



**General Certificate of Secondary Education
June 2012**

Business and Communication Systems 413008

(Specification 4134)

Unit 8: ICT Systems in Business

Mark Scheme

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1

Total for this question: 19 marks

1 (a) Tick **two** boxes to show the benefits of hot desking. (2 marks)

Benefits	Tick
Saves office space	✓
Employees can personalise desks	
Everyone can sit down in a team together	
Available as and when needed by staff	✓

1 (b) The administration staff and the sales staff carry out different tasks at Tresses. Tick **one** box for **each** task, to show who would be responsible for it. (4 marks)

Task	Administration Staff	Sales Staff
Entering orders onto a database	✓	
Visiting customers		✓
Promoting new products		✓
Sending information out	✓	

1 (c) Explain **two** ways in which the administration staff support the sales staff at Tresses. (4 marks)

1 mark for identifying a task that the sales staff would do x 2.

1 mark for explaining how it supports the sales staff x 2.

Possible answers include:

- entering orders onto the database (1) will help sales monitor orders (1) or so sales can concentrate on their job of selling
- send out catalogues to customers (1) to promote products for sales staff and increase sales (1)
- process sales orders (1) to keep track of products the sales staff have sold (1)
- customer enquiries (1) so that sales staff can contact customers to help them (1).

1 (d) *What does Paul need to consider when planning the meeting for the sales and administration staff? Give reasons for your answer. (9 marks)*

Possible answers could include:

- preparation of agenda to allocate time to topics for discussion and plan out what needs to be discussed
- consider any objections staff may have and come up with appropriate strategies/answers to concerns, particularly the sales staff may have over losing their permanent desks
- circulate the agenda so that all employees attend on time and can prepare for the meeting. They may have views on the use of hot desking and be able to come up with a strategy of how it will work
- decide on venue and ensure that there are enough chairs/space etc
- preparation of any materials such as a PowerPoint or handout for all attendees to demonstrate how hot desking can be used.

Level	Descriptors	Marks	Assessment Objective
3	Analyses meeting preparation relevant to <i>Tresses</i> .	4–3	AO2
2	Explains meeting preparation.	2	
1	Identifies an aspect of preparing for a meeting.	1	AO1
0	No valid response.	0	

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

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

Level	Descriptors	Marks	Assessment Objective
2	Offers advice with some valid justification for more than one aspect of preparing for a meeting. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted conventions.	5–3	AO3 and Quality of Written Communication
1	Offers advice in relation to one aspect of preparing for a meeting. 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

2 (a) *Other than name and address, identify **two** details included on an application form. (2 marks)*

Possible answers for 1 mark (max 2):

- educational qualifications
- work experience
- hobbies
- references
- DOB
- contact details, either telephone number or e-mail
- gender
- signature or date.

2 (b) *Identify and explain **one** responsibility of the administration manager at Tresses. (3 marks)*

1 mark for identifying any item from the job description.
2 marks for explaining any item from the job description.

Possible answers include:

- the administration manager will manage the team of administrative assistants (1)
managers will need to make important decisions (1) for example deal with customer complaints (1)
- monitor performance (1) the administration manager will need to ensure that the administration team carry out their job correctly (1) this information is needed for appraisals (1)
- maintain accurate records (1) for example ensure orders are being entered onto database correctly (1) and customer products are being sent on time (1)
- manage day-to-day running (1). They may need to make decisions (1) for example, what tasks staff need to complete (1).

2 (c) *Explain why the person specification requires the administration manager of Tresses to have good communication skills.* (6 marks)

Possible answers include:

The manager will need to give information to the whole administration team, for example how to enter the sales orders on the database (L1) this will help direct the actions of the administration team so correct procedures of the business are being followed and they know what is expected of them (L2) this ensures that once orders are received from the sales department there are no mistakes in ordering hair products and customers orders are sent promptly (L3).

Level	Descriptor	Marks	Assessment Objective
3	Examines the consequences of poor or effective communication for the role of administration manager at <i>Tresses</i> .	6-5	AO2
2	Explains the importance of communication for a manager.	4-3	
1	States or implies knowledge of how/what/why the manager will be communicating.	2-1	AO1
0	No valid response.	0	

2 (d) Using **Figure 1** and **Figure 2** (opposite), recommend which **two** candidates Paul should shortlist for an interview for the administration manager. Give reasons for your answer. (9 marks)

Possible points for each candidate could include:

Mark Jones

- meets the essential skills as has relevant work experience of five years as an assistant manager
- has an A level in English which may mean he will have good communication skills
- has worked for a shampoo manufacturer so has some desirable experience, however may not know how to maintain accurate record in demonstration.

Leo Ogunsola

- meets some essential skills from person specification as has previous office experience
- known by the business and will know how the administration department is run at *Tresses*.

Grace Franklin

- has some relevant work experience selling these types of products but no administration experience
- has a degree so should have good communication skills.

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason relevant to <i>Tresses</i> for or against any applicant by referring to the job description/person specification.	4–3	AO2
2	Explains a reason relevant to <i>Tresses</i> for or against any applicant.	2	
1	States a reason for or against any applicant.	1	AO1
0	No valid response.	0	

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

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

Level	Descriptor	Marks	Assessment Objective
2	Offers advice with some valid justification for or against any applicant. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted conventions.	5–3	AO3 and Quality of Written Communication
1	Offers advice with limited support for or against any applicant. 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

3 (a) Explain **one** benefit of encrypted documents. (2 marks)

Encrypted data needs a key to unlock the code then read the message (1) this will ensure no one unauthorised is able to read this (1).

No one other than *Tresses* employees will be able to read (1) ensuring that orders are not lost if stolen by another business (1).

3 (b) Explain why it is important to have good communications between the sales team and the sales manager. (4 marks)

Possible reasons to be developed include:

- placing orders
- dealing with customer opinions
- discussing products
- managing a team
- day-to-day running of sales.

Level	Descriptor	Marks	Assessment Objective
3	Full explanation of purpose/importance and identifies a consequence of good or bad communication between sales team and manager.	4-3	AO2
2	Explain the purpose/importance of communication.	2	
1	State a reason for communication.	1	AO1
0	No valid response.	0	

Examples of developed answers:

- the sales staff will need to communicate to work together as a team (for example when special offers have been decided on by the sales manager this will need to be passed on to the sales team) they will be able to make sales at the right price
- the sales manager will need to communicate information on targets so that the sales team can try and sell products to reach their targets this will increase their commission and help motivation as the sales team will be well informed.

3 (c) State and explain **two** barriers to communication that the sales staff may experience when talking to the administration staff. (6 marks)

1 mark for stating or implying knowledge of barriers of communication x 2.

1 mark for applying this to the context of sales staff x 2.

1 mark for explaining the impact of the barrier x 2.

Possible answers include:

- battery problems
- jargon
- noise
- poor reception
- interference
- accent
- physical barrier
- mobile on silent/switched off.

Examples of developed answers include:

- jargon (1) for example the sales staff may have their own language when talking about orders (1) this may not be understood by the administration team (1)
- noise (1) background noise when using a mobile phone outside the office (1) makes it difficult for the receiver to hear an oral message (1)
- poor reception (1) the sales team may be in an area when calls can have interference (1) meaning the message is not fully heard (1).

3 (d) Do you think that Paul should use face-to-face or teleconferencing for the monthly meetings of the sales team? Give reasons for your answer. (9 marks)

Possible answers could include:

Face-to-face

- it will be possible to use visual material, eg PowerPoint's. Paul may want to show graphs of sales of particular hair products
- relationships with other staff and the manager can be built which is hard via teleconferencing, the sales team are often travelling and won't often be in the office to work as a team
- sales employees travelling a distance may have travel disrupted and be late for the meeting
- meeting less likely to be interrupted due to faulty equipment or technical difficulties
- when discussing customer opinions on products Paul will be able to use this to judge if the sales team are being honest.

Teleconferencing

- can be used when sales team travelling and therefore not affecting sales of products
- teleconferencing services can be set up quickly with no need for specialist equipment and are very simple to use
- the employees can participate in teleconferencing even when the sales team are out of the office visiting customers as mobile phones can be used. Therefore the meeting is less likely to be cancelled as one member of the team is not able to access the equipment.

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason relevant to <i>Tresses</i> for or against using face-to-face or teleconferencing.	4–3	AO3
2	Explains a reason relevant to <i>Tresses</i> for or against using face-to-face or teleconferencing.	2	AO2
1	States a reason for or against using face-to-face or teleconferencing.	1	AO1
0	No valid response.	0	

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

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

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1	Offers advice with limited support for or against using face-to-face or teleconferencing. 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	