

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Business Communications

Unit 4: Business Communications

Wednesday 30 May 2012 – Morning

Time: 1 hour 30 minutes

Paper Reference

5BS04/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*
- A calculator may be used.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

SECTION A

Answer ALL questions. You should spend 35 minutes on this section.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which **one** of the following **best** describes the communication model? (1)

Select **one** answer.

- A** Sender and receiver
- B** Telephone and fax
- C** Feedback and receipt
- D** Spoken and email

(b) State **two** possible barriers to good communication. (2)

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(c) Outline **one** reason why poor communication could damage the relationship between a business and its stakeholders. (2)

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(d) Explain **one** possible reason why using a word processor makes it possible to produce business letters with no spelling mistakes.

(3)

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(Total for Question 1 = 8 marks)



2 A business can use different methods to communicate with its employees.

(a) Which **one** of the following would be the **most likely** method used by a business to inform employees of what will be discussed at a formal meeting they will attend?

(1)

Select **one** answer.

- A** A newsletter
- B** An annual report
- C** An agenda
- D** A curriculum vitae

Joel and James run *JJMR*, a business that carries out market research for other companies.

To gain clients, Joel and James prepare presentations to show how they will carry out the market research. These presentations are given at *JJMR's* offices. *JJMR* then select and contact people for face-to-face market research interviews.

(b) Outline **one** advantage for *JJMR* of using the templates that can be found in word processing software.

(2)

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(c) Explain **one** reason why *JJMR* use a standard business letter when writing to the people it needs to interview for market research.

(3)

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(d) Describe how a flipchart could be used by Joel and James during meetings with clients.

(4)

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(Total for Question 2 = 10 marks)



Read the following passage carefully and then answer Question 3.

VOSLUX is a business that operates luxury train trips from London to destinations in England and Europe.

The *VOSLUX* website is used by 87% of its customers to make bookings for trips. The website includes photographs of all the steam trains they use. *VOSLUX* has a database with details of 100,000 of its customers.

3 (a) Which **one** of the following is an **internal** stakeholder of *VOSLUX*? (1)

Select **one** answer.

- A** A competitor
- B** A supplier
- C** A pressure group
- D** An employee

(b) Identify **two** features, other than photographs, that customers of *VOSLUX* would expect to find on its website to help them when booking a trip. (2)

1

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(c) Explain **one** advantage for *VOSLUX* of accepting bookings for trips through its website. (3)

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(d) State **one** reason why 13% of *VOSLUX* customers choose not to book their trips using the website.

(1)

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(e) Explain **one** reason why the use of photographs on the *VOSLUX* website is appropriate for this business.

(3)

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(Total for Question 3 = 10 marks)



Read the following passage carefully and then answer Question 4.

Tesco is one of the largest supermarket businesses in the United Kingdom (UK) with around 2,700 shops and 380,000 employees in 2011. Tesco has an organisational structure that is hierarchical.

Tesco gives a Clubcard (loyalty card) to its customers. This records what they have bought and adds points to their cards at the checkout. These points can be used by customers to reduce the cost of their shopping.

Tesco advertises its business in many ways, including the use of celebrity endorsements and slogans.

- 4** (a) Which **one** of the following **best** describes an organisational structure that is hierarchical? (1)

Select **one** answer.

A structure where:

- A** there are few layers of management
- B** there are many layers of management
- C** all employees have an equal say in the business
- D** one person has complete control of the business

- (b) Identify **three** written methods of communication, other than newsletters, that *Tesco* could use to communicate with its 380,000 employees in the UK. (3)

1

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3



(c) Outline **one** benefit of using loyalty cards to a business such as *Tesco*.

(2)

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(d) *Tesco* uses the following methods to advertise its products:

- celebrity endorsement
- slogans.

Which of these two methods do you think is the most effective in advertising *Tesco's* products to its customers?

Justify your answer.

(6)

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(Total for Question 4 = 12 marks)

TOTAL FOR SECTION A = 40 MARKS



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SECTION B

Answer ALL questions. You should spend 30 minutes on this section.

Read the following passage carefully and then answer Question 5.

WebSwan is a web design business based in the south west of England. Although based in the south west, 75% of *WebSwan* clients are in London, which is 200 miles away. Because of the distance, *WebSwan* uses electronic methods for its business communication such as email. *WebSwan* always sends clients their invoices and its leaflets as email attachments.

WebSwan was started by two people who met at university. They now have seven highly qualified employees who have a regular weekly meeting with the owners.

5 (a) What is meant by the term **domain name**?

(2)

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(b) Identify **three** desktop publishing facilities (features) that *WebSwan* could use when preparing a leaflet to send to clients electronically.

(3)

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(c) Explain **one** possible disadvantage to *WebSwan* of sending invoices to clients electronically.

(3)

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(d) State **two** benefits to the business of the regular weekly meeting between the owners of *WebSwan* and its employees. For each benefit explain how this will help *WebSwan's* business.

(8)

Benefit 1

Explanation 1

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Benefit 2

Explanation 2

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(Total for Question 5 = 16 marks)



Read the following passage carefully and then answer Question 6.

Exams4u sets and marks examination papers. To do this it employs nearly 10,000 part-time examiners. They are supported by 800 full-time employees.

Examiners write the examination papers and mark schemes. They then mark candidates' papers. In 2011 over 4,000,000 papers were marked electronically. Secure websites and the internet let examiners mark papers in their homes. All the information examiners need to do their job is sent to them electronically. This information, such as mark schemes, instructions on the use of marking software and contact details, used to be given in face-to-face meetings.

6 (a) What is meant by the term **the web**? (2)

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(b) From the passage above, identify **one** stakeholder of *Exams4u*. (1)

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(c) Explain **one** disadvantage to examiners of being sent the information they require electronically. (3)

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**(d)* Assess the impact on *Exams4u* of sending the information examiners need electronically rather than using the post.

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(Total for Question 6 = 14 marks)

TOTAL FOR SECTION B = 30 MARKS



SECTION C

Answer ALL questions. You should spend about 25 minutes on this section.

Read the following passage carefully and then answer Questions 7, 8 and 9.

Pearson is a worldwide business. *Pearson* has 360,000 employees in 70 countries and publishes newspapers and books in many countries.

In the United Kingdom *Pearson* owns *The Financial Times*, a daily newspaper. It also owns the publishers *Penguin* and *Hamish Hamilton*. *Hamish Hamilton* provide textbooks used in schools, many by pupils taking public examinations.

Pearson's website is hosted via a network. *Pearson* is considering bringing out a newsletter to send to all its employees, four times a year.

7 What is meant by the term **network**?

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(Total for Question 7 = 2 marks)

8 Identify **two** features that should be taken into account by *Pearson* when designing a newsletter.

1

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(Total for Question 8 = 2 marks)



***9** Discuss the extent to which using a newsletter to communicate with all its employees will benefit *Pearson*.

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(Total for Question 9 = 6 marks)



Read the following passage carefully and then answer Question 10.

Shona has been running her business, selling artist materials, for eight years. She has been very successful. She began with one shop and has opened another four, all of them close to her first one.

Part of her success has been built on the quality of the materials she sells and the knowledgeable support she provides to customers she meets face to face. She has established an excellent reputation. She would like to expand her present business but does not want to buy any more shops. Friends and customers suggested that expansion might be achieved by creating a website. She could then benefit from her reputation and offer the same services to a larger number of customers who cannot visit her shops. Shona has taken this advice and has had a website for the last six months.

***10** Using your knowledge of business communications, assess the best way for Shona to measure the success of her website.

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(Total for Question 10 = 10 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 90 MARKS



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