



General Certificate of Secondary Education
June 2013

Business and Communication Systems 413009

Unit 9 Using ICT in Business

Controlled Test

To be conducted between 6 May 2013 and 10 May 2013

For this paper you must have:

- appropriate computer hardware and software
- a stationery folder (enclosed)
- 14 sheets of A4 plain paper.

You may use a calculator.

Time allowed

- 1 hour 30 minutes

Instructions

- You must attempt **all** tasks.
- You should put your Name and Candidate Number as a header or footer on every task before printing.
- The **Examining Body** for this paper is AQA. The **Paper Reference** is 413009.
- Write the information required on the front of the stationery folder.
- This paper must be handed in at the end of the Controlled Test.
- You are **not permitted** to access the internet during the course of this examination.

Information

- The marks for tasks are shown in brackets.
- The maximum mark for this paper is 60.
- You will be told the arrangements for printing at your Centre.
- If required, printing may be carried out after the 1 hour 30 minutes allocated for the paper have expired. No alterations to the text or the layout may be made after the 1 hour 30 minutes have expired.
- You may ask for more plain paper if you require it.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in your answers to **Task One (f)**, **Task Two (d)** and **Task Three (d) and (e)**.

Advice

- You are advised to spend five minutes reading the whole paper before you start work.

Attempt **all** the tasks.

Read the **Background Information**.

Background Information

Cherry Tree Farm

Cherry Tree Farm is a dairy farm owned by the Shore family. The farm is 30 minutes' drive from the town of Pinton. *Cherry Tree Farm* started to use milk from its cows to produce ice cream several years ago. The ice cream is then sold to small shops, hotels and directly to the public from the farm shop. There is also a tea room that sells drinks and snacks to visitors.

Felix Shore is the youngest son in the family. He manages the farm shop, the tea room and the areas where the public can watch the cows being milked. Felix also looks after the farm's website.

Task One – Spreadsheet**Total for this task: 22 marks**Read **Item A** and then complete the tasks that follow.**Item A**

The owners of *Cherry Tree Farm* have been considering ways in which they could increase the income from the farm. Felix agreed to do some market research to see what would be the most popular attractions to add to the farm. He decided to ask 100 visitors to rate the possible attractions. The visitors gave scores ranging from 5 for something they would definitely want to visit to 1 for something they would definitely **not** want to visit. They were also asked to state how much they might spend if they visited each attraction.

Felix also needs to prepare a short report so that the family can discuss the best way to develop the farm.

1 Open the file **RESEARCH**.

Insert your name and candidate number into the header of the document.

- 1 (a)** Felix wants to total the number of people interested in visiting each attraction.
- Insert a formula in cell G4 to show the total number of people who have given a score of either 4 or 5.
 - Replicate the formula in cell G4 to cells G5 to G9.
 - Place a suitable title in cell G3. (4 marks)

1 (b) Save and print your spreadsheet on one page, showing the formula. (2 marks)

- 1 (c)** Create a suitable chart showing only the total number of people who have given a score of either 4 or 5 for each attraction. Your chart should:
- have a title
 - have suitable labels for the axes
 - communicate the information effectively. (7 marks)

1 (d) Save and print a copy of your chart.

1 (e) Open the file **REPORT**.

Insert your name and candidate number into the header of the document.

- 1 (f)** Using all the information on the spreadsheet **RESEARCH** and the chart that you created in **1 (c)**, write a short report recommending which **two** attractions you think are the best. Give reasons for your recommendations. (9 marks)

1 (g) Save and print a copy of your report.

Turn over ►

Task Two – Advertisement**Total for this task: 20 marks**

Read **Item B** and then complete the tasks that follow.

Item B

Felix has discussed the results of the market research with the rest of the family. They have decided to create an Indoor Play Area as the new attraction. It will be called Bella's Play Barn and the family hopes that it will appeal to families with young children.

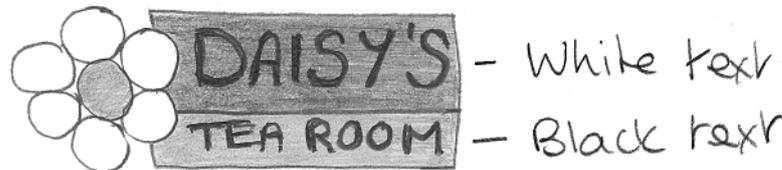
The family also plans to improve the tea room. Felix has designed a logo to highlight its new name, Daisy's Tea Room. Felix wants to place an advertisement in the local newspaper to advertise the opening of the new attraction. He also wants to include information about Daisy's Tea Room. The advertisement will be 15 cm wide and 21 cm high.

2 Open the file **ADVERTISEMENT**.

Insert your name and candidate number into the header of the document.

2 (a) Change the year on the advertisement to 2013. (1 mark)

2 (b) Felix wishes to include the new logo for Daisy's Tea Room in the advertisement. He has drawn a sketch, as shown below.



Use suitable software to draw this logo. Insert your version of this logo into your advertisement. (6 marks)

2 (c) Open the file **ATTRACTIONS**. Select and insert **two** suitable images to add to your advertisement to make it attractive to families with young children. (4 marks)

2 (d) Felix wants to encourage families with young children to visit the farm.

Use the file **ATTRACTIONS** to complete the **ADVERTISEMENT**.

You should consider:

- the amount of information to include in your advertisement
- the audience and purpose of your advertisement
- the layout and formatting of the text.

(9 marks)

2 (e) Save and print a copy of your advertisement.

Task Three – Web Page**Total for this task: 18 marks**Read **Item C** and then complete the tasks that follow.**Item C**

Cherry Tree Farm have many regular visitors, including:

- retired people who like the peaceful and quiet nature of the farm
- farm shop customers who like to buy the organic produce
- grandparents who bring their grandchildren to see the cows being milked.

Some visitors think that the play barn will bring lots of young visitors to the farm. They worry that it will be noisy. The family has suggested that Felix could use the website to explain the changes. Felix has agreed to add an Update page to the website. He will emphasise that *Cherry Tree Farm* will continue to be a peaceful place for visitors of all ages.

- 3** Open the file **UPDATE**. It contains the template for the web page. The top banner and navigation bar have been prepared for you.
- Insert your name and candidate number into the header of the document.
- 3 (a)** Open your **ADVERTISEMENT** file from Task Two. Copy your logo for Daisy's Tea Room and paste it into the **UPDATE** web page. You should choose a suitable position. (2 marks)
- 3 (b)** Open the file **NOTES**. It contains ideas that Felix has prepared ready to add to the **UPDATE** web page.
- 3 (c)** Using the file **NOTES**, add a description of the tea room to the **UPDATE** web page. (3 marks)
- 3 (d)** Using the file **NOTES**, add information about Bella's Play Barn to the **UPDATE** web page. You should:
- explain the reason for creating the play barn
 - add a description of the facilities
 - explain that *Cherry Tree Farm* will still be a calm and quiet place to visit. (6 marks)
- 3 (e)** Change how the information is displayed in the **UPDATE** web page. You should:
- consider the organisation and layout of the information
 - use formatting tools
 - **not** change the top banner or the navigation bar. (7 marks)
- 3 (f)** Save and print a copy of your update web page.

END OF TASKS

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