce and call centres in a given situation from both the customer and the business viewpoints.

Depth of Knowledge

Questions on this topic are likely to be combined with other aspects of Section 5.1. It is also likely that, in the Higher Tier paper, questions on this topic will be linked to questions on the Data Protection Act (1998) and employment regulations (Working Time Regulations (1998)).

Sample Short Questions

Question:

Describe briefly the security precautions that need to be in place to allow prospective customers to purchase goods on-line confidently.

Question:

VICRO plc, based in Leeds, hires the facilities of a call centre to handle all its customers' calls, both enquiries and complaints. The call centre is in Belfast and is operated by BT.

(a)   Describe the benefits to VICRO plc of using a call centre rather than employing staff at the Leeds office.

(b)   The customer support number for VICRO plc has a Leeds exchange code. Describe briefly how this call is answered in Belfast.

(c)   Describe how VICRO plc is kept informed by the call centre of queries and concerns their customers have voiced.

Question:

ABC Bank plc is trying to get as many customers as possible to use its 24-hour on-line banking facility. Identify two advantages to the bank if customers use this facility.

2.2   BUSINESS PRACTICE   SPECIFICATION SECTION 5.2

2.2.1 Working Practices

General

It is generally accepted that new technologies and changes in lifestyle have brought about many changes in working practices.

Depth of Knowledge

Candidates should be able to:

- explain the terms '*multi-skilling*' and '*re-skilling*' (re-training due to the original job function being redundant);

- understand the advantages and disadvantages of job sharing, part-time and flexible working arrangements for both the employee and employer;

- understand what is meant by '*team-working*' and '*teleworking*';

- understand the benefits to the employer of employing a small core of permanent staff and using consultants and part-time or temporary employees as required. It should be noted that recent employment legislation has removed many of the advantages that employers may have perceived as relating to employment of part-time employees.

- explain the problems that can occur with planning and managing the organisation when many members of staff are temporary.

Questions

This topic is not tested in isolation. Questions mainly relate to employment law and/or the advantages and disadvantages of employing people under less 'traditional' terms. Candidates are expected to be familiar with the meaning of the terminology used in the specification.

This section of the specification (Section 5.2: Business Practice) links closely with Section 5.3: People in the Workplace.

2.2.2 Firewalls and Virus Checkers

General

The firewall is considered the first line of defence in protecting private information. A firewall is a system designed to prevent unauthorised access to or from a private network. Firewalls can be implemented in both hardware and software, or a combination of both. Many firewalls use two or more techniques.

A firewall is often used to prevent unauthorised Internet users from accessing private networks connected to the Internet especially intranets. All messages entering or leaving the intranet pass through the firewall, which examines each message and blocks those that do not meet the specified security criteria. For greater security, data may also be encrypted.
(See: www. pcwebopedia.com).

A 'firewall' can, therefore, be likened to a central outlet to the Internet, through which all computers on a network access the Internet. This may result in the advantage of all company computers being 'hidden' from Internet users and only the TCP/IP address of the firewall being revealed, After checking by the firewall, incoming data is distributed to the appropriate computer.

This area is totally new to the specification. As most company networks are protected by a firewall, it makes sense to introduce this concept to the candidates. Furthermore, virus checking and scanning are now essential in computer and data security. Candidates are not expected to have a comprehensive knowledge of firewalls and virus scanning, but should be aware of the benefits and disadvantages of both.

This topic can be taught alongside other topics relating to security of data. The Computer Misuse Act (1990) is also relevant here. Overall, the idea is that company computers have to be protected from outside as well as internal security threats and a number of safeguards need to be put into operation to prevent the corruption or theft of data.

Password protection and encryption are linked to firewalls although the latter usually only applies to Internet connections. Candidates are not expected to give detailed accounts of how firewalls work.

Depth of Knowledge

Candidates should be aware of the following:

- Firewalls usually are set up on network systems to stop hackers 'seeing' specific computers on a network.

- Firewalls have an advantage in that all computers on a network seem to possess the same address on the open network – hence making it more difficult for individual computers to be 'hacked' into.

- Anti-virus software can slow the system down dramatically.

- Virus checkers depend upon the virus.dat file being updated frequently to ensure the program knows how to 'kill' the most recent viruses.

- Firewalls can be hacked into; logs should be made of all computers which access the firewall gateway.

- ISDN routers and network hubs and switches can also be used as network protection.

- Virus scanners should be used daily. Files or data should not be transferred onto a company network until it has been scanned for viruses.

Questions in this area are normally part questions and relate to an overall scenario rather than being isolated examples of the use of firewalls or anti-virus programs. They could, for example, form part of a question relating to file saving, databases and data exchange.

Sample Short Questions

Question:

The company IT consultant has recommended the use of a 'firewall' to increase network security.

Explain briefly how a firewall can protect company data.

Question:

Write down three measures a company can take to protect its data over the Internet.

Question:

Your computer is running a virus-checking program. Explain briefly what this program can do to protect your data.

2.3   PEOPLE IN THE WORKPLACE   SPECIFICATION SECTION 5.3

2.3.1 Workplace Policies and Practice

General

This topic forms part of the 'People in the Workplace' section . This covers familiar topics such as rights and responsibilities of employers and employees, various Acts of Parliament relating to the workplace and other employee related topics.

Candidates should also be aware that certain companies have specific policies and practices relating to situations that are commonly found in the workplace, for example, policies on grievance procedures, union consultation or staff consultation, or procedures relating to dress code, smoking, etc.

Candidates should be aware that all policies and procedures introduced by employers normally conform to, or complement, one of the main Acts of Parliament, which are outlined in the specification.

Occasionally, employers introduce policies that could be deemed to be 'illegal practices'. It is important for candidates to be aware of these situations and have a wide enough understanding of the Acts to be studied to know the limitations of employers in this context.

Candidates will not need deep knowledge of new topics but must be able to combine knowledge from other sections of this assessment objective to answer questions in a sensible and broad way.

Depth of Knowledge

Candidates should be able to:

- understand that employers produce documented internal procedures relating to safe practices in the workplace and safe methods of using equipment;
- understand the need for certain internal policies and procedures relating to smoking, eating, alcohol and drugs, emergency procedures and personal dress;
- describe the employer's obligation to consult unions or staff representatives on changes in terms and conditions of employment, and understand the positive aspects of a working relationship between the employer and staff representatives;
- describe the need for grievance and consultation procedures with staff representatives;
- demonstrate understanding and knowledge of staff handbooks and procedure manuals.

Questions relating to this topic normally form part of a question relating to the whole section, which may include sub-questions on employee welfare, job roles or training procedures. In all cases, candidates require only a general knowledge of the topic rather than an in-depth insight.

Sample Short Questions

Question:

A new employee started work today. Identify two documents he/she may receive from the employer, other than a contract of employment.

Question:

The management has introduced a dress code for all employees starting next Monday. You are unhappy with this new procedure. Describe briefly what action you could take to ascertain the legality of this new procedure.

Question:

Write down four company procedures or policies that you would expect to find in the staff handbook.

2.3.2 Typical Job Roles and Tasks

General

This specification calls for a scenario to be set for the question papers. The question papers then follow the scenario through each question. Various jobs and positions, commonly found within organisations, are highlighted in the question paper.

Candidates should recognise common positions, such as manager, supervisor, administrator, operative, modern apprentice, etc, and the duties normally associated with these positions. General understanding of the responsibilities and dependency of these job positions is also expected.

Furthermore, candidates should have a basic understanding of the structure of organisations, hierarchical or flat, and the benefits of such a structure.

Depth of Knowledge

Candidates are expected to have knowledge and understanding of the following aspects of job roles and responsibilities:

- The differences between hierarchical and flat organisational structures;
- The functions of directors, department heads, managers, supervisors and operatives. Candidates require only a very basic understanding of the position of these within a hierarchical organisational structure;
- The departmental structure of an organisation and the advantages to the organisation of dividing the work in this way, for example, research, production, marketing and selling;
- The changing world of work and the effect on individuals (i.e. the need for re-training or re-deployment);
- Teamwork and the challenges facing people managers of leading teams successfully;
- Working in groups and allocating work to other members of the group/team.

Sample Short Questions

Question:

A company is organised into four departments:

Research

Design

Production

Sales and Marketing.

(a)   Identify two advantages to the company of this type of organisational structure.

(b)   Each department has a departmental manager. State three functions of a departmental manager.

(c)   Each week there is an inter-departmental meeting of the managers of these departments. Describe briefly the importance to the organisation of these meetings.

(d)   Identify two specific items that may form part of an agenda for these meetings.

Question:

Your current manager has retired and a new manager has been appointed. Describe briefly some of the concerns that employees display when they have to work for a new manager.

Question:

Your company is structured so that all employees have an input into the management and direction of the company. Describe two advantages to the company of this type of management structure.

2.3.3 Wages and Salaries

General

This is a new topic to this specification.

Candidates are not required to create wage/salary slips or carry out complex arithmetic calculations, but, at Higher Tier Level, they may be asked to carry out straightforward calculations or checks on a pre-prepared salary slip.

This topic mainly relates to the fact that wages and salaries are subject to deductions and can be paid by a variety of electronic or other means. It also introduces commonly used concepts such as piecework, hourly/weekly/monthly rates, and commission. Questions are likely to be part of a more complex question dealing with job roles and responsibilities, training, etc.

Depth of Knowledge

Candidates should be aware of the following:

- There is a minimum wage. (Candidates will not be required to recall of the amount of the minimum wage);

- Employees are liable to income tax and National Insurance, which are deducted from wages and salaries;

- Wages and salaries can be paid by a variety of methods. Candidates should be able to highlight advantages and disadvantages to both the employee and the employer of these methods. Methods of payment include cash, cheque, BACS. Wages and salaries may be calculated from piecework, hourly, weekly, monthly or overtime rates and commission;

- Candidates should be able to explain simple information on a wage slip;

- Candidates should be able to identify and explain deductions made from salaries;

- Candidates should be able to understand what redress they have if there have been unlawful deductions from their wage/salary or they have been paid incorrectly (Employment Tribunal, etc).

Sample Short Questions

Question:

The modern apprentice is concerned his take-home pay is not what he expected. Write down
two deductions that are normally made from salaries.

Question:

Your have reviewed your monthly salary slip and you believe that you have been underpaid.
The payroll clerk says that this is not the case.

(a)   Name one document that should be in your possession that will state your rate of pay.
          (*Contract of employment*)

(b)   Identify one source you could approach to assist you with your disagreement over
          your rate of pay. *(Trades union)*

(c)   Describe briefly the help that this source could provide.

2.3.4 Incentives

General

This topic links to wages and salaries and is included in the specification to show that there are other benefits provided for employees to encourage productivity and staff retention.

Depth of Knowledge

Candidates are expected to be aware of the following incentives commonly found in large businesses:

- Profit-sharing schemes. Candidates do not need to know how the profit is shared among the employees;
- Bonuses for achieving targets on time;
- Non-financial incentives such as company cars, pension schemes, holidays, etc. Again, candidates need only to be aware that these incentives are offered to improve performance and do not need to understand how they operate in practice;
- Fringe benefits.

Sample Short Questions

This topic is normally tested within a larger question on the 'People in the Workplace' section.

Question

The company wants to improve productivity but cannot offer wage increases. Identify two other incentives that could be offered to employees.

2.4   COMMUNICATION   SPECIFICATION SECTION 5.4

2.4.1   Purposes and Methods of Communication

General

This section has been introduced because of the many new methods that can be used in the modern business office to transmit information from one place to another. Candidates will find a variety of technical and paper devices in business organisations. They should appreciate the work each does and the reasons for selecting one over the other. For example, we still use letters, memos and e-mail, reports, leaflets and brochures, but in a given situation, should we send an email to a colleague or a memo? … and which is the more cost effective? Do I fax a report, email, or post it? What are the advantages of one method over another?

Candidates are expected to have a sound knowledge of all popular methods of transmitting data from one point to another and the advantages and disadvantages of each. They must be able to demonstrate understanding of the benefits to the organisation of investing in technological devices and the staff training programmes that will be necessary to ensure proper usage.

Candidates are also expected to have an appreciation of how company image is projected (i.e. letterheads, compliments slips, business cards) and the reasons behind using this image publicly, as well as the consequences to the company of poor public image.

Candidates are not expected to have participated in some methods of communication, for example, video-conferencing, but they are expected to have knowledge of how these methods of communication work.

Communication technology changes so often that it can be hard to keep up. Increasingly, business communication is carried out over the Internet. This topic, therefore, links to security of data. Candidates are expected to be aware of the sensitive nature of some business communications and to be able to identify disadvantages of using electronic means of communicating this data.

This topic also links to organisational procedures for handling communications. Candidates need to be aware of company or in-house procedures for handling incoming or outgoing communications, the distribution of mail or responding to mail (for example, replying within a specified number of working days, referring sensitive letters to a supervisor).

Depth of Knowledge

Candidates are expected to have knowledge and understanding of the following aspects of purposes and methods of communication:

- Email and other text messaging systems;

- Letters, reports, leaflets and flyers/brochures and the type of information each is used to distribute;

- Damage to relationship with customers or damage to the company's image due to inappropriate or inaccurate information;

- The need for accuracy in distributed and published information;

- Legal requirements relating to the distribution of information;

- Electronic means of face-to-face communications such as video-conferencing. Candidates must be able to identify the advantages and disadvantages of these methods and, in particular, how cost effective they are in given situations;

- New technologies such as voicemail. Candidates are expected to have a sound knowledge of how these work and the advantages and disadvantages to both the business and the customer/caller;

- Candidates should be familiar with normal office equipment that is used for sending or preparing data for transmission. Candidates are not assessed on the working of these devices. In particular, they should be aware of fax machines, pagers and mobile phones, web phones and wap phones, websites and company internal intranet systems.

Sample Short Questions

Question:

Explain briefly why a company uses letterhead notepaper, compliments slips and business cards, all overprinted with a company logo.

Question:

Your company wishes to send a 64 page document containing sensitive information to the American office.

(a) Which electronic method of transportation would you recommend is used?

(b) What safeguards could be used to secure the data?

3 Coursework

Section 6 of the specification details the exemplar coursework tasks. These are designed to be amended by tutors to reflect the local area and the circumstances of the Centre. Tutors are, therefore, encouraged to change details such as names, addresses, type of work sought and dates, etc. However, the actual tasks which the candidates carry out have been designed to meet the assessment objectives of the specification and should not be amended.

A sample candidate's coursework follows, together with a coursework cover sheet. It has been marked in accordance with the Coursework Marking Guidance in Section 7.4 of the specification. This example is intended solely to provide clarification of the application of the mark scheme, not to provide a 'model answer'.

Tutors are strongly advised to work through the tasks for themselves using the Centre's ICT system, to identify in advance any technical problems that might arise.

GCSE BUSINESS AND COMMUNICATION SYSTEMS (1950)

COURSEWORK COVER SHEET

Centre Name and Number .... 99999 ....

Name of Candidate .... Mark Skaam ....

Task	Assessment Objective 1	Assessment Objective 2	Assessment Objective 3	Assessment Objective 4	Assessment Objective 5	Task totals
Task 1	(2)	(3)	(6)	(0)	(0)	(11)
	2	1	4			7
Task 2	(2)	(6)	(4)	(0)	(0)	(12)
	1	5	1			7
Task 3	(1)	(4)	(4)	(0)	(0)	(9)
	1	4	0			5
Task 4	(2)	(4)	(6)	0	0	(12)
	2	3	1			6
Task 5	(2)	(3)	(6)	(4)	(0)	(15)
	2	3	4	1		10
Task 6	(2)	(5)	(8)	(0)	(0)	(15)
	1	3	2			6
Task 7	(1)	(0)	(0)	(9)	(12)	(22)
	1			5	4	10
Task 8	(0)	(0)	(4)	(0)	(0)	(4)
			2			2
Totals (Transfer to summary mark sheet)	(12) 10	(25) 19	(38) 14	(13) 6	(12) 4	(100) 53 (Transfer to form MS1)

(Figures in brackets are maximum available marks.)

Centre: 99999 Development Training Centre

Candidate: 0001 Mark Skeem

OCR GCSE

Business and Communication Systems

Coursework

(Each printout to include
Centre No and Candidate Name)

Contents

Task 8 "full contents page"
more detail required

Centre: 99999 Development Training Centre
Candidate: 0001 Mark Skeem

<u>Company New Logo</u>

Matthews Recruitment
Servicing Your Needs

AO2 – More than
5cm

AO3 – Ltd or Company
missing
Difficult to read

<u>Task 1</u>

AO1 Tasks completed 2 marks

AO2 logo to own design
and specified size 0 marks

Letterhead complete 1 mark
(assuming Ltd or
Company)
Complimments
Slip/business Card –
Compli mats slip 0 marks
No email

AO3 Mainly accurate
documents of mailable 4 marks
standard

Total Marks 7/11

Matthews Recruitment
Servicing Your Needs

Matthews Recruitment Ltd
Mill Wharf House
Mill Lane
Maryville
MY21 3BR

Tel. 01234 567 891
Fax. 01234 987 654

Email. sarah@matreccomp.com

Assume "Ltd" Correct

Matthews Recruitment Company
Mill Wharf House
Mill Lane
Maryville
MY21 3BR

Tel. 01234 567 891
Fax. 01234 987 654
Email. sarah@matreccomp.com

Matthews Recruitment **Amanda Barfoot**

Company instead of Ltd

Company logo incorrect position

Matthews Recruitment
Servicing Your Needs

Matthews Recruitment
Company
Mill Wharf House
Mill Lane
Maryville
MY21 3BR

Tel. 01234 567 891
Fax. 01234 987 654

No Email address.

WITH COMPLIMENTS

Task 2

AO1   5 extra copies not
      included (Part of tasks   1   mark
      omitted)

AO2   Client Registration form
      A4 with logo   1   mark

      Instructions   1   mark

      Tick boxes   1   mark

      Adequate spaces for handwritten
      applicant details and signature 1   mark

      Agency use section   1   mark

      5 extra copies   0   mark

AO3   Document contains
      typographical errors and/or is   1   mark
      incomplete

                    Total Marks   7/12

CLIENT REFISTRATION FORM

Matthews Recruitment
Servicing Your Needs

Instructions:

1. Please fill in **all** the boxes clearly and consisely
2. Please sign the form once all the boxes are filled in
3. Return to reception

Personal Details

Surname:	Address:	Date of birth
First names:		Tel. No.
National Insurance No	Marital status	Contact in case of emergency

Type of Work/Availability

Type of work you are seeking (please tick)		Availability (please tick)	
Clerical		June	
Retail		July	
Entertainment		August	

Bar Work Production

Education History

Place of Study	Qualifications
School	
College/University	

Current/Previous Employer

Start/Finish	Employer	Duties

No extra Copies

perhaps current salary should be included

References:
1.. 2..
....
....
....

Signed.. Date..............................

For Agency use only

Accepted/Rejected	Reason	Interview performance	Spelling test

Date of Registration missing

Personnel

1?/12/00

Per	Surname	FirstName	Address	Address1	Address2	Address3	date of bir	telephone nu	Cleric	Retai	Ente	Bar	Prod	availability	date regis
2	Bajcer	Mandeep	39 Carisbrook Avenue	Ravenshead	Mansfield	NG21 3AY	14.09.82	01623 482009	No	No	Yes	No	No	Jun/Jul	12.12.00
1	Bostock	Sandra	30 Spring View	Mansfield	NG21 3AA		03.10.83	01623 458774	Yes	Yes	No	No	No	Jun/Jul/Aug	15.01.01
5	Kato	Mayu	13 Allendale	Mansfield	NG22 2EA		23.10.82	01623 400975	No	Yes	Yes	No	No	Jun/Jul/Aug	13.03.01
8	Kolton	Damien	The Willows	Blidworth	Mansfield	NG21 9TT	30.11.84	01623 794266	No	Yes	No	No	Yes	Jun/Aug	30.11.00
6	McKenzie	Alan	28 Rufford Avenue	Mansfield	NG21 7RS		01.08.84	01623 387749	No	No	No	No	Yes	Aug	13.05.01
10	Murfin	Hayley	Mount Crescent	Worksop	NG32 5JK		15.01.84	01909 354480	Yes	Yes	No	No	No	Jun Aug	15.01.01
4	Plowright	Alan	Cherry Tree Cottage	Blidworth	Mansfield	NG21 3CW	15.03.80	01623 792456	No	Yes	Yes	Yes	No	Jun/Jul/Aug	15.10.00
9	Rai	Barrinder	30 The Park	Mansfield	Woodhouse	NG22 4EB	17.07.79	01623 406088	No	Yes	No	Yes	No	Jun/Jul/Aug	30.11.00
7	Russon	Laura	31 Kings Avenue	Worksop	NG32 6TS		14.11.80	01909 255381	No	Yes	No	No	Yes	Jun/Jul	30.11.00
3	Watson	Alison	13 Smith Street	Worksop	NG32 6ZZ		04.01.81	01909 567120	Yes	Yes	No	Yes	No	Jul/Aug	12.10.00

Accept as printout in original order - see Evaluation (Task 7)
- software feature (data automatically sorted alphabetically)

Page 1

Personnel   1/12/00

Surname	FirstName	Address	Address1	Address2	Address3	date of bir	Tel no	Cleric	Retail	Enterta	Barry	Product	availability	date register
Almond	Phil	45 Gunner Way	Blidworth	Mansfield	NG21 5GH	09.11.79	01623 130582	No	yes	yes	yes	yes	Jun/Jul/Aug	03.12.00
Bajcer	Mandeep	39 Carisbrook Aven	Ravenshead	Mansfield	NG21 3AY	14.09.82	01623 482009	No	No	Yes	No	No	Jun/Jul	12.12.00
Bostock	Sandra	30 Spring View	Mansfield	NG21 3AA		03.10.83	01623 458774	Yes	Yes	No	No	No	Jun/Jul/Aug	15.01.01
Hinks	Jonathon	9 Indie Road	Blidworth	Mansfield	NG21 5JK	06.05.80	01623 403088	yes	yes	No	yes	No	Jul/Aug	19.06.00
Kato	Mayu	13 Allendale	Mansfield	NG22 2EA		23.10.82	01623 400975	No	Yes	Yes	No	No	Jun/Jul/Aug	13.03.01
Kolton	Damjen	The Willows	Blidworth	Mansfield	NG21 9TT	30.11.84	01623 794266	No	Yes	No	No	Yes	Jun/Aug	30.11.00
McKenzie	Alan	28 Rufford Avenue	Mansfield	NG21 7RS		01.08.84	01623 38749	No	No	No	No	Yes	Aug	13.05.01
Murfin	Hayley	Mount Crescent	Worksop	NG32 5JK		15.01.84	01909 354480	Yes	Yes	No	No	No	Jun Aug	15.01.01
Patel	Dwayne	14 Farmers Grove	Blidworth	Nottingham	NG21 9KM	23.07.80	01623 357912	yes	yes	No	yes	No	Jun/Jul/Aug	30.06.00
Plowright	Alan	Cherry Tree Cottage	Blidworth	Mansfield	NG21 3CW	15.03.80	01623 792456	No	Yes	Yes	Yes	No	Jun/Jul/Aug	15.10.00
Rai	Barrinder	30 The Park	Mansfield	Woodhouse	NG22 4EB	17.07.79	01623 406088	No	yes	No	Yes	No	Jun/Jul/Aug	30.11.00
Russon	Laura	31 Kings Avenue	Worksop	NG32 6TS		14.11.80	01909 255381	No	Yes	No	No	Yes	Jun/Jul	30.11.00
Singh	Sarah	56 Garden Place	Woodhouse	Mansfield	NG21 8CD	25.11.79	01623 958674	yes	No	No	No	No	Jul/Aug	05.09.00
Watson	Alison	13 Smith Street	Worksop	NG32 6ZZ		04.01.81	01909 567120	Yes	Yes	No	Yes	No	Jul/Aug	12.10.00
Wells	Roste	87 Jupiter Way	Woking	Mansfield	NG21 7XX	28.07.80	01623 414243	No	yes	No	yes	yes	Jun/Jul/aug	21.12.00

Page 1

(handwritten annotations):

all heading: not shown
Better no abbreviate d.o.b etc

inconsistency

Task 3

AO1   1 mark

AO2   All data entered   1 mark
Sort by surname   1 mark.
Database amended
and sort by surname
Carried out   1 mark
Selective   1 mark
Printout

AO3   Too many errors   0 marks
Not set up in data
format (d.o.b date registered)

Total marks   4/9

personnel

Surname	FirstName	Address	Address1	Address2	Address3	date of birth	Tel no	Cleric	Retail	Entert	Bary	Produc	availability	date ?
Almond	Phil	45 Gunner Way	Blidworth	Mansfield	NG21 5GH	09.11.79	01623 130582	No	yes	yes	yes	yes	Jun/Jul/Aug	03.12.00
Bajcer	Mandeep	39 Carisbrook Aven	Ravensead	Mansfield	NG21 3AY	14.09.82	01623 482009	No	No	Yes	No	No	Jun/Jul	12.12.00
Barnes	Hayley	Mount Crescent	Worksop	NG32 5JK		15.01.84	01909 354480	Yes	Yes	No	No	No	Jun Aug	15.01.01
Bostock	Sandra	30 Sutton Road	Mansfield	NG21 3AA		03.10.83	01623 458774	Yes	Yes	No	No	No	Jun/Jul/Aug	15.01.01
Hinks	Jonathon	9 Indie Road	Blidwoth	Mansfield	NG21 5JK	06.05.80	01623 403088	yes	yes	No	yes	No	Jul/Aug	19.06.00
Kato	Mayu	13 Allendale	Mansfield	NG22 2EA		23.10.82	01623 400975	No	Yes	Yes	No	No	Jun/Jul/Aug	13.03.01
Kolton	Damien	The Willows	Blidworth	Mansfield	NG21 9TT	30.11.84	01623 403088	No	Yes	No	No	Yes	Jun/Aug	30.11.00
Lali	Jasbinder	The Cottage	The Park	Mansfield	NG21 7NW	30.10.86	01623 612351	Yes	Yes	Yes	No	No	Jun/Jul	10.01.01
McKenzie	Alan	28 Rufford Avenue	Manfield	NG21 9TT		01.08.84	01623 38749	No	No	No	No	Yes	Aug	15.05.01
Patel	Dwayne	14 Farmers Grove	Blidworth	Nottingham	NG21 9KM	23.07.80	01623 357912	yes	No	No	yes	No	Jun/Jul/Aug	30.06.00
Plowright	Alan	Cherry Tree Cottage	Blidworth	Mansfield	NG21 3CW	15.03.80	01623 792456	No	Yes	Yes	Yes	No	Jun/Jul/Aug	15.10.00
Rai	Barrinder	30 The Park	Mansfield	Woodhouse	NG22 4EB	17.07.79	01623 406088	No	Yes	No	Yes	No	Jun/Jul/Aug	30.11.00
Russon	Laura	31 Kings Avenue	Worksop	NG32 6TS		14.11.80	01909 255381	No	Yes	No	No	Yes	Jun/Jul	30.11.00
Singh	Sarah	56 Garden Place	Woodhouse	Mansfield	NG21 8DC	25.11.79	01623 958674	yes	No	No	No	No	Jul/Aug	12.10.00
Watson	Alison	13 Smith Street	Worksop	NG32 6ZZ		04.01.81	01909 567120	Yes	Yes	No	Yes	No	Jul/Aug	12.10.00
Wells	Rosie	87 Jupiter Way	Woking	Mansfield	NG21 7XX	28.07.80	01623 414243	No	yes	No	yes	yes	Jun/Jul/Aug	21.12.00

* should have been deleted

17/12/00

Personnel Query

Surname	FirstName	Tel no
Almond	Phil	01623 130582
Bajcer	Mandeep	01623 482009
Barnes	Hayley	01909 354480
Bostock	Sandra	01623 458774
Hinks	Jonathon	01623 403088
Kato	Mayu	01623 400975
Kolton	Damien	01623 403088
Lali	Jasbinder	01623 612351
Patel	Dwayne	01623 357912
Plowright	Alan	01623 792456
Rai	Barrinder	01623 406088
Russon	Laura	01909 255381
Singh	Sarah	01623 958674
Watson	Alison	01909 567120
Wells	Rosie	01623 414243

McKenzie now deleted

retail 20/12/00

Surname	FirstName	Address	Address1	Address2	Address3	date of birth	Tel no	Cleric	Retail	Enterta	Barw	Produc	availability	date ...ster
Almond	Phil	45 Gunner Way	Blidworth	Mansfield	NG21 5GH	09.11.79	01623 130582	No	yes	yes	yes	yes	Jun/Jul/Aug	03.12.00
Barnes	Hayley	Mount Crescent	Worksop	NG32 5JK		15.01.84	01909 354480	Yes	Yes	No	No	No	Jun Aug	15.01.01
Bostock	Sandra	30 Sutton Road	Mansfield	NG21 3AA		03.10.83	01623 458774	Yes	Yes	No	No	No	Jun/Jul/Aug	15.01.01
Hinks	Jonathon	9 Indie Road	Blidwoth	Mansfield	NG21 5JK	06.05.80	01623 403088	yes	yes	No	yes	No	Jul/Aug	19.06.00
Kato	Mayu	13 Allendale	Mansfield	NG22 2EA		23.10.82	01623 400975	No	Yes	Yes	No	No	Jun/Jul/Aug	13.03.01
Kolton	Damien	The Willows	Blidworth	Mansfield	NG21 9TT	30.11.84	01623 403088	No	Yes	No	No	Yes	Jun/Aug	30.11.00
Lali	Jasbinder	The Cottage	The Park	Mansfield	NG21 7NW	30.10.86	01623 612351	Yes	Yes	Yes	No	No	Jun/Jul	10.01.01
Patel	Dwayne	14 Farmers Grove	Blidworth	Nottingham	NG21 9KM	23.07.80	01623 357912	yes	yes	No	yes	No	Jun/Jul/Aug	30.06.00
Plowright	Alan	Cherry Tree Cottage	Blidworth	Mansfield	NG21 3CW	15.03.80	01623 792456	No	Yes	Yes	Yes	No	Jun/Jul/Aug	15.10.00
Rai	Barrinder	30 The Park	Mansfield	Woodhouse	NG22 4EB	17.07.79	01623 406088	No	Yes	No	Yes	No	Jun/Jul/Aug	30.11.00
Russon	Laura	31 Kings Avenue	Worksop	NG32 6TS		14.11.80	01909 255381	No	Yes	No	No	Yes	Jun/Jul	30.11.00
Watson	Alison	13 Smith Street	Worksop	NG32 6ZZ		04.01.81	01909 567120	Yes	Yes	No	Yes	No	Jul/Aug	12.10.00
Wells	Rosie	87 Jupiter Way	Woking	Mansfield	NG21 7XX	28.07.80	01623 414243	No	yes	No	yes	yes	Jun/jul/aug	21.12.00

Correct search but described as deletion in evaluation

Dear Alison

In response to your letter I include in this letter a document with details of all the employees on our data base available during June and July suitable for retail work.

Thankyou for your enquiry, I look foreward to hearing from you soon.

Yours sincerely

Ms Amanda Barfoot

Task 4

AO1 Tasks Completed   2 marks

AO2 Suitable e-mail 0 marks   (No evidence of email setup)
     completed   Screen dump would be
     Correct search   1 mark   appropriate)
     Standard letter   1 mark
     Copy of merged   1 mark
     letter
AO3 Many typographical
     errors — not "mailable
     Standard"
     Not in accordance   6/12.
     with conventions of
     style 'email'   1 mark
     Inadequate letter

Matthews Recruitment Ltd
Mill Wharf House
Mill Lane
Maryville
MY21 3BR

Tel. 01234 567 891
Fax. 01234 987 654

Email. sarah@matreccomp.com

«FirstName» «Surname»
«Address»
«Address1»
«Address2»
«Address3»

Dear «FirstName» «Surname»

not in accordance with "convention of style"

We Have recieved an enquiry form a company in Mansfield looking for temporary retail staff. The hours of work woud be from 9.am to 5.30 pm Monday to Friday with one hour lunch break. The rate of pay will be 4.75 per hour. Please contact the agency if you are interested in this work.
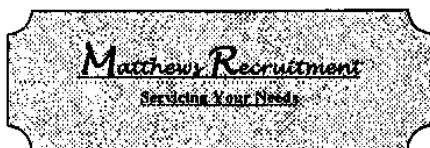
I look forward to hearing from you

Yours sincerely

Amanda Barfoot
Manager

No mention of June & July

Matthews Recruitment Ltd
Mill Wharf House
Mill Lane
Maryville
MY21 3BR

Tel. 01234 567 891
Fax. 01234 987 654

Email. sarah@matreccomp.com

No date

Phil Almond
45 Gunner Way
Blidworth
Mansfield
NG21 5GH

Dear Phil Almond

We Have recieved an enquiry form a company in Mansfield looking for temporary retail staff. The hours of work woud be from 9.am to 5.30 pm Monday to Friday with one hour lunch break. The rate of pay will be 4.75 per hour. Please contact the agency if you are interested in this work.

I look forward to hearing from you

Yours sincerely

Amanda Barfoot

Dear Phil or Mr Almond

Task 5

AO1   Tasks completed   2 marks.

AO2   Report includes
      Suitable graph   1 mark
      Table   1 mark
      Half page advert   1 mark

AO3   Generally in   4 marks
      accordance with
      conventions of style
      and written communication

AO4   Limited evidence
      Conclusion lacks   1 marks
      accuracy —

      Retail & Clerical
   required not $\frac{10}{15}$
      Production.

Matthews Recruitment
Servicing Your Needs

Agency Client Report

The figures for the past 5 years (including this one) have been compiled in order to establish the types of work our clients wished to undertake. The following table shows these figures.

Type of work applied for	1997	1998	1999	2000	2001
Retail	36%	34%	52%	55%	58%
Clerical	27%	24%	28%	33%	34%
Production	18%	11%	6%	7%	2%
Entertainment	9%	10%	5%	2%	3%
Bar Work	10%	11%	9%	3%	3%

The table indicates that throughout the past 5 years the amount of retail work has increased by by 22%, the amount of clerical work has stayed about the same, with only a slight increase. The other sectors (barwork, entertainment and production) however have significantly decreased so that they are only 8 % of the work sought by our clients. The following graph demonstrated the extent of change in the type of work sought over the past 5 years.

Comparison to show the difference in work sought in 1997 and 2001
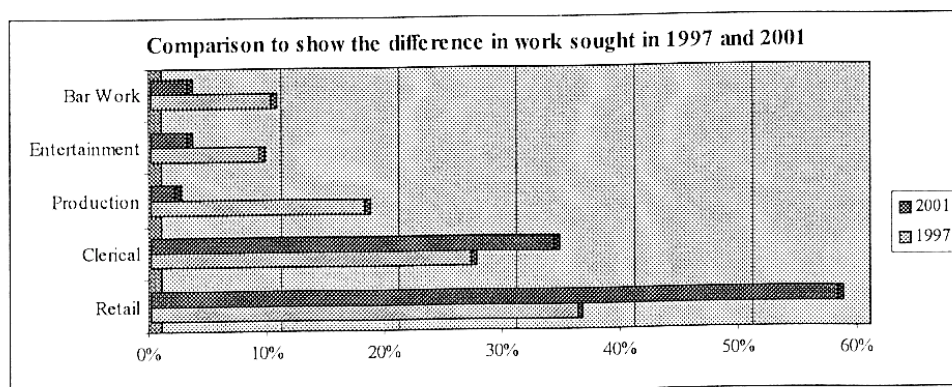
The graph shows that in although barwork and entertainment were never above 10% each, production was in 1997 18% of the work sought by clients, this has now reduced to 2%.

I would reccommend that the agency aim to increase the areas of production, barwork and entertainment, with the emphasis being on production when advertising for new employers.

In order to do this agency should seek potential employers in the manufacturing industry, and in order to serve these potiential clients, advertise for workers seeking this type of employment.

Need to promote Retail and Clerical

NEED TEMPORARY STAFF?

THE MATTHEWS RECURITMENT AGENCY PROVIDES :
HIGH QUALITY
RELIABLE
HARDWORKING
TEMPORARY STAFF AVAILABLE 24 HOURS AT EXCELLENT RATES.
*SPECIALISTS IN RETAIL, BARWORK, PRODUCTION, ENTERTAINMENT AND CLERICAL STAFF*

WE HAVE A SURPLUS OF ~~PRODUCTION~~ STAFF ON FILE
✱ Retail and Clerical

IF YOU ARE INTERESTED IN USING OUR SERVICES PLEASE CALL
Amanda Barfoot on 01234 567891

Matthews Recruitment Ltd
Mill Wharf House
Mill Lane
Maryville
MY21 3BR
Tel. 01234 567 891   Fax. 01234 987 654   Email. sarah@matreccomp.com

Matthews Recruitment
Servicing Your Needs
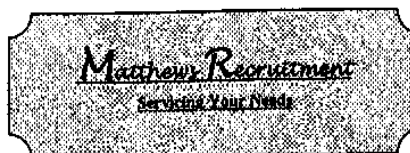
✱ Incorrect type of staff.

Task 6

AO1   Part of Tasks   1 mark.
       Omitted
       (marketing exercise)

AO2   Print out of agencies   1 mark
       Website max 4 pages   1 mark
       Suitable graphics &   0 marks   Logo included,
       logo   graphics inadequate

       Client registration
       form and Task 5   0 marks.
       Results included

       Hyperlink
       (would expect to see   1 mark
       evidence of hyperlink
       confirmed by tutor)

AO3   Search relevant, but   2 marks
       website inadequate

                            Total 6 marks

YELL□COM.™

[x] Banner

1. **What?** [EMPLOYMENT] **or Who?** [_____] 2. **Where?** [stafford_____] [Search] **About Us**

RESULTS

SORT BY | A | B | C | D | E | F | G | H | I | J | K | L
M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | #

You searched for "EMPLOYMENT AGENCIES & CONSULTANTS" in "stafford". Yell has found 10 matches for EMPLOYMENT AGENCIES & CONSULTANTS in STAFFORD.

Alpha Personnel Services Ltd — Tel: 01785 250440 — Map
16, Salter St
Stafford Staffordshire ST16 2JU

Enterprise Employment Centre — Tel: 01785 243255 — Map
Marston House 29c, Marston Rd
Stafford Staffordshire ST16 3BS

Time Resourcing Ltd — Tel: 01785 859330 — Map
15-16, Sugnel Business Centre
Stafford Staffordshire ST21 6NF

Esther McNeal Recruitment — Tel: 01785 246066 — Map
The Parkfield Business Centre Park St
Stafford Staffordshire ST17 4AL

Employment Service — Tel: 01785 358000 — Map
Greyfriars House, Greyfriars
Stafford Staffordshire ST16 2RX

Fay Mayer Recruitment — Tel: 01785 254555 — Map
44, Eastgate St
Stafford Staffordshire ST16 2LY

Voice Link Recruitment Ltd — Tel: 01785 716860 — Map
Gothic House, Market Place Penkridge
Stafford Staffordshire ST19 5DJ

Central Personnel Ltd — Tel: 01785 607607 — Map
20, Marston Road
Stafford Staffordshire ST16 3BS

Pertemps Cream Recruitment — Tel: 01785 227260 — Map
33, Eastgate St
Stafford Staffordshire ST16 2LZ

Christian Alexander Recruitment Ltd — Tel: 01785 859431 — Map
30, High St Eccleshall
Stafford Staffordshire ST21 6BZ

Search relevant to student's local area.

Matthews Recruitment
Servicing Your Needs
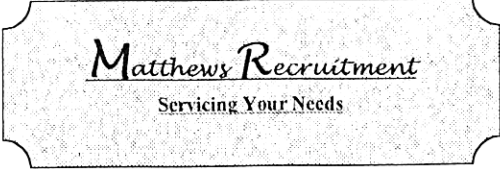
WELCOME

Matthews Recruitment ltd

SPECIALISTS IN TEMPORARY STAFF FOR:

PRODUCTION
RETAIL
CLERICAL
ENTERTAINMENT
BAR STAFF

WOULD YOU LIKE TO:

REGISTRATION YOUR DETAILS WITH US

READ SOME FACT AND FIGURES

SEARCH THE INTERNET

(handwritten: Which page is this hyperlink connected to?)

Matthews Recruitment Ltd
Mill Wharf House
Mill Lane
Maryville
MY21 3BR

Tel. 01234 567 891   Fax. 01234 987 654   Email. sarah@matreccomp.com

CLIENT REFISTRATION FORM

Matthews Recruitment
Servicing Your Needs

If you wish to register with our agency please print out this page, fill in all the details required and post to us at the above address, and we will contact you to arrange and interview.

Personal Details

Surname:	Address:	Date of birth
First names:		Tel. No.
National Insurance No	Marital status	Contact in case of emergency

Type of Work/Availability

Type of work you are seeking (please tick)		Availability (please tick)	
Clerical		June	
Retail		July	
Entertainment		August	

Education History

Place of Study	Qualifications
School	
College/University	

Current/Previous Employer

Start/Finish	Employer	Duties

References:
1.. 2..
....
....
....

Signed.. Date..............................

For Agency use only

Accepted/Rejected	Reason	Interview performance	Spelling test

(errors on original – should not be further penalised)

THE MATTHEWS RECRUITMENT LTD

COMPANY WAS FOUNDED IN 1997 BY THE

~~MANAGING DIRECTOR~~ *Manager*, AMANDA BARFOOT.

ITS AIM OF PROVIDING HIGH QUALITY

RELIABLE TEMPORARY STAFF TO CATER TO

CLIENTS NEEDS AT A COMPETATIVE MARKET

RATE HAS MADE IT THE FASTEST GROWING

AGENCY IN THE AREA, WITH EACH YEAR OF

SUCESS BETTER THAN THE PRECEEDING.

THE AGENCY'S MAIN AREAS OF SUCESS ARE

IN THE RETAIL AND CLERICAL SECTORS, ITS

FUTURE AIM BEING TO INCREASE ITS

BUSINESS IN THE PRODUCTION, BARWORK

AND ENTERTAIMENT SECTOR.

Website unsophisticated → inadequate

Evaluation Report

AO1   1 mark ,- complete

AO4   5 marks - "some inaccuracy"

AO5   4 marks - "limited"

Total   10 marks

Task 1

This was done using Microsoft Word. I chose to use Microsoft Word because it has a lot of design and drawing features. The logo was produced using an auto shape text box and by using the colour options on the Draw toolbar. This was copied and pasted onto the letterhead paper and compliment slips. The logo on the business card was re-drawn at a reduced size and the lettering re-written as the lettering in the original logo would not reduce when I tried to scale it down for the business cards.

Accept if tutor confirms software problem.

Task 2

This was produced on Microsoft Word; the body of the form was drawn from tables, with all relevant personal details, education, qualifications and previous employment history being asked for. I chose Microsoft Word because you can draw different size boxes with it easily.

Task 3

Accept - software feature

This task was done using Microsoft Access database software I chose this because the features on it seemed appropriate for the task. The 10 clients from the resource sheet were entered onto a table. I found that if you closed the table, on re-entering the table the software automatically sorted the data into alphabetical order. To do part (d) I used the query function to filter the data I wanted to print. With hindsight I realise that I could have also done this task on Microsoft Excel.

Task 4

Use of Filter preferable

I used Microsoft Word to compose the email reply. To select those who had chosen retail, I copied the table of the personnel and from the copy I deleted those who had not chosen retail in order to compile the list. The data on the Access database and Microsoft Word were used, specifically the Microsoft Word Mail Merge Wizard (in the tools menu, under Office Links) ? in order to produce the letter to the personnel.
This meant that I did not have to imput the data in Word again to produce the mail merge letter.

Task 5

Incorrect

In task 5 I examined the data on the resource sheet and found that there had been a significant reduction in the amount of Production work applied for, from this I concluded that this was the area that the agency needs to target in order to generate new business. I used the Chart Wizard of Microsoft Excel to produce the table and the graph as this was the most appropriate software. The report and the advert were written in Microsoft Word and the chart and graph were copied into the report.

Task 6

The internet search was done using the Yellow Pages internet page www.yell.com. Which I found using the Lycos search engine. The web page was produced on Microsoft Word and bookmarks/hyperlinks were used to so that people looking at the page could find the registration form easily. I chose Microsoft Word because of the design features it has.

Final Comment

AO5 legal, ethical, security, etc - limited consideration

I feel that overall i have used the appropriate software for each task. I would have used colour more, such as a colour background on the web page if I had an appropriate printer, I found that different shades of grey were not visually appealing.
I complied with existing legal requirements by not putting any confidential information on the web page. My clients areed to having their details kept on computer. I think the best feature I designed was the logo.

Saving the work

All documents saved in a file called MRA on the C: Drive, and named appropriately, acording to what they were.

Resources

Microsoft Office 97 (Word, Access, Excel)

Lycos search engine

Yellowpages websit, found on lycos search engine.

AO3   "some use of resources"
       inconsistencies in file organisation
           eg contents page not "full"
       (Screen dump, would demonstrate file
       organisation)

       2 marks

GCSE BUSINESS AND COMMUNICATION SYSTEMS (1950)

COURSEWORK COVER SHEET

Centre Number ....

Name of Candidate ....

Task	Assessment Objective 1	Assessment Objective 2	Assessment Objective 3	Assessment Objective 4	Assessment Objective 5	Task totals
Task 1	(2)	(3)	(6)	(0)	(0)	(11)
Task 2	(2)	(6)	(4)	(0)	(0)	(12)
Task 3	(1)	(4)	(4)	(0)	(0)	(9)
Task 4	(2)	(4)	(6)	(0)	(0)	(12)
Task 5	(2)	(3)	(6)	(4)	(0)	(15)
Task 6	(2)	(5)	(8)	(0)	(0)	(15)
Task 7	(1)	(0)	(0)	(9)	(12)	(22)
Task 8	(0)	(0)	(4)	(0)	(0)	(4)
Totals (Transfer to summary mark sheet)	(12)	(25)	(38)	(13)	(12)	(100) (Transfer to form MS1)

(Figures in brackets are maximum available marks.)