



**General Certificate of Secondary Education
January 2013**

Business and Communication Systems 413008

(Specification 4134)

Unit 8: ICT Systems in Business

Mark Scheme

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1

Total for this question: 18 marks

1 (a) For each communication below, tick **one** box to show whether it is Oral, Visual or Written. (3 marks)

Communication	Oral	Visual	Written
A letter of complaint from an airline about an incorrect order			✓
A conversation with an employee about changing holiday dates	✓		
Map of fire escape routes		✓	

1 (b) AirCook needs to make sure that its computer system is kept secure.
Identify **two** security methods that would be used to protect electronic information. (2 marks)

1 mark for identifying a security method x 2.

Possible answers include:

- firewalls
- passwords/pincodes
- encryption
- antivirus
- biometric access
- password routines
- access rights.

1 (c) Explain **one** reason why the website is an effective way for AirCook to communicate with airlines. (4 marks)

Possible developed answer:

The website is being used to promote the meals available to customers by displaying pictures and an online catalogue (L1). The customers are able to look at what AirCook has to offer (L2). This can be easily updated if meals change, for example if a meal is replaced as ingredients are not available at the time (L2). This saves costs in having to produce printed catalogues again when the meals are changed monthly (L3).

Level	Descriptor	Marks	Assessment Objective
3	Full explanation of why the website is being used to communicate with airlines in context.	4	AO2
2	Explains why the website is being used to communicate with airlines.	3–2	
1	States why/how the website is being used to communicate with airlines.	1	AO1
0	No valid response.	0	

1 (d) *Mark has to promote the new range of luxury meals to the airlines.*

*Should he do this by arranging for all five customers to visit the celebrity chef at his restaurant, **or** should Mark visit each customer individually? Give reasons for your answer. (9 marks)*

Possible answers include:

Individual meetings visiting his customers:

- Mark will be able to discuss discounts and prices confidentially
- it will be more convenient for his customers
- there may be nowhere to heat the meals and the main selling point may be lost
- time may be lost due to travel and Mark may not be able to visit all customers in the short time available.

Meeting with celebrity chef:

- some customers may not travel or be able to make the agreed time
- will be able to get the celebrity chef to prepare fresh samples to help sell the products
- will have the celebrity chef available to promote the meals and explain how they are unique. This may encourage immediate sales.

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason relevant to <i>AirCook</i> for or against holding individual meetings or arranging a meeting for all customers with the celebrity chef.	4–3	AO3
2	Explains a reason relevant to <i>AirCook</i> for or against holding individual meetings or arranging a meeting for all customers with the celebrity chef.	2	AO2
1	States a reason for or against holding individual meetings or arranging a meeting for all customers with the celebrity chef.	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 holding individual meetings or arranging a meeting for all customers with the celebrity chef. 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 no support for or against using holding individual meetings or arranging a meeting for all customers with the celebrity chef. 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: 21 marks

2 (a) Explain, using an example, what is meant by a 'bonus payment'. (2 marks)

1 mark for stating or implying knowledge of using a bonus.

1 mark for example of bonus.

Possible answers include:

A bonus is where the employee is rewarded when a target is achieved (1) for example the target is to produce meals on time as this is part of the operations departments' job (1).

2 (b) Jin works on the production line and he is paid £12 per hour. Overtime is paid at 1.5 times his hourly rate.

Calculate Jin's overtime rate per hour and his total overtime payment if he did 4 hours of overtime. Write your answers in the shaded boxes below. **Show your workings.** (5 marks)

For overtime rate : £18 (max 3 marks)

Possible method

1 mark for identifying £12 and 1 mark for identifying 1.5 and 1 mark for correctly multiplying the two together to get £18.

Alternative method

1 mark for $£12 \div 2 = £6$ and 1 mark for $£6 + £12$ and 1 mark for final calculation £18.

Total overtime payment: £72 (max 2 marks)

Possible method

1 mark for identifying £18 (OFR applies) x 4 and 1 mark for correctly multiplying them together to get £72.

Alternative method

1 mark for $£18 + £18 + £18 + £18$ OFR applies and 1 mark for final calculation £72.

2 (c) Explain **one** reason why Lucy used existing employees rather than recruiting externally when appointing the six employees to produce the new range of luxury meals. (5 marks)

Possible developed answer:

A benefit of internal recruitment is that the person is known by the business (L1), for example has already been working there and they have the skills needed (L2) and it may take longer to find these skills in an external applicant (L2). The operatives have already been working in a production/large kitchen and will be familiar with using specialist equipment (L3). This will need less training for the new range of luxury meals and also saves time (L3).

Level	Descriptor	Marks	Assessment Objective
3	Explains fully a benefit of internal recruitment in context.	5–4	AO2
2	Explains a benefit of internal recruitment.	3–2	
1	Identifies a benefit of internal recruitment.	1	AO1
0	No valid response.	0	

2 (d) *The six employees will need to be retrained to produce the new range of luxury meals. Should this training take place at the celebrity chef's restaurant or in AirCook's kitchen? Give reasons for your answer. (9 marks)*

Possible answers could include:

Celebrity Chef's restaurant (Off-the-Job):

- the expertise of the celebrity chef can be used to ensure that the training is more effective
- the employees can be sent when it is convenient for them and the celebrity chef as more than one date may be available
- the celebrity chef will be making the meals from scratch rather than just the finishing touches so training may be more than required
- the travel costs will be higher as all employees will be travelling into London. Although there are only six employees and this may not be too expensive for the company.

AirCooks Kitchen (In-house training):

- Lucy may not have the skills needed to show the employees or may have forgotten, this depends on when she received her training
- the costs will be lower as there are no travel costs, however, some of the production may have to be shut down to complete training and this will affect products being produced and Lucy may not meet her targets
- the machines that are being used to produce the meals are available and will make the training more relevant to the job.

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason relevant to <i>AirCook</i> for or against using off-the-job or in-house training.	4–3	AO3
2	Explains a reason relevant to <i>AirCook</i> for or against using off-the-job or in-house training.	2	AO2
1	States a reason for or against using off-the-job or in-house training.	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 using off-the-job or in-house training. 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 no support for or against using off-the-job or in-house training. 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** reason why businesses use objectives. (2 marks)

1 mark for stating or implying knowledge of aims and objectives are used to judge success.
1 mark for development.

A successful business is one that meets its objectives (1) for example meeting a sales target that has been set per month (1).

Objectives are goals/aims to the business to achieve (1) they can be given specific time to achieve (1).

3 (b) Explain why AirCook might be unhappy with the feedback from the airlines on the new range of luxury meals. (4 marks)

Possible developed answer:

Aircook won't be able to raise their prices (L1) this means that price may not be enough to cover the production cost and therefore there may be no profit (L2) as the meals are luxury they will be higher quality and cost more to produce and prices have to be higher (L3).

Level	Descriptor	Marks	Assessment Objective
3	Developed reason in context.	4	AO2
2	Explains why feedback is a problem.	3–2	
1	States a reason why feedback is a problem.	1	AO1
0	No valid response.	0	

3 (c) Katy is about to order new desks for the administration assistants. Explain **two** health and safety issues that she must consider. (6 marks)

1 mark for identifying a health and safety issue/regulation x 2.
2 marks for explaining the effects of the regulation x 2.

Possible answers may include:

- leg space of desks so drawers and supports do not get in the way of legs
- adjustable desks (height)
- size of the desk for the purpose/equipment.

3 (d) Do you think that allowing the administration assistants to work flexitime would benefit AirCook? Give reasons for your answer. (9 marks)

Possible answers:

For:

- flexitime means employees can work hours which suit their family or home commitments which should make them happier at work and more efficient for *AirCook*
- it may help *AirCook* to keep experienced employees who would otherwise leave if they started to find that their normal 9 to 5 hours didn't suit their family's needs. This will save recruitment and training costs if there is staff turnover.

Against:

- if all employees chose to start work at 10 am each morning then orders may not be sent to the operations department by the 11 am deadline. Sales might be lost as production is not on time
- Katy will find it harder to supervise employees if they are not all working the same hours, this may lead to mistakes on orders
- if employees work extra hours in one month and choose to take this as overtime then *AirCook* will find that their costs increase and profit may fall.

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason relevant to <i>AirCook</i> for or against using flexitime.	4–3	AO3
2	Explains a reason relevant to <i>AirCook</i> for or against using flexitime.	2	AO2
1	States a reason for or against using flexitime.	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 using flexitime. 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 no support for or against using flexitime. 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	