



**General Certificate of Secondary Education  
June 2011**

**Business and Communication Systems 413008**

**(Specification 4134)**

**Unit 8: ICT Systems in Business**

**Final**

***Mark Scheme***

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1

**Total for this question: 19 marks**

**1 (a)** *A variety of tasks are carried out by the employees at Bowler's Biscuits. Tick **one** box for **each** task, to show who would be responsible for it. (3 marks)*

1 mark for correct answer max 3 marks.

Task	Operative	Supervisor	Manager
Recruiting new members of staff			✓
Making goods in a factory	✓		
Checking invoices are correctly prepared		✓	

**1 (b)** *Tick **one** box for **each** task, to show which are **routine** and which are **non-routine**. (3 marks)*

1 mark for correct answer max 3 marks.

Task	Routine	Non-routine
Operating machinery in the biscuit factory	✓	
Dealing with an employee who is suspected of stealing from the factory		✓
Taking orders for biscuits from shops	✓	

**1 (c)** *If Anushka made a mistake when recording orders on the database, explain how this would affect:*

- Shops
- Bowler's Biscuits.

(4 marks)

1 mark for relevant point + 1 for consequence x 2.  
Award a maximum of two marks for stated problems.

**Possible answers could include:**

- production will not know what to make (1) orders will not be met (1)
- they may make too many biscuits (1) and waste resources (1) or reduces profit (1)
- the shops won't be happy (1) as they don't receive the right biscuits (1)
- they may not have the right supplies (1) so orders may be delayed (1)
- shops receive wrong goods (1) so won't be able to sell them (1)
- the business would affect it's reputation (1) affects future orders (1).

- 1 (d)** *The Marketing Manager is promoting a new biscuit. Should he send a mailshot to the customers on the database **or** put an advertisement in a trade magazine? Give reasons for your answer. (9 marks)*

**Possible answers include:**

**Mailshot**

- many customers can be directly targeted with the existing customer database used to add shops details (addresses) to envelopes with an advert or letter enclosed
- can be less costly than an advertisement in a trade magazine as printing the advert can be done in-house relatively cheaply on a laser printer
- shops who have previously bought *Bowler's Biscuits* can be directly targeted with the flyer/advert and are more likely to purchase the new biscuit
- a mailshot can be sent immediately without waiting for a magazine publication
- easy to mailshot using mailmerge from the database
- waste if the database is not up-to-date.

**Trade magazine**

- new and existing customers will be reached by placing the advert in a trade magazine and as sales are growing could increase market share further
- the magazine will be national, potentially reaching all shops selling biscuits and so give the information about the new businesses to a large market which would be very costly to post a mailshot to all retailers
- not as targeted as a mailshot so may be less effective.

NB Candidates may use disadvantages of the other method to explain why their chosen one should be used.

Level	Descriptor	Marks	Assessment Objective
3	Candidate analyses reason(s) relevant to <i>Bowler's Biscuits</i> for using a mailshot or an advertisement.	4–3	AO3
2	Candidate explains reason(s) relevant to <i>Bowler's Biscuits</i> for using a mailshot or an advertisement.	2	AO2
1	Candidate states a reason for using a mailshot or an advertisement.	1	AO1
0	No valid response.	0	

In addition, separately award marks for evaluation using the grid below. Note: AO3 also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates their ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers a supported judgement. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	AO3 and Quality of Written Communication
1	Candidate offers an unsupported judgement. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	
0	No valid response.	0	

2

**Total for this question: 20 marks**

<b>2 (a)</b> <i>Identify <b>two</b> features from health and safety regulations for ICT users that are shown in this picture.</i> <span style="float: right;"><i>(2 marks)</i></span>
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1 mark for identifying a relevant point for each label (max 2 marks).

**Possible answers could include:**

- adjustable back to chair (1)
- adjustable chair height (1)
- ergonomically designed keyboard (1)
- adjustable screen (1)
- footrest (1)
- wheels on chair (1)
- desk at appropriate height (1)
- padded chair (1)
- compatible chair (1).

<b>2 (b)</b> <i>Describe <b>two</b> problems which an employee may experience if their work station does not meet health and safety regulations.</i> <span style="float: right;"><i>(4 marks)</i></span>
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1 mark for a relevant point plus 1 for development x 2.

**Possible answers could include:**

- if your back is not supported it will ache (1) and you may end up with a bad back permanently (1)
- you can get RSI if your wrists are not supported (1) and this can cause a long-term problem (1)
- your neck will ache if your chair is too high or low (1) and this may cause you to take time off work (1)
- your eyesight will suffer (1) if your workstation is inadequately lit (1)
- you will get backache (or neck ache) (1) if the screen is not adjustable (1).

<b>2 (c)</b> <i>Explain how an open plan office can help communication between staff.</i> <i>(5 marks)</i>
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**Possible answers could include:**

- open plan has few doors or walls so staff can share tasks easily or ask for advice
- encourages team work
- open plan offices usually share facilities such as printers.

Level	Descriptor	Marks	Assessment Objective
2	Explains how an open plan office can help communication between staff.	5–3	AO2
1	Identifies features of an open plan office or identifies how layout can help communication.	2–1	AO1
0	No valid response.	0	

**2 (d)** Should Louise create a shared office for the managers **or** should they have cellular offices? Give reasons for your answer. (9 marks)

**Possible areas for discussion include:**

**Own cellular office – points for and against:**

- Louise is the owner so she should have her own office (status)
- the managers may need to make confidential calls or have private meetings
- the managers won't be distracted by others
- the other staff may resent it
- it may create a barrier between them and the other administrative staff.

**Shared open plan – points for and against:**

- everyone can share items such as scanners and printers
- communication between the managers and the others can be quick
- the managers may learn more about how the staff feel about their work load, tasks
- they can be noisy and the managers may need their own space to make calls, carry out interviews, etc.

Level	Descriptor	Marks	Assessment Objective
3	Candidate analyses reason(s) relevant to <i>Bowler's Biscuits</i> for a shared office or an open plan one.	4–3	AO3
2	Candidate explains reason(s) for a shared office or an open plan one.	2	AO2
1	Candidate states a reason for a particular office type.	1	AO1
0	No valid response.	0	

In addition, separately award marks for evaluation using the grid below.

Note: AO3 also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates their ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement based on arguments for open plan or cellular. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	AO3 and Quality of Written Communication
1	Candidate offers an unsupported judgement for a particular office type. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	2–1	
0	No valid response.	0	

**3**

**Total for this question: 21 marks**

<p><b>3 (a)</b>      <i>List <b>two</b> items that would be included in an induction programme for the new production staff.</i></p> <p style="text-align: right;"><i>(2 marks)</i></p>
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**Possible answers include:**

- tour of factory (1)
- introduction to key personnel (1)
- health and safety rules and information (1)
- background to business (1)
- what to do if ill (1)
- how to book holidays (1)
- payment systems (1)
- fire drill procedures (1)
- dress code (1).

NB Not how to do the job.

<p><b>3 (b)</b>      <i>Explain <b>two</b> methods which Bowler's Biscuits could use to communicate the launch of the new website to its customers.</i></p> <p style="text-align: right;"><i>(6 marks)</i></p>
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1 mark for each method plus 1 mark for identifying audience, plus 1 mark for feature or explaining why it is appropriate.

**Possible answers include:**

- an email (1) to existing customers (1) with the url of the website (1)
- in an advertisement in a magazine (1) in colour (1) giving details about how to access the website (1)
- mailshot (1) if they have names and addresses of customers (1) perhaps people who have entered a competition (1).



**3 (c)** *Apart from a good salary, what other form of reward could Louise offer the ICT specialist? Explain your answer. (4 marks)*

**Possible answers include:**

- holidays above the standard for the industry increasing each year
- homeworking to allow them to fit the job round their family commitments such as school holidays
- flexi-time working a core period of 10am – 2pm to allow them to take children to school
- a pension scheme to encourage him/her to stay with the company
- shares in the company depending on performance
- good training to allow his/her skills to develop
- possibility of promotion after suitable period
- bonus
- discount on biscuits
- health insurance.

Level	Descriptor	Marks	Assessment Objective
3	Explains a form of reward in context.	4–3	AO2
2	Explains a form of reward.	2	AO1
1	Identifies a form of reward.	1	
0	No valid response.	0	

**3 (d)** *Do you agree that the ICT specialist should be allowed to work from home one day a week **instead** of receiving over-time pay? Give reasons for your answer. (9 marks)*

**Working from home may not be suitable:**

- it may cause resentment from other employees that are not able to work from home and this may affect moral and motivation and isolate the ICT specialist from other staff
- if the ICT specialist was working from home and there was an ICT fault then there would be no one available to fix this.

**Working from home may be suitable:**

- the ICT specialist can maintain the website from the comfort of their own home where there may be fewer distractions from fixing ICT faults
- it may make recruitment easier as the employees will be able to work around their other commitments such as childcare and this will reward them for working out of hours on faults
- frees up office space
- technology makes it easier to communicate from home, eg e-mail, VOIP.

**Overtime may be suitable:**

- employees are rewarded for working out of hours and this may be more of an incentive for new employees as their earnings will be higher and so improve their disposable income and standard of living
- easier to monitor how much work is done.

**Overtime may not be suitable:**

- the ICT specialists may prefer to spend extra time with their family working from home as earning extra financial reward is not as important.

Level	Descriptor	Marks	Assessment Objective
3	Candidate analyses reason(s) relevant to <i>Bowler's Biscuits</i> for homeworking or overtime.	4–3	AO3
2	Candidate explains reason(s) for homeworking or overtime.	2	AO2
1	Candidate states a reason for homeworking or overtime.	1	AO1
0	No valid response.	0	

In addition, separately award marks for evaluation using the grid below. Note: AO3 also assesses candidates' quality of written communication. When deciding on the AO3 level to be awarded, consider the degree to which the candidate orders and communicates their ideas.

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