GCSE
BUSINESS AND COMMUNICATION SYSTEMS

413008 – Unit 8 ICT Systems in Business
Mark Scheme

4130
June 2014

Version/Stage: 1.0 Final

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available from aqa.org.uk

ADDITIONAL GUIDANCE FOR MARKING SCHEME

APPLICATION

For application to be creditworthy, it **must** be used as part of a relevant argument. Some students simply copy out part of the item. This should **not** receive credit.

If a student, when describing and showing knowledge, makes a reference to the context, this is reasonable application. An example of this in answering Question 1(d) *"a scanner can help reduce use of the keyboard as entering thousands of questionnaires from the 15 restaurants may cause RSI"*

ANALYSIS

Reasonable analysis takes place when overall an answer shows effective use of business reasoning/logic in answering the question. Analysis can also be shown when a student develops a chain of argument (for examples 2/3 connected points which further explain/expand on the first, e.g. how or why is examined) with a clear focus on the question and implications for the business. For example, when responding to Question 1(d), a line or argument could compare a scanner to the other option and which may have the biggest impact on health. *"A scanner can help reduce use of the keyboard as entering thousands of questionnaires from the 15 restaurants may cause RSI whilst anti glare screens will not reduce the use of the monitor and may be less effective in protecting the health without being combined with longer breaks"*

Alternatively when responding to Question 1(d), a line or argument could be developing the use of the scanner more and adding to their argument showing good thought of the issue for the business. *"A scanner can help reduce use of the keyboard as entering thousands of questionnaires from the 15 restaurants may cause RSI, each administration assistant would be using their fingers and wrists for long periods of time each day when inputting the data as the time period of two weeks is very short and this may cause permanent aches and pains and have long term effects on their health"*

EVALUATION

The driving force behind the award of evaluation marks is the quality of evaluation included in the answer and not the Quality of Written Communication. The key is the extent of the support for a judgement. For example when responding to Question 1(d) evaluation will be the consequences of choosing the option of a scanner. For example the fact that data on questionnaires may still require some inputting by the administration assistants and so reduce the effectiveness in protecting their health. Or possibly that the scanner will help them enter more accurate data and reduce the need to proof read the information and thus more likely to meet the deadline of two weeks.

The decision on the Quality of Written Communication should be used to adjust a mark within the level selected on the basis of the student's evaluation. For example, a student may have been awarded E2 for evaluation but the response may not be particularly well structured with little use of technical terms. In this case, the mark may be awarded 3 from the possible 5 marks.

A well written answer without a clear decision will receive a maximum of E1 level for evaluation. .

1 (a) *From the list of data sources in the table below, tick **two** boxes to show which are **primary** research methods.*

[2 marks]

Sources of information	Tick
Customer comment card	✔
Competitor website	
Trade magazine	
Questionnaire	✔

1 (b) *Explain one principle of The Data Protection Act that Ruth needs to follow when storing the data contained in the customer questionnaires.*

[3 marks]

1 mark for identifying a principle of the Data Protection Act when storing data.
1 mark for explaining a principle of the Data Protection Act when storing data.
1 mark for applying this to Quindici Pizza.

Examples of developed answers:

- **it must be kept secure (1)**, eg add a password so no unauthorised person can see it and share it **(1)** and only the people employed at head office and the 15 restaurants can access data **(1)**
- **not collect or keep unnecessary information (1)** not collect information which they don't need, eg customer bank details **(1)**, eg only the information they need to help launch the parties/menus, eg customer preferences **(1)**
- **not share it with other companies (1)** who would then use it to send customers information/marketing material they don't want **(1)** only the people employed at head office and the 15 restaurants can access data **(1)**
- **keep all information accurate and up-to-date (1)**, eg make sure it is keyed in accurately so the right customers receive relevant information **(1)** customers' personal details must be accurate, eg address **(1)**
- **not keep it longer than necessary (1)**, eg for the length the project is running **(1)** if the parties are no longer running they should delete the data **(1)**
- **only hold it for reasons relevant to the business (1)**, eg so that it can't be sold or given away **(1)** only to be used for planning parties or related to the restaurant **(1)**.

1 (c)		*Head Office shares the electronic database with all 15 of the Quindici Pizza restaurants. The information in the database will include popular themes for parties, choices of cakes, party bag options and food choices customers would like at the parties.*
		Explain two ways in which the electronic database could help the restaurants launch the children's parties.
		[6 marks]

1 mark for showing some knowledge of how a database can be used x 2
1 mark for explaining how a database can be used x 2
1 mark for applying this to launching the parties x 2

Answers can include:
- save all data
- edit information
- sort information
- search / filter information
- perform calculations
- create data input form / data capture form
- create reports
- mail merge
- export data to another application

Examples of developed answers:
- information communicated is up to date **(1)** which would help branches make decisions to promote/increase sales **(1)** about which themes to offer **(1)**
- managers can search database to find information relevant to their area **(1)** so they can plan new menus **(1)** to meet the needs of their customers **(1)**
- more information is available to the individual restaurant managers **(1)** so better decisions can be made **(1)** as all 15 restaurants' research is included **(1)**
- the database can be updated quickly at head office **(1)** which keeps all information relevant allowing branches to adapt quickly to customers' needs **(1)** for new trends such as new themes of parties **(1)**
- managers can search the database to find out which theme of party is popular in their area **(1)** so they can target these customers with marketing material **(1)** and increase their customers **(1)**.

1   (d)   Quindici Pizza wants to protect the health of its administration staff when they are entering data from the customer questionnaires onto the database.

*'Should Quindici Pizza purchase anti-glare screens for the computers **OR** purchase scanners to help protect the health of the administration staff? Give reasons for your answer.'*

[9 marks]

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason for or against buying a scanner or anti-glare screens for Quindici Pizza. Reasonable application **AND** Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes a reason for or against buying a scanner or anti-glare screens for Quindici Pizza - Reasonable application of the context.	2	AO2
1	States a reason for or against buying either scanner or anti-glare screens – knowledge only.	1	AO1
0	No valid response.	0	AO

Knowledge

- Scanner help reduce RSI.
- Scanners reduce time sitting, so help back problems.
- Scanners may increase the speed at which the data is entered, reducing RSI and RES.
- Anti-glare screens will make staff more comfortable.
- Computers without anti-glare screens distort characters, causing RES.

Reasonable application

- Scanners may increase the speed at which the data is entered and they need to process information within 2 weeks.
- Anti-glare screen reduces eyestrain (RES), and they will be looking at the screen for a long-time as all 15 pizzerias have sent 300 questionnaires.
- Anti-glare screens will make employees more comfortable which means they should produce more work current staff have this work in addition to their current workload.
- Reduces eyestrain (RES) and tiredness so that staff can produce better quality work, in time given to key in the information to get it to restaurants for the launch of the parties.
- Scanners help reduce RSI, and information such as address could be scanned and this will save the employee typing it in.
- Scanners may increase the speed at which the data is entered as they have so many questionnaires to enter this may help meet the deadline of 2 weeks.

Analysis

- Computers without anti-glare screens distort characters, causing RES, which could lead to headaches and errors in keying in therefore the information collected will be incorrect and be of little use for a business.
- Anti-glare screens will make staff more comfortable and therefore more productive, and they are likely to produce better quality work and able to meet deadlines. Without them employees are likely to need more breaks.
- Overuse of computers can cause headaches and eye strain this could result in staff taking time off work thus reducing the workforce. An anti-glare screen will reduce the risk of eyestrain and enable employees to complete their work.
- Scanners may increase the speed at which the data is entered and greatly eliminates the use of a keyboard which can cause RSI. A lot of data can be entered quickly increasing the productivity of the employees.

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	Makes a recommendation with some valid justification for buying either scanner or anti-glare screens. 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	Makes a recommendation with no support. 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	

Marker's Note:
- The maximum evaluation mark for a candidate who has achieved E2 without context is 4. The quality of the justification or QWC could result reduce that mark to 3.

Evaluation

- Employees having to take time off if there are problems with health this costs the business more money than purchasing the equipment.
- If the health issues are permanent than the business may be sued costing the business money.
- Not meeting the deadline will delay the start of offering the parties and sales will be lost.
- The business could end up with a bad reputation if they don't protect the health of employees fully. This might affect recruitment in the future.
- Ultimately, neither suggestion will ensure complete health and safety protection for the employees. Regular breaks will be essential in order to improve the success of the suggested solution(s).
- Scanners may be a cheaper option than the anti-glare screens and hence profit can be higher.

2 (a)	For each task below, tick one box to show would who would have responsibility for dealing with it. **[2 marks]**

Task	Manager	Employee
Customer enquiry		✔
Theft of money	✔	

2 (b)	Using **Item B**, explain **one** reason why Quindici Pizza is offering a company car as a fringe benefit for the role of party administrator. **[4 marks]**

Level	Descriptor	Marks	Assessment Objectives
3	Explains how a car benefits the role of the party administrator	4	AO2
2	Describes why a car is suitable for the role of the party administrator	3	AO2
1	Shows knowledge of why fringe benefits are beneficial to an employee or a business Shows knowledge of why fringe benefits are given.	2–1	AO1

Possible answers might include:

- fringe benefits are an alternative to offering increased pay
- supervisory staff are more likely to receive higher value fringe benefits
- fringe benefit can attract applicants to the role
- fringe benefits can save the business money
- fringe benefits may help them complete their role more efficiently.

Examples of developed answers:

Company car may be given to employees who need to travel to ensure that they have reliable/quick transport the administrator will need to visit 15 restaurants throughout Manchester and this may not be possible if they don't own a car (**L2**). Without a car they may miss important events or not be able to get to as many restaurants each day. (**L3**)

Fringe benefits are a way of rewarding employees without giving them extra pay the car is a high value fringe benefit and can be used for work and personal use this will save money for party administrator as they do not have a high salary in comparison to other jobs in the area (**L2**) and as a high value fringe benefit it may attract them to the job. (**L3**)

2	*(c)*	*Explain **two** reasons why training the restaurant employees to run the children's parties will benefit Quindici Pizza.*
		[6 marks]

1 mark for stating a valid reason for training the staff x 2
1 mark for explaining the benefit of training the staff for a business x 2
1 mark for applying this to the parties x 2

Marker's note:
- The explanation of the benefit must relate to the business and not to the employee.
- If a candidate gives a reason for training of saving time or costs this cannot be awarded on its own without a valid explanation that demonstrates their understanding. For example linking less time/cost to the process of recruiting external staff.

Possible answers could include:

- employees are more efficient
- employees will be more motivated
- employees can practice skills
- helps develop employees skills
- delivering a quality service/products
- existing employees are already familiar with the business.

Example of developed answers:

Employees will know how to do their job properly and have good skills **(1)** if they are better at their job this will keep customer happy and less likely to go elsewhere **(1)**. For example ensuring that the children have the correct meals that have been ordered **(1)**

Existing employees are already familiar with the business **(1)** therefore the time to train these employees will be less **(1)** therefore the parties will be introduced into the restaurants quicker to make sales **(1)**

2 (d) *Ruth has completed a draft of the person specification but is unsure which additional qualities are needed for the Party Administrator from the list below to complete the person specification in **Figure 1**.*

- *previous experience of promotion and marketing*
- *good organisational skills*
- *at least 3 years' customer service experience*
- *clean driving licence.*

*Choose **one** most essential quality and **one** most desirable quality. Give reasons for your answer.*

[9 marks]

Level	Descriptor	Marks	Assessment Objective
3	Analyses why these qualities are essential and desirable for the role of Party Administrator by referring to the job description and/or item. Reasonable application **AND** Reasonable analysis. Reasonable analysis – no context Max 3 marks.	4–3	AO3
2	Describes why these qualities are essential and desirable for the role of Party Administrator - Reasonable application of the context.	2	AO2
1	Demonstrating understanding of essential and desirable qualities – knowledge only.	1	AO1
0	No valid response.	0	

Knowledge

Essential skills are those that are required which all applicants need to possess if they are to be considered for the job/ minimum requirements.
The desirable criteria are the extras which make the candidates more suitable for the job and allow the business to select.

Application

- **Good organisational skills** - Organising children's parties will require someone who can record information accurately for example what cakes the children want.
- **Clean driving licence** - The party administrator will need to visit 15 restaurants and being able to drive will help get there.
- **At least 3 years' customer service experience** - Party Administrator needs to train restaurant employees to provide good quality customer service.
- **Previous experience of promotion and marketing** - Although the job description doesn't mention promotion of the parties, they will be required to send out promotional information and may need to some knowledge to discuss with customers

Analysis

- **Good organisational skills** - An administration job will require someone who can record information accurately, which will help keep track of data and have data saved in accessible form when sales are made and records required.
- **Clean driving licence** - An employee who will need to visit other branches/places on a regular basis must be able to drive safely and this helps them get on with their job. The company car insurance may be cheaper if their licence is clean. Not essential as someone without could use public transport.
- **At least 3 years' customer service experience** - If an employee needs to train other employees they need to have had previous experience in their area themselves. This will make the training more effective and quicker as they are familiar with the tasks.
- **Previous experience of promotion and marketing** - Although the administration job won't deal with marketing continually, they may find marketing experience useful as promoting the new parties may be considered part of training the staff and this will be important in the success of the parties at each restaurant.

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	Makes a supported recommendation. 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	Makes a recommendation. 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	

Marker's Notes:
- When awarding evaluation for a candidate who has achieved E2 without context in their response then the maximum mark is 4. The quality of the justification or QWC could result in that mark being reduced to 3.
- Responses that consider only one quality can reach a maximum of E2 – 4.
- Responses that consider more than two qualities without ranking them or making any judgements are to remain in E1.

Judgment

- Without this essential skill the parents and children may be left disappointed if certain requirements haven't been met, e.g. cake not ordered on time.
- Desirable skills make them more suitable for the job, e.g. being able to drive will ensure that less time is spent travelling as the alternative is public transport and this can be slow. They will be able to visit more restaurants in a shorter time and be more productive.
- Without essential experience of customer service they may train the employees badly, this will result in unsatisfied parents and children and lose party sales.

3	**(a)**	*Explain **two** ways in which good customer service can help make children's parties successful.*
		[4 marks]

1 mark for stating or implying knowledge of an effect of customer service x 2
1 mark for explaining how good customer service helps a business x 2

Answers can include:

- reputation
- repeat sales
- full payment by customers
- good quality food/service required
- recommendations
- less complaints
- increased bookings.

Examples of developed answers:

Good service at the party may lead to repeat sales **(1)** if they are happy the customers are more likely to come back again to the restaurant **(1)**.

Parents may tell friends about the good service **(1)** and this may lead to other parents booking a party in the future **(1)**.

3	(b)	Customers have not been receiving full information about the children's parties. Using **Item C**, identify and explain two barriers to communication which are preventing this from happening.
		[6 marks]

1 mark for identifying any barrier to communication (see acceptable answers below) x 2.
1 mark for explaining how it prevents communication from being effective x 2.
1 mark for explaining a consequence of barriers of communication x 2.

Acceptable answers for identifying a barrier are:

- inappropriate/poor presentation of information (over-simplified, too complicated, not clear)
- poor choice of medium
- jargon
- background noise
- telephone signal
- language/accent
- physical barrier
- emotional interference.

Examples of developed answers:

Inappropriate presentation of information (1) - The images on the website are not clear **(1)**, sales are not made from the website **(1)**.
The choice of medium (1) - The telephone calls to the restaurant employees are at times not answered **(1)** therefore some customers may not be getting information **(1)**.
Emotional interference (1) - An employee has been rude when serving a customer **(1)** the customer may not return to the business **(1).**
Jargon (1) - Technical language that doesn't make sense to customers **(1)** and this may cause confusion **(1)**.

3 (c) *Sally thinks that the website needs to be improved in order to attract more bookings. She is thinking of adding some of the following features:*

- *customer reviews*
- *online party bookings*
- *customer account area*
- *customer enquiry form.*

Who two features do you think that she should add? Give reasons for your answer.

[9 marks]

Level	Descriptor	Marks	Assessment Objective
3	Analyses a reason for or against customer feedback or enquiry form relevant to Quindici Pizza Reasonable application **AND** Reasonable analysis Reasonable analysis – no context Max 3 marks.	3–4	AO3
2	Describes a reason for or against customer feedback or enquiry form relevant to Quindici Pizza - Reasonable application of the context.	2	AO2
1	States a reason for or against customer feedback or enquiry form – knowledge only.	1	AO1
0	No valid response.	0	

Knowledge

- Customer reviews will enable other customers to see positive comments.
- An enquiry form will allow potential customers to ask questions.
- Online party bookings will allow customers to book without the telephone.
- Customer account area where customer can check their account.

Application

- Customer reviews will enable other customers to see positive comments and word is spreading that parties not well organised.
- Customer reviews can help persuade customers as the website not very persuasive.
- Online party bookings will allow customers to book without talking to employees at restaurants who are not giving all the information.
- An enquiry form will allow potential customers to ask questions as telephone enquiries not working.
- Customer account area where customer can check their account as staff at restaurants too busy.

Analysis

- Customers' reviews allow others to see positive comments by those who have already been customers and this should encourage them to purchase themselves. A recommendation by previous customers is more likely to encourage sales and promote the business than the staff telling customers themselves.
- An enquiry form will allow potential customers to ask questions without having to telephone or visit in person. As customers are busy this may result in quicker sales and customers not left disappointed. Customers could contact the business 24/7 which is a benefit for the business.
- Online party bookings will allow customers to book without a telephone. This saves the customer's time as they can do this at a convenient for them even if the business is closed.
- Customer account area where customer can check their account. They will not need to call the business to enquire about payments or orders as these can be checked 24/7 online.

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 customer feedback or enquiry form. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted conventions.	3–5	AO3 and Quality of Written Communication
1	Offers advice with no support for or against customer feedback or enquiry form. Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.	1–2	
0	No valid response.	0	

Marker's Notes:
- When awarding evaluation for a candidate who has achieved E2 without context in their response then the maximum mark is 4. The quality of the justification or QWC could result in that mark being reduced to 3.
- Responses that consider only one feature can reach a maximum of E2 – 4.
- Responses that consider more than two features without ranking them or making any judgements are to remain in E1.

Consequences

- An enquiry form is only effective if answered quickly. If staff in the restaurants don't respond quickly to an enquiry then this may lead to more complaints and fewer bookings. Admin staff at head office could manage this more effectively
- As some feedback recently has been negative it may be difficult to find some that is positive and then this may actually put people off booking their party.

- Online bookings don't solve the problem of customer not getting all the information about the parties. The website is basic and they still really need to telephone and talk to someone. It can be less personal and for their Childs party parents may prefer this.
- It is likely that the parents will pay for the party when they hold it and setting up online bookings and/or customer account areas won't solve their current sales problems and may be too expensive to introduce with the extra security needed.