



General Certificate of Secondary Education

Business & Communication Systems 3126

Paper 1 Foundation Tier

Mark Scheme

2008 examination - June series

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

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Business & Communication Systems 3126/1F

1

Total for this question: 8 marks

1 (a) One advantage of an open plan office is that it is:	(1 mark)
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Better for teamwork

1 (b) Induction training should include:	(1 mark)
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Health and Safety procedures

1 (c) To help prevent employees from getting repetitive strain injuries (RSI), employers should:	(1 mark)
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Provide adjustable chairs for people using keyboards

1 (d) An objective for a business could be:	(1 mark)
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To make a profit

1 (e) The human resources manager in a large business would be responsible for:	(1 mark)
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Advertising for staff

1 (f) To make sure that customer information is kept securely on its computer network, a business must use:	(1 mark)
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Passwords

1 (g) Staff who work more hours than their contract states are paid:	(1 mark)
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Overtime

1 (h) A form of informal communication is:	(1 mark)
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A text message

2**Total for this question: 17 marks**

2 (a) *Using the information in **Item A**, explain what is meant by the term 'time rates'.*
(2 marks)

Mark at 1 per point and 1 per example.

NB An example is not needed to get 2 marks.

Possible points include:

- an employee is paid a set amount according to the amount of hours or time they work (1);
- an employee is paid £x / hour (1) for example cashiers (1);
- an employee is **not** paid according to how much work they do (1);
- the hours an employee works are added up to work out how much they should get (1).

2 (b) *Why do you think that the car sales staff are paid a basic wage plus commission?*
(6 marks)

Mark at 1 per point/development. Possible points include:

- they are paid a basic wage as a minimum (1) plus extra according to how much they sell (1);
- so they earn a certain amount each month (1) even if they do not sell any cars (1);
- they earn more if they sell more (1) to motivate them (1) to sell as many as they can (1);
- higher sales (1) looks better for managers (1) may lead to them getting more salary (1).

NB Accept any reasonable amount of salary or commission rate. Do not allow repeated points.

MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION

High Performance	Candidates spell, punctuate and use the rules of grammar with almost faultless accuracy; they use specialist terms adeptly and with precision.	3 marks
Intermediate Performance	Candidates spell, punctuate and use the rules of grammar with considerable accuracy; they use specialist terms with facility.	2 marks
Threshold Performance	Candidates spell, punctuate and use the rules of grammar with reasonable accuracy; they use specialist terms appropriately.	1 mark
Below Threshold Performance		0 marks

2 (c) (i) Using the information in **Item B**, calculate the amount of **commission** earned by Joe in **January**. (2 marks)

£2 400 (2)

Total sales for January 24 000 (1) $\times \frac{10}{100}$ (10%) = £2 400 (1)

£14 000 (0) $\times 10\%$ = £1 400 (0)

OFR applies

£1 200 (1)

£3 200 (1)

2 (c) (ii) Using the information in **Item B**, calculate the **total wage** earned by Joe in **February**. (4 marks)

£1 880 (4)

Commission = £12 000 (1) $\times 10\%$ = £1 200 (1)

Total wage = £680 (wage) (1) + £1 200 = £1 880 (1)

OFR applies max 3 marks

£12 000 (1) $\times 10\%$ = 1 400

£680 (1) + 1 400 = £2 080 (1)

Total 3 marks

3**Total for this question: 16 marks**

3 (a) Explain **two** advantages to customers of using the online database to find a suitable car. (4 marks)

Mark either at (1+1) x 2. Max 2 examples.

NB accept any reasonable answer providing that the sort would provide information to help the customer.

Can search for all cars of a type (1), eg Hondas (1).

They may wish to sort ascending according to the name of the manufacturer (1) so that someone coming into the showroom could be shown a list of Ford cars for sale (1).

They could be sorted in descending order of price (1) so that a customer could see what they could buy as the price altered (1).

Can look before coming into the shop (1) to save a wasted journey (1).

Find a car quicker (1) because can narrow down search (1).

3 (b) State **two** input devices that might be used when creating the online database and explain why each device would be useful. (6 marks)

Mark at (1) for a suitable device per point and (1) per reason up to a maximum of two.

NB Accept any reasonable reason providing it is appropriate for the manager.

Device	Reason for being useful
Keyboard (1)	Allows text to be entered fully (1) as appropriate for each car to be sold (1). Can be ergonomically designed (1) so less likelihood of RSI (1) max (2).
Scanner (1)	Allows images to be scanned in (1) from brochures or photographs (1).
Camera (1)	Can upload (1) using USB (1) saves time (1) choose images (1) max (2).
Mouse (1)	To select items (1) or commands (1).

NB If phone is described as camera accept but not both phone & camera.

<p>3 (c) State and explain two different features of a website that would make it attractive to people wanting to purchase a car. (6 marks)</p>
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Mark at 1 per point to a maximum of (1+2). Possible points include:

- clear font (1) that is easily readable (1) so they look through all of the website (1);
- consistent style (1);
- good menu system (1) so that it is easy to find the car you are looking for (1);
- clear pictures (1) to make the cars look attractive (1);
- regularly updated information (1) to ensure that customers are not misled over cars that are available (1);
- corporate image (1). People can recognise the business (1);
- coloured font or background (1) to improve look (1);
- bold text (1);
- template (1) **OR** homepage (1) good image (1) will give confidence (1);
- search (1) customers will save time searching for their car (1) to their ideal specification (1);
- moving images (1);
- animations (1);
- not text (0).

NB Not content of website, eg not choice of car.

4**Total for this question: 8 marks**

4 (a) (i) Which phone would be the **most** suitable for Alan? **Circle the correct phone.**
(1 mark)

Phone 3 (1).

4 (a) (ii) Explain why the phone you have chosen is the **most** suitable for Alan.
(3 marks)

Accept any **three** points from the following:

- contains a quality camera (1) and photo editor (1) with zoom (1);
- can access email (1);
- take pictures and send or receive them (1);
- has radio (1);
- uses Bluetooth (1);
- can use for video calls (1);
- does everything on his list of needs (1);
- has lots of memory (1).

4 (b) (i) Which phone would be the **least** suitable for Alan? **Circle the correct phone.**
(1 mark)

Phone 1 (1)

4 (b) (ii) Explain why the phone you have chosen is the **least** suitable for Alan.
(3 marks)

Possible points include:

- the phone does not meet all his requirements (1);
- cannot access email (1);
- does not have a radio (1);
- does not have a video call (1);
- not much memory (1).

5**Total for this question: 22 marks**

5 (a) Explain how Alan's business could **benefit** from using the website to recruit staff.
(5 marks)

Maximum 3 marks for listed unexplained points.

Mark at 1 per point to a maximum of (1+2) **OR** developed points to a maximum of 5. Possible points include:

- they could put a lot more information on the website (1) than on a newspaper advertisement (1) so more likely to have interest from possible applicants (1), eg full job description (1);
- the whole process will be quicker (1) there will be no delays in sending the applicants a job description (1) and they will get responses quicker (1);
- attract applicants from a wider area (1) people with experience (1) than if they had just recruited locally (1) so they get more applicants to choose from (1);
- attract lots of interest (1) lots will apply (1);
- on-line applications (1);
- target audience will see it (1) who have experience (1);
- it is a cheaper way (1) or free (1).

MARKING CRITERIA FOR QUALITY OF WRITTEN COMMUNICATION

Intermediate Performance	Candidates spell, punctuate and use the rules of grammar with considerable accuracy; they use specialist terms with facility.	2 marks
Threshold Performance	Candidates spell, punctuate and use the rules of grammar with reasonable accuracy; they use specialist terms appropriately.	1 mark
Below Threshold Performance		0 marks

5 (b) *Alan has decided that it would be better to advertise for the manager's post internally.*

*Explain **two** advantages of advertising the post internally. (6 marks)*

1 mark for stating the advantage and up to 2 marks for the explanation. Possible points include:

- it is cheaper (1) because there is only the cost of the paper for the notice (1) and less time needs to be spent by staff doing it (1);
- it might be quicker (1) because staff would be able to get the details straight away (1) and as Alan already knows his staff, he would not spend as long on the selection process (1);
- Alan would know all the applicants (1) so he would already know their strengths (1) and weaknesses (1);
- his staff are all people who are interested in working in the car industry (1) so they would be more motivated (1) and more effective (1);
- they would know the company (1) so would need less training (1).

5 (c) *Alan decides to advertise the post externally and receives 20 applicants. Describe **three** actions that Alan could take to make sure that he chooses the most suitable candidate. (9 marks)*

Mark at 1 per point to a maximum of (1+2) x 3. Possible points include:

- arrange an interview (1) with a representative of the rally drivers (1);
 - find out what existing staff think (1);
 - shortlist (1);
 - look at application form (1);
- OR**
- look at CV (1);
- OR**
- look at letter of application (1);
 - prepare suitable questions to ask the applicants (1) so that they are all asked the same things (1) so that he can compare their answers (1);
 - observe how they perform at interview (1) to see what their character is like (1);
 - give some applicants some tasks to perform (1) so that they can see how they would do the job (1);
 - write to their previous employers (1) to see how they performed in their previous job (1).

NB Do not accept interview ALL Candidates OR trying them out for the day.

6**Total for this question: 9 marks**

6 (a) State **two** methods of verbal communication that Alan might use to communicate with his managers. Describe a situation in which each method might be used. (6 marks)

Mark at 1 per method and (+2) for the description of the situation.

NB These methods are examples, the candidates might include other methods. For the situation accept any reasonable answer.

Method	Situation
Phone (call) or telephone or mobile phone (1)	An informal (1) chat about when he would next visit (1). To ask a quick question (1) such as how many cars had been sold today (1).
Voice mail or answer phone or voice message (1)	To tell someone to phone him back (1) when nobody was available to answer the phone (1) or when the phone was engaged (1).
Speaking (directly) or meeting or conference (1) Face to face (1) or talking (1)	A prearranged (1) meeting to discuss sales (1). A verbal warning (1) if someone is being disciplined (1). A staff meeting (1) to discuss new policies (1) or salaries (1). To hire someone (1) and give them details of when they start (1). Interview (1) candidates for a new job (1). Sales conference (1) to discuss how to increase sales (1).
Conferencing (1) video Conference (1) or web Conference (1) or teleconference (1) or VOIP (1)	Where cannot all meet (1) because of distance or weather or speed or cost (1).

6 (b) Explain **one** advantage to Alan of working from home.

(3 marks)

Mark at (1+2). Possible points include:

- takes less time travelling (1) can do more work (1);
- does not need his own office (1) in one (1) or all of the garages (1);
- cheaper (1) no travelling expenses (1);
- can organise his own work area (1);
- easier to get hold of him (1);
- peace and quiet (1) can do more work (1);
- comfortable environment (1);
- relaxing (0).