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| Centre Number | | | | | | Candidate Number | | | | |
| Surname | | | | | | | | | | |
| Other Names | | | | | | | | | | |
| Candidate Signature | | | | | | | | | | |

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| For Examiner's Use | |
| Examiner's Initials | |
| Question | Mark |
| 1 | |
| 2 | |
| 3 | |
| TOTAL | |



General Certificate of Secondary Education
June 2014

Business and Communication Systems

413008

Unit 8 ICT Systems in Business

Wednesday 18 June 2014 1.30 pm to 2.30 pm

You will need no other materials.
You may use a calculator.

Time allowed

- 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in questions 1(d), 2(d) and 3(c).



J U N 1 4 4 1 3 0 0 8 0 1

Answer **all** questions in the spaces provided.

Read the **Background Information** before answering the questions.

Background Information

Quindici Pizza

Quindici Pizza is a chain of 15 Pizzeria Restaurants in the north-west of England, which sells pizza and pasta dishes.

Quindici Pizza is trying to increase its sales and is considering holding children's parties in all of its 15 restaurants. Head office is located in Manchester and is managed by Ruth. An additional 12 staff are employed in administration, human resources, finance, operations and marketing.

Total for this question: 20 marks

1 Read **Item A** and then answer the questions that follow.

Item A

The marketing team at head office have been carrying out market research to find out customers' opinions about the children's parties. Each of the 15 restaurants asked 300 customers to complete a questionnaire. The completed questionnaires have been sent to head office.

Ruth has asked the three administration assistants to process the market research information collected on the proposed children's parties. Responses to questions and customers' personal details will be entered onto an electronic database. The database will be shared with all 15 restaurants.

Quindici Pizza would like to launch their children's parties in 1 month's time and therefore needs the electronic database to be ready for restaurants to use in 2 weeks' time. Ruth is aware that the administration assistants will have a large amount of data to enter in a short space of time. She is concerned as the assistants will be spending so long at their computers whilst inputting the data from the customer questionnaires. Ruth is considering the purchase of new monitors with an anti-glare screen or the use of scanners to enter data.



- 1 (a) From the list of information 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]

Extra space _____

Turn over for the next question

Turn over ►



1 (c) Head office shares the electronic database with all 15 Quindici Pizza restaurants. The information in the database will include popular themes for parties, choices of cakes, party bag options and other food choices that 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]

Extra space



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]

Extra space _____



20



Turn over for the next question

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

Turn over ►



Total for this question: 21 marks

2 Read **Item B** and answer the questions that follow.

Item B

Ruth is appointing a party administrator to organise the children's parties. The successful applicant will work at head office in Manchester and be responsible for monitoring the employees who will be running the parties at the 15 restaurants. Ruth hopes that employing a new administrator will result in parents becoming loyal customers and that extra sales will be achieved when they talk to friends about the parties.

The new employee will be paid a salary and also receive a fringe benefit. Quindici Pizza wants to attract and keep the best people to work for them but the salaries it pays are not as high as for similar jobs in Manchester. The party administrator will be given a brand new company car.

The party administrator will take bookings, inform staff at the restaurants of the date and time of parties, and travel to each restaurant to monitor employees and carrying out training.

Figure 1 - Job description for the Party Administrator

- lead and motivate the restaurant employees who run parties, ensuring good quality parties and customer service
- ensure that all costs of parties stay within budget
- send promotional information, menus and invitations to customers
- provide training for restaurant employees on how to run parties
- maintain accurate records of parties.

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

[2 marks]

| Event | 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]

Extra space _____

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

[6 marks]



Extra space _____

2 (d) Ruth has completed the job description for the party administrator shown in **Figure 1**. She is working on the person specification but is unsure which qualities, from the list below, should be included.

- 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]



Extra space _____

21

Turn over for the next question

Turn over ▶



Total for this question: 19 marks

3 Read **Item C** and then answer the questions that follow.**Item C**

Sally Sutherland, the new party administrator, has been looking after children's parties for 3 months but bookings are slow. Complaints received show customer dissatisfaction with incorrect food being served, employee rudeness when a customer asked for more food, and a customer who decided not to book when they heard that the parties were not well organised.

Often, customers do not get all the party information they would like. Employees in the restaurants are sometimes too busy to answer the telephone or they hurry to end the calls.

Quindici Pizza's webpage promoting its children's parties is shown below. Sally wants to increase sales of the children's parties. In order to do this she will focus on improving communication with customers about the parties and what Quindici Pizza offers.

Quindici Pizza Children's Parties

HOME

We now offer themed Children's Parties at all our restaurants.

Menu

Pepperoni Pizza
or
Chicken Pizza

Ice cream
or
Chocolate Cake

Vegetarian options available

**ONLY £5.99
PER CHILD**

For further details please contact Sally Sutherland at head office or your local restaurant.

We also offer party bags, balloons and birthday cake.



LOCATIONS

MENUS

CHILDREN'S PARTIES

CONTACT NUMBERS



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

[4 marks]

1 _____

2 _____

Extra space _____

Turn over for the next question



Turn over ►

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]

Barrier 1 _____

Explanation _____

Barrier 2 _____

Explanation _____

Extra space _____



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.

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

[9 marks]



Extra space _____

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END OF QUESTIONS

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