Centre No.						Pape	er Refer	rence	,	,	Surname	Initial(s)
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# **Business and Communication Systems**

Paper 4H

# **Higher Tier**

Wednesday 21 May 2008 - Morning

Time: 1 hour

Materials required for examination	Items included with question papers
Nil	Nil

#### **Instructions to Candidates**

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature.

Answer ALL the questions. Write your answers in the spaces provided in this question paper. When a question requires an additional sheet of paper, this should be attached with string to this question paper.

Do not use pencil. Use blue or black ink.

#### **Information for Candidates**

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). The total mark for this paper is 63.

There are 12 pages in this question paper. Any blank pages are indicated.

You will be awarded up to 3 marks for quality of written communication.

#### **Advice to Candidates**

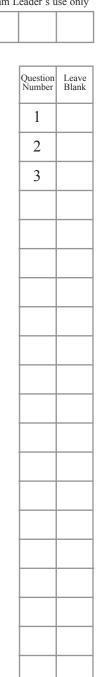
Calculators, English and bilingual dictionaries may be used.

You are reminded of the importance of clear and orderly presentation in your answers.

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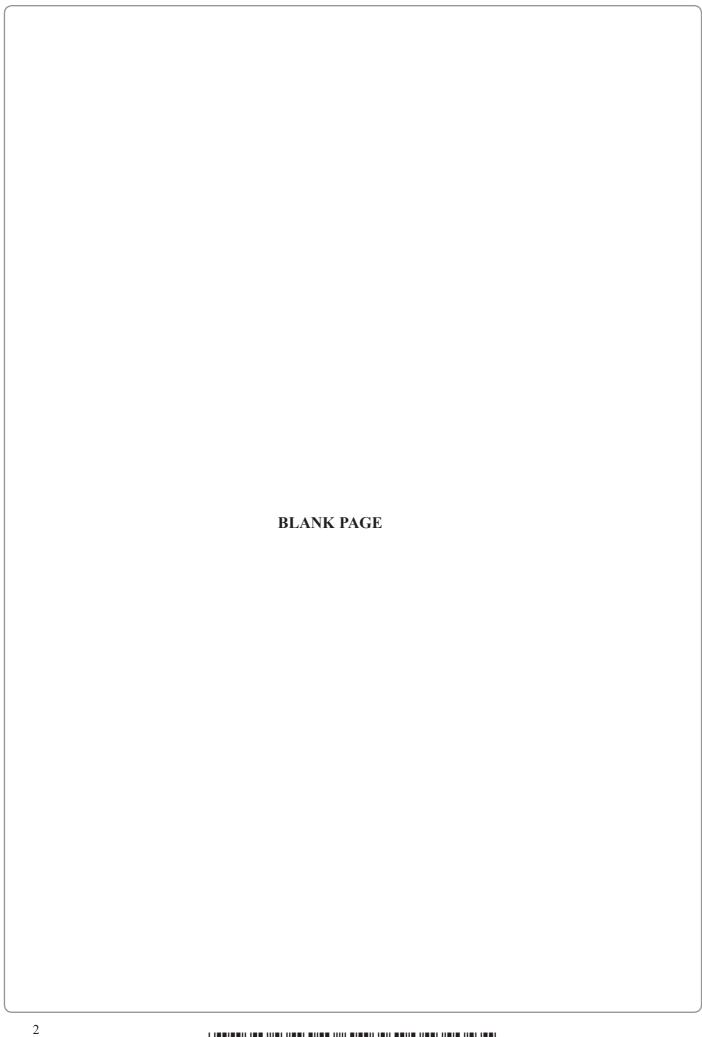


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#### **Context – Caygill Group Hotels Ltd**

Caygill Group Hotels Ltd (CGH Ltd) is a private limited company that owns 20 hotels in the United Kingdom. It is owned by the Caygill family with Jessica Caygill as the Managing Director. Other members of the family work in the business. These include Peter Caygill, Financial Director who is responsible for all financial matters including the final accounts, Simon Dalkin the Sales and Marketing Director, Laura Brown the Human Resources (Personnel) Director and Jenny Caygill the Administration/ICT Director.

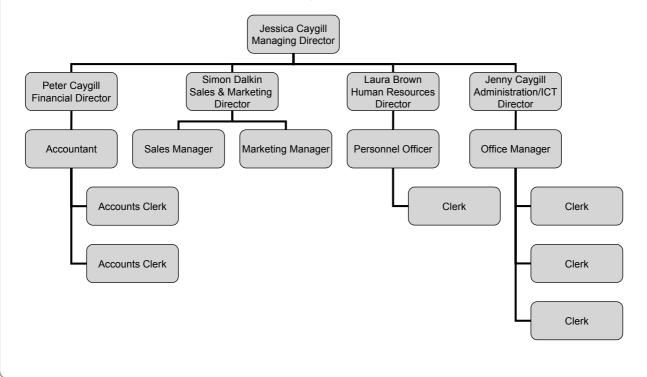
CGH Ltd hotels are near airports and in the centre of towns and cities. Their guests consist mainly of tourists or business people working in the area for short periods. Jas Hopkins is the Manager of the CGH Ltd hotel in London. This hotel, with 120 bedrooms, is typical of other hotels in the Caygill chain and employs permanent and temporary staff. Guests use the hotel facilities, which include:

- a bar and restaurant
- a fitness and leisure centre with a swimming pool
- a small business centre
- car parking.

At present, all CGH Ltd hotels are not full with guests. Simon Dalkin has carried out some research and, after consultation, the directors of CGH Ltd have come up with the following plans to increase turnover:

- employ a person to improve the Internet website which is out-of-date and basic
- review the company's current marketing strategy, in particular future promotional campaigns
- improve the quality of service offered by all staff at CGH Ltd
- set up a membership scheme for people not staying at CGH Ltd hotels to use the hotels' fitness and leisure centre facilities.

### **CGH Ltd Organisation Chart**



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## Answer ALL questions.

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•	the chain of command.
  <del>T</del> ood	communication is important to CGH Ltd.
	communication is important to CGH Ltd.
	communication is important to CGH Ltd.  ) What would be TWO purposes of communication within CGH Ltd?

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Poor communication can be caused by

- people misunderstanding messages
- using jargon
- the wrong method of communication being used
- not being able to use equipment.

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(Total 20 marks)

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	(6)
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Turn over

3. CGH Ltd has set up the membership scheme for non-residents to use the fitness and leisure facilities. (a) Analyse TWO ways these non-resident members might pay for their membership. (10)

Leave blank

<ul> <li>viruses introduced to the system</li> <li>unauthorised access to the system and data.</li> </ul>	
b) Assess the measures Jenny could take to protect the system and the data.	
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	(10)
(Total 20 m	arks)
Quality of Written Communication: 3 n	narks
TOTAL FOR PAPER: 63 MA	
END	



