



**General Certificate of Education**

**Applied Business 8611/8613**

**BS05      Business Communication and  
Information Systems**

**Mark Scheme**

*2008 examination - June series*

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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	<b>Assessment Objectives</b>
	The Assessment Objectives represent those qualities which can be demonstrated in candidates' work and which can be measured for the purposes of assessment.
AO1 Knowledge, skills and understanding	Candidates demonstrate knowledge and understanding of the specified content and relevant business skills.
AO2 Application of knowledge, skills and understanding	Candidates apply knowledge and understanding of the specified content and relevant business skills.
AO3 Research and analysis	Candidates use appropriate methods in order to obtain and select information from a range of sources to analyse business problems.
AO4 Evaluation	Candidates evaluate evidence to reach reasoned judgements.
<b>Quality of Written Communication</b>	<p>The quality of written communication is assessed in all assessment units where candidates are required to produce extended written material. Candidates will be assessed according to their ability to:</p> <ul style="list-style-type: none"> <li>• select and use a form and style of writing appropriate to purpose and complex subject matter</li> <li>• organise relevant information clearly and coherently, using specialist vocabulary when appropriate</li> <li>• ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear.</li> </ul> <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

**1****Total for this question: 20 marks**

- (a) Open the word processing file called **DRAFT FLYER**.
- (i) Enter your name and candidate number into the header of the document.
  - (ii) Replace the text '**Title**' with a suitable heading for the flyer. (2 marks)
  - (iii) Save the document.

1 mark for replacing text (AO1) plus 1 mark for suitability (AO2).

- (b) Open the word processing file called **CONTENT**.
- (i) Using this file, copy and paste its text into the boxes of the **DRAFT FLYER** in a suitable order. You should keep the three box layout. (4 marks)
  - (ii) Save the document.

Level	Descriptor	Marks	Assessment Objective
2	Uses appropriate techniques, eg appropriate order in some/all of the boxes in the <b>draft flyer</b> .	3–4	AO2
1	Demonstrates techniques, eg some /all of the <b>content</b> text copied and pasted.	1–2	AO1

- (iii) Format the text of the **DRAFT FLYER**, taking into account its ability to communicate the benefits of KVP to potential customers. You should also consider layout, font type and emphasis. (4 marks)
- (iv) Save and print a copy of the **DRAFT FLYER**.

Level	Descriptor	Marks	Assessment Objective
2	Uses appropriate formatting techniques to communicate benefits of KVP.	3–4	AO2
1	Demonstrates formatting technique(s) eg layout, font type, emphasis.	1–2	AO1

- (c) Jenny Dunscombe has reviewed the **DRAFT FLYER** and feels that one or two images could improve the ability of the flyer to communicate the benefits of KVP to potential customers.
- (i) Using whatever electronic images you have available, insert one or two images into the **DRAFT FLYER** document. You should consider the size and positioning of the images and the flow of text around them. (4 marks)
- (ii) Save and print a copy of the **DRAFT FLYER**.

1 mark for inserts image.

1 mark for inserts appropriate image.

1 mark for appropriate position of image.

1 mark for text flow.

- (d) (i) Open the word processing file called **EMAIL REPLY**.
- (ii) Enter your name and candidate number into the header of the document.
- (iii) Using the spaces provided, prepare an email to Jenny Dunscombe explaining why the layout and formatting of the flyer is an effective way of communicating the benefits of KVP to all the pet owners living on the new housing estates. (6 marks)
- (iv) Save and print a copy of **EMAIL REPLY**.

1 mark for entering appropriate **To** and **Subject** details (both must be present) (AO1).

Apply the following mark scheme for the remaining marks.

Level	Descriptor	Marks	Assessment Objective
3	Explains why the layout and/or formatting of the flyer is an effective way of communicating the benefits of KVP to prospective customers.	4–5	AO3
2	Explains the choice of layout and/or formatting of the flyer.	2–3	AO2
1	States why layout <b>or</b> formatting of a flyer is important.	1	AO1

2

Total for this question: 23 marks

(a) Using **Item B**, explain how KVP might communicate the benefits of pet insurance to its customers. (5 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item B</b> when explaining how the practice could communicate the benefits of pet insurance to its customers.	4–5	AO2
2	Describes how the practice could communicate with its customers.	2–3	AO1
1	States a valid method or medium for communicating to customers.	1	

Relevant answers might include the following:

- monthly newsletter – include a feature article which stresses the benefits received from pet insurance (eg claim back most of the cost of any treatment; peace of mind etc), perhaps using a recent client's story. The article should provide details on how to purchase insurance (ie method for providing feedback)
- reception area – use of posters or video (provided by insurance company) to communicate benefits and provide opportunity for feedback (purchase insurance or get additional information); possible counter displays etc.

(b) Using **Item B**, analyse how KVP might improve its patient record information system. (6 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item B</b> to analyse how KVP might improve its patient record information system.	5–6	AO3
2	Uses <b>Item B</b> when explaining how KVP might improve its patient record information system.	3–4	AO2
1	Describes a valid information system.	1–2	AO1

Relevant answers might include the following:

- maintain manual system
  - implement procedures to ensure records are not at risk, eg never leave records close to the patient
  - implement a backup system, eg photocopy all patient records
- however, administrator suggests use of an electronic system
  - transfer manual system to a database
  - each surgery would require a computer with access to the database
  - automatic backup systems put in place to ensure that data is protected, eg backup at the end of every day.

(c) Using **Item B**, propose and justify possible improvements to the Practice Manager's current method of communicating with the Receptionists. (12 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item B</b> to analyse the effectiveness of the current method/proposed improvement(s).	5–7	AO3
2	Uses <b>Item B</b> when explaining the possible advantage(s) or disadvantage(s) of the current method/proposed improvement(s).	3–4	AO2
1	States possible advantage(s) or disadvantage(s) of current method/proposed improvement(s).	1–2	AO1

Relevant answers might include the following:

- level of detail, eg breakdown by individual products
- targets, eg value of sales by group or by individual products
- suggestions on how to improve sales of products such as 'Spot On' flea products
- memo system
  - paper based, so could be lost and hard to relate back to previous monthly reports
  - perhaps better as an email with attachments, eg spreadsheet providing additional detail
  - email system could allow receptionists to respond to the reports, eg request clarification or additional information
  - face-to-face; allows for instant clarification.

In addition (and separately) award marks for evaluation using the grid below.

**Note:** AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Judges the relative importance of the possible improvements to the effectiveness of communication.  Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
1	Demonstrates some judgement when discussing the possible improvements to the effectiveness of communication.  Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	1–2	

3

**Total for this question: 17 marks**

(a) *Explain how the Receptionists might use software to help to publicise its RCVS standards award in the reception area.* (4 marks)

Level	Descriptor	Marks	Assessment Objective
2	Explains how software could be used to publicise RCVS standards award.	3–4	AO2
1	Describes features of software.	1–2	AO1

**Relevant answers include the following:**

- word processing software – produce leaflet for customers and poster to be displayed in the reception area
- graphical design software – produce higher quality poster for display or to produce graphics to be included in leaflet
- presentation software – produce rolling presentation appearing on video screen in the reception area
- email – possibly for sending out electronic newsletter/leaflet to customers who have provided email details.

(b) *To prepare for the 'Best in Show' competition, the following tasks need to be completed.*

- (i) *Using the planning list above, put the tasks into an order of priority for completion (1 = completed first, 2 = completed second etc).* (3 marks)

	Grid A		Or	Grid B	
<b>Top priority</b>	Tasks 3, 5, 4	1 mark	If <b>Task 7</b> is in top priority use <b>Grid B</b>	Tasks 7, 3, 5	1 mark
<b>Mid priority</b>	Tasks 9, 2, 6	1 mark		Tasks 4, 9, 2	1 mark
<b>Low priority</b>	Tasks 7, 1, 8	1 mark		Tasks 6, 1, 8	1 mark



(b) (ii) *Justify your order of priority.*

(10 marks)

Apply the following mark scheme.

Level	Descriptor	Marks	Assessment Objective
3	Analyses the relative importance of the tasks.	3–5	AO3
2	Explains the importance of the tasks.	2	AO2
1	States a valid reason for chosen priority.	1	AO1

In addition (and separately) award marks for evaluation using the grid below.

**Note:** AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Judges the relative importance of the tasks. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
1	Demonstrates some judgement when discussing the order of the tasks. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	1–2	