

Surname											Other Names										
Centre Number								Candidate Number													
Candidate Signature																					

General Certificate of Education
June 2008
Advanced Subsidiary Examination

APPLIED BUSINESS **BS05**
Unit 5 Business Communication and Information Systems

Monday 2 June 2008 9.00 am to 10.30 am

<p>For this paper you must have:</p> <ul style="list-style-type: none"> • appropriate computer hardware and software • a stationery folder (enclosed) • 8 sheets of A4 plain paper. <p>You may use a calculator.</p>

Time allowed: 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- You should put your Centre Number and Candidate Number (preferably as a Header or Footer) for each practical task that you are requested to print.
- Answer **all** questions.
- You must answer the questions in the spaces provided or on the plain A4 paper as appropriate. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be told the arrangements for printing at your Centre.
- No alterations to the text or layout may be made after the one hour 30 minutes has expired.
- You may ask for more A4 plain paper if you require it.
- Questions 2(c) and 3(b)(ii) should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

For Examiner's Use



For Examiner's Use			
Question	Mark	Question	Mark
1		3	
2			
Total (Column 1) →			
Total (Column 2) →			
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Examiner's Initials			

Answer **all** questions in the spaces provided or on the plain A4 paper as appropriate.

Read the **Background Information** and then answer the questions that follow.

Kennington Veterinary Practice

Kennington Veterinary Practice (KVP) provides a wide range of services designed to keep owners' pets in the best of health. It has the expertise and equipment to treat cats, dogs and other small domestic pets.

Jenny Dunscombe, a qualified vet, set up *KVP* in 1990. The practice has three consultation rooms, two operating theatres, and employs 16 staff. In addition to Jenny, the staff consist of those shown below.

- Two full-time and two part-time vets.
- Four full-time and two part-time nurses who assist the vets (eg preparing pets for surgery), look after pets kept within *KVP*'s kennels and carry out routine tasks (eg stock control and maintaining patient records).
- One full-time groomer who operates *KVP*'s pet grooming parlour.
- A Practice Manager who helps Jenny to manage *KVP* and is responsible for financial reporting. The Practice Manager line manages an administrator who performs general administrative duties such as producing *KVP*'s monthly newsletter.
- Three part-time receptionists who act as the first point of contact with customers and maintain the appointments database.

In the last year, a number of housing estates have been built in the area. Jenny believes that this should lead to an increase in demand for *KVP*'s services. However, Jenny faces competition from two other practices and the effectiveness of *KVP*'s internal and external communication must be improved if it is to benefit from any increase in demand.



- 1 Read **Item A** and then answer the questions that follow.

Item A
Attracting new customers

Jenny Dunscombe has sent you the following email.

To: The Administrator

Cc:

Subject: New *KVP* Flyer

As you are aware from our last team meeting, I believe that we need to improve the quality of our communication with prospective customers. We have a great practice and we must communicate the benefits of *KVP* to all those pet owners living on the new housing estates!

We have decided to produce a flyer, printed on one side of A4 paper, which will be delivered to every house on the new estates.

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

Question 1 continues on the next page



- 1 (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.
- 1 (c) (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)
- 1 (c) (ii) Save and print a copy of the **DRAFT FLYER**.
- 1 (d) (i) Open the word processing file called **EMAIL REPLY**.
- 1 (d) (ii) Enter your name and candidate number into the header of the document.
- 1 (d) (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)
- 1 (d) (iv) Save and print a copy of **EMAIL REPLY**.



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ANSWER IN THE SPACES PROVIDED**

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2 Read **Item B** and then answer the questions that follow.

Item B
Communicating within KVP

The following is an extract from the minutes of the last team meeting.

Item 3: Promoting pet insurance.

Jenny Dunscombe reminded everyone that customers are more likely to bring their pets in for non-routine consultations if they have them insured, as they can claim back most of the cost. *KVP* then has more opportunities to sell other pet products, such as treats and accessories, to customers. The Administrator stated that the monthly newsletter and the reception area offered opportunities to promote pet insurance.

Item 4: Improving our information systems.

Jenny Dunscombe stressed the importance of accurate and timely information to the efficient running of *KVP*. She referred to an incident where a dog had chewed its own patient record during a consultation! No photocopies of the record had been made and vital patient information had been lost. The Administrator suggested that an electronic information system, similar to the appointments database, could be used.

Item 5: Increasing the sale of pet care products displayed in the reception area.

In response to this Item, the Practice Manager explained that, at the beginning of each month, the Receptionists are sent a memo summarising sales from the previous month (see below).

From: Practice Manager
To: Receptionists
Re: Sales of pet care products for April 2008

	Week 1	Week 2	Week 3	Week 4
Treats and accessories	£100.00	£300.00	£30.00	£90.00
Prescription diets	£400.00	£300.00	£430.00	£410.00
Parasite medications (eg to kill fleas)	£200.00	£250.00	£160.00	£50.00

Sales of dog treats and accessories need to be improved.

Push '*Spot-On*' flea products – they have high profit margins!

The Receptionists replied that they did not really understand the memos. They feel that not enough explanation of the figures is given so they do not mean anything to them. They are unsure of the quantity that they should be aiming to sell.



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

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(5 marks)

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3 Read **Item C** and then answer the questions that follow.

Item C

Planning an Open Day at KVP

KVP has recently gained the Royal College of Veterinary Surgeons (RCVS) practice standards award. This award indicates that *KVP* has met a range of standards, eg 24 hour emergency cover, hygiene and staff training standards etc. Gaining the RCVS standards award can enhance a practice's reputation. The RCVS claims that the standards award can be particularly persuasive when people are looking for a new vet in their area.

Jenny Dunscombe has decided to publicise the award as much as possible. She has asked the Receptionists to think about how the reception area could be used to promote the award to the customers through the use of an electronic display screen, leaflets etc. Jenny has also decided to publicise the award by producing a press release and inviting the local press and select members of the public (including some local Councillors) to an open day.

Notice to Administrator

I would like you to plan one of the events, the 'Best in Show', for the Open Day. Five cats and dogs will receive a 'make over' from our groomer. The guests will vote for the pet that they think is the 'Best in Show'. The winner will receive four grooming sessions free. To start with, you need to get as many owners of cats and dogs as possible interested in entering the competition. We can then select the final five pets that will be groomed for the competition.

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

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(4 marks)

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Question 3 continues on the next page



- | Planning List for ‘Best in Show’ Competition | |
|---|----------|
| Tasks | Priority |
| 1 Schedule the showing of the groomed pets. | |
| 2 Select the five lucky pets. | |
| 3 Publicise the competition to the practice’s customers. | |
| 4 Contact press, eg ensure press are aware of when/where winner announced, schedule photo opportunities, etc. | |
| 5 Establish a method for receiving entries for the competition. | |
| 6 Contact owners of the five pets to be groomed for the show. | |
| 7 Plan area to be used for the competition. | |
| 8 Allocate resources for the grooming sessions, eg equipment for grooming, space for the pets to be kept. | |
| 9 Collate entry forms for the competition. | |

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

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END OF QUESTIONS

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