Surname	Other	· Names			
Centre Number		Candida	te Number		
Candidate Signature					

Leave blank

General Certificate of Secondary Education June 2005

BUSINESS AND COMMUNICATION SYSTEMS 3126/1H HIGHER TIER Paper 1



Monday 23 May 2005 1.30 pm to 2.30 pm

H

No additional materials are required.

You may use a calculator.

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions in the spaces provided.
- Do all rough work in the question paper. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 80.
- Mark allocations are shown in brackets.
- You will be awarded up to 5 marks for the quality of your written communication, including accurate spelling, punctuation and grammar.

	For Examiner's Use			
Number	Mark	Number	Mark	
1				
2				
3				
4				
Total (Column	1)	>		
Total (Column :	2)	>		
Quality of Communi	Written			
TOTAL				
Examiner	's Initials			

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SCENARIO



Going Away is a small travel agency in a medium sized town. In the past, it mostly sold package holidays. However, sales have been falling steadily. Many people now want to put their own holiday together. They use a travel agent to find and book flights, hotels and excursions from different operators.

Laura Andrews has recently bought the business. She wants to increase sales by offering a high level of personal service. This will also need a far greater use of ICT.

There are five full-time travel consultants who look after the customers.

Answer all questions in the spaces provided.

1			Total for this question: 13 marks
	(a)	Laura	often uses voicemail and email. Identify two advantages of each.
		(i)	Voicemail
			1
			2
			(2 marks)
		(ii)	Email
			1
			2
			(2 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

	a often has to travel to places that would be of interest to her customers in order to collect mation for a new brochure.
Expl	nin how each of the items below would be useful to Laura when she is travelling.
(i)	Digital camera
	(3 marks)
(ii)	Mobile telephone
	(3 marks)
(iii)	Laptop computer
	(3 marks)



(b)

Total for this question: 34 marks

(a) Going Away is very busy on Saturdays and Laura has decided to advertise for an additional travel consultant to work on Saturdays only.

Laura has considered advertising the job in the following ways:

• local newspaper;

2

- internal staff noticeboard;
- Going Away's shop window.

Explain why you think she might have chosen each of these.

(i)	Local newspaper
	(3 marks)
(ii)	Internal staff noticeboard
	(3 marks)
(iii)	Going Away's shop window
	(3 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

(b)	List two pieces of information that would be included in a person specification.
	1
	2
	(2 marks)
(c)	Laura has asked applicants to complete an application form when replying to the advertisement.
	Explain two advantages and one disadvantage to Laura of an application form compared with a curriculum vitae (CV).
	(6 marks)

Laur	a wants to make sure that all new employees are given induction training.
(i)	Why is induction training given?
	(1 mark
(ii)	State three items of information which induction training might include.
	1
	2
	3
	(3 marks
	Method 1
	Reason
	Method 2
	Reason
	Method 3
	Reason
	(6 marks

QUESTION 2 CONTINUES ON THE NEXT PAGE

(d)

(e)	Laura is very keen to ensure that all her employees know about the Data Protection	Act.
	State three requirements of the Act.	
	1	
	2	
	3	
		(3 marks)
(f)	State three ways in which Laura can make sure that customer data are kept secure.	,
()	1	
	2	
	3	
		(3 marks)
(g)	Employees at <i>Going Away</i> receive on-the-job training. Define on-the-job training.	
		••••••
		(1 mark)



Total for this question: 6 marks

(a)	Teleworking means working away from the office, using telecommunications to link to the workplace computer network from a computer at home.
	Recommend, with reasons, whether or not teleworking would be suitable for the travel consultants at <i>Going Away</i> .
	(4 marks)
(b)	Employees at <i>Going Away</i> use computer monitors.
	State two actions that Laura must take to meet health and safety regulations because of this use of computer monitors.
	1
	2
	(2 marks)



TURN OVER FOR THE NEXT QUESTION

4

Total for this question: 22 marks

- (a) Going Away is also a local agent for bus companies. A customer needs advice on her journey to work.
 - She will have to travel from Gloucester to Cheltenham by bus.
 - She needs to arrive at work by 0835.
 - It will take her 20 minutes to walk from the bus stop to work.
 - She has a budget of £3.25 return each day.

Bus Timetables and Fares					
Bus Company	Travel Timetable	Cost			
Big Bus Co	Depart Gloucester: 0715 0740 0755 0840 Arrive Cheltenham: 0740 0815 0835 0910	£ 1.95 single £ 3.10 return			
Mega Rider	Depart Gloucester: 0715 0735 0750 0835 Arrive Cheltenham: 0735 0810 0830 0905	£ 1.75 single (before 0900) £ 1.50 single (after 0900)			
A1 Buses & Coaches	Depart Gloucester: 0600 0700 0800 0810 Arrive Cheltenham: 0615 0715 0815 0825	£ 4.95 return			

Using the information above, explain how suitable each bus company would be for this customer.
(6 marks)

(b) The travel consultants at *Going Away* receive a salary plus commission based on the value of the holidays that they sell.

They are paid:

- 12% of the value of sales up to £9500, plus;
- 15% of the value of sales above £9500.

The table below shows the sales made by two of the travel consultants, Nisha and Simon, in 2004.

	Nisha Patel	Simon Paine
Jan-Mar	£6 000	£8 500
Apr-Jun	£3 500	£7 000
July-Sept	£9 500	£12 000
Oct-Dec	£2 400	£5 000

your workings.	
(12 marks)	

QUESTION 4 CONTINUES ON THE NEXT PAGE

(c)	List four ways in which a person's employment may be terminated.
	1
	2
	3
	4
	(4 marks)



END OF QUESTIONS