



GCSE

Business and Communication Systems

Unit 9 Using ICT in Business

Mark Scheme

4134

June 2015

Version 1: Final Mark Scheme

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.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' 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.

1 (a) There are some errors in the spreadsheet.

- Correct the two errors in the headings
- Using the information from **Item A**, correct the sales information for the team from the North East.

[3 marks]

- AO1 Title corrected to March (1)
- AO1 Column heading (second 2nd quarter) corrected to 3rd quarter (1)
- AO1 Sales figures for North East region salesmen corrected to Doug James - £60,097 and Phil Beale - £71,776 (1)

1 (b) Richard needs to know who should receive the award for the highest sales for the year. He also wants to know whose sales are below average.

- Use a formula to calculate the total for Salim Ali.
- Replicate the formula to calculate the totals for each of the other sales staff.
- Use a formula to calculate the average for the whole sales team.

[4 marks]

- AO1 Working formula calculates total for Salim Ali (1) eg =SUM(C4:F4) Answer = £245,623
- AO1 Formula is copied to G5:G17 (1)
- AO2 Average calculated accurately (placement not specified) (1) eg =AVERAGE(G4:G17)
- AO2 AVERAGE function used (1)

	A	B	C	D	E	F	G
1	Sales - for the financial year ending March 2014						
2	Region	Sales staff	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
3			Apr-Jun 2013	Jul - Sep 2013	Oct-Dec 2013	Jan-Mar 2014	
4	Central	Salim Ali	49101	55501	77111	63910	=SUM(C4:F4)
5	Central	Peter Davis	98668	91486	70473	52191	=SUM(C5:F5)
6	Central	Jane Wilson	98590	89939	79016	69062	=SUM(C6:F6)
7	North East	Phil Beale	59412	54828	52198	71776	=SUM(C7:F7)
8	North East	Doug James	72126	68099	66253	60097	=SUM(C8:F8)
9	North West	Luke Hanley	83517	85274	77412	90404	=SUM(C9:F9)
10	North West	Steve Nixon	72019	78016	79514	84940	=SUM(C10:F10)
11	North West	Rachel Yates	82665	54977	65581	56220	=SUM(C11:F11)
12	South East	Adam Chan	52067	51556	87864	83222	=SUM(C12:F12)
13	South East	Ryan Mason	76504	70472	58687	88438	=SUM(C13:F13)
14	South East	Ben Russell	56336	65238	81864	72144	=SUM(C14:F14)
15	South East	Jack White	64835	46502	53581	87789	=SUM(C15:F15)
16	South West	Lucinda Leese	72529	81439	58108	66514	=SUM(C16:F16)
17	Wales	Pete Dimond	82213	48342	60167	77131	=SUM(C17:F17)
18							
20						Average	=AVERAGE(G4:G17)

1 (e) *Richard would like to know who is the longest serving employee at Bright’s Bags. He would also like to reward the longest serving employee in each department. Use the database to create two lists of employees:*

- one to show **current** employees sorted in ascending order of ‘Date of Joining’ so that the longest serving employee appears first
- one to show which employee in the administration department has been there the longest.

You should present the lists in a professional way so that the information is clear to Richard.

[6 marks]

AO1 List is produced – at least one of the printouts contains filtered database records. (1)

AO1 List is sorted – at least one list is sorted by Date of Joining. (1)

AO2 Only employees who are still employed appear on at least one of the lists. (1)

AO2 One list contains only those in the administration department. (1)

AO3 At least one list has a meaningful and accurate heading. (1)

AO3 **Both** lists are presented effectively – **all data and field headings are clearly visible** and the heading aids understanding. (1)

Existing Employees

Reference	Title	Surname	First Name	Date of Joining	Department	Currently Employed
PR-004	Ms	MANSELL	EMMA	19-Mar-73	Production	YES
SA-002	Mrs	WILSON	JANE	20-Mar-73	Sales	YES
SA-003	Mr	BEALE	PHIL	26-Jan-76	Sales	YES
PR-005	Mrs	HEATH	BETH	26-Jun-78	Production	YES
SA-004	Mr	JAMES	DOUG	26-Jan-81	Sales	YES
SA-005	Mr	ALI	SALIM	26-Aug-82	Sales	YES
SA-006	Mr	CHAN	ADAM	05-Dec-88	Sales	YES
SA-007	Mr	DIMOND	PETE	23-Jan-89	Sales	YES
SA-004	Mr	RUSSELL	BEN	07-Aug-89	Sales	YES
PR-007	Mr	PODMORE	MATTHEW	26-Mar-90	Production	YES
PR-009	Mr	WILLIAMS	GRANT	11-Jun-90	Production	YES
CS-001	Mrs	KHAN	AKILA	07-Jan-91	Customer Service	YES
SA-008	Mr	HANLEY	LUKE	01-Apr-91	Sales	YES
AD-005	Mrs	THOMAS	HANNAH	28-Oct-91	Administration	YES
PR-011	Mr	YATES	JACK	11-Nov-91	Production	YES
SA-002	Mr	MASON	RYAN	20-Jan-92	Sales	YES
PR-012	Mr	LOVE	MATTHEW	10-Feb-92	Production	YES
PR-013	Mr	GREATBATCH	MATT	28-Sep-92	Production	YES
PR-014	Mr	EATON	AARON	07-Dec-92	Production	YES
CS-003	Ms	MASSEY	JESSICA	22-Feb-93	Customer Service	YES
CS-005	Mr	DUROSE	WILL	19-Apr-93	Customer Service	YES
PR-015	Mr	HANSEN	RICHARD	26-Apr-93	Production	YES
PR-016	Mrs	LEES	LAURA	19-Jul-93	Production	YES
SA-010	Ms	LEESE	LUCINDA	07-Sep-98	Sales	YES
PR-017	Mr	HOLFORD	MIKE	11-Dec-00	Production	YES
PR-018	Mr	STANWAY	JACK	05-Mar-01	Production	YES
AD-006	Mrs	COSGROVE	ELIZABETH	07-Apr-03	Administration	YES
SA-011	Mr	WHITE	JACK	15-Sep-03	Sales	YES
AD-007	Miss	WHITTINGHAM	LUCY	02-Aug-04	Administration	YES
SA-012	Mr	NIXON	STEVE	08-May-06	Sales	YES
PR-019	Mr	MOULD	SAM	22-Oct-07	Production	YES
SA-013	Mrs	DAVIS	PETER	08-Mar-10	Sales	YES
CS-006	Miss	RUSHTON	FRANCES	18-Jul-11	Customer Service	YES
SA-014	Mrs	YATES	RACHEL	09-Jan-12	Sales	YES

Existing Employees - Administration

Reference	Title	Surname	First Name	Date of Joining	Department	Currently Employed
AD-006	Mrs	COSGROVE	ELIZABETH	07-Apr-03	Administration	YES
AD-005	Mrs	THOMAS	HANNAH	28-Oct-91	Administration	YES
AD-007	Miss	WHITTINGHAM	LUCY	02-Aug-04	Administration	YES

1 (h) Use the information from your **spreadsheet 1(b)** and your **database lists (1e)**. Prepare an email to Richard recommending who should get:

- an award for the highest total sales
- an award for working at Bright's for the longest time
- long service awards.

Give reasons for each of your recommendations.

[9 marks]

Content:

AO1 Email address for Richard Bright is added (1) rbright@brightsbags.co.uk or Richard Bright

AO2 Information from spreadsheet identifies the highest performing salesperson. (1) (Jane Wilson and/or Luke Hanley)

Information from database identifies the longest serving employee. (1) (Emma Mansell or Emma Mansell and Jane Wilson)

Information from database identifies more than one recipient (Max 9) for long service awards (1)

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 judgement for the selection of award winners based on processing of data from spreadsheet and/or database. Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.	5–3	AO3 and Quality of Written Communication
1	Offers limited judgement for at least one award based on data. 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	

Examples of Level 2 justification could include:

- comprehensive list of awards – 4 departments' awards recommended.
- consideration of the fact that two salespeople have achieved the same figure.
- recognition that one salesperson's figures show a significant falling trend, whereas the other shows improvement – should both be rewarded equally?
- an indication that further information could be helpful.
- recognition that the two longest serving employees have been with the company for over 40

years and that Jane Wilson started just one day after Emma Mansell. Should they both receive awards?

- logical judgement about whether the recipient of the longest serving employee(s) should also receive the department long service award or whether that should go to the next person on the list.

Level 1 responses are likely to make basic judgements based on the data without analysing the meaning of the data.

Existing Employees

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AD-006	Mrs	COSGROVE	ELIZABETH	07-Apr-03	Administration	YES
AD-007	Miss	WHITTINGHAM	LUCY	02-Aug-04	Administration	YES
CS-001	Mrs	KHAN	AKILA	07-Jan-91	Customer Service	YES
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CS-005	Mr	DUROSE	WILL	19-Apr-93	Customer Service	YES
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PR-004	Ms	MANSELL	EMMA	19-Mar-73	Production	YES
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SA-011	Mr	WHITE	JACK	15-Sep-03	Sales	YES
SA-012	Mr	NIXON	STEVE	08-May-06	Sales	YES
SA-013	Mrs	DAVIS	PETER	08-Mar-10	Sales	YES
SA-014	Mrs	YATES	RACHEL	09-Jan-12	Sales	YES

2 (a) Use the images from the file **PICTURES**. Amend the current logo for Bright's Bags. Your new logo must:

- reflect Bright's Bags' emphasis on environmentally friendly products
- include all or part of one other graphic from the file **PICTURES**
- include text and/or numeric characters.

You may also include graphic shapes that are available in your software.

[4 marks]

- AO1** All or part of a relevant, additional graphic is included (1)
- AO1** Text and/or numeric character(s) included (1)
- AO2** Updated logo reflects original Bright's Bags' logo and text relates to Bright's Bags and/or 50 years (1)
- AO2** Updated logo reflects environmentally friendly nature of Bright's Bags (1)

2 (d) Using the information in the file **FACT SHEET**, create a table to collect the information that will later be used to create the form to record customers' enquiries. Your table should:

- have columns to collect the information about the bag
- have a heading row showing which information will be collected in each column
- have 5 blank rows
- show all borders.

[6 marks]

- AO1** Table has 6 rows and at least 2 columns (1)
- AO1** All borders shown (1)
- AO2** Heading row is used to denote fields, other rows are blank (1) allow 2nd row to exemplify criteria
- AO2** Table collects at least 4 data fields as per item – (likely to include – size, fabric colour, artwork provided, number of colours, sides, additional information) (1)
- AO3** At least 4 meaningful headings are clear (1) - brief headings
- AO3** Headings communicate effectively (1) – not truncated, may be on two lines (accept two rows) or abbreviated.

Number of bags	Size (S,M, L)	Fabric colour	Artwork?	Number of colours	1 side or 2?	Additional information

2	(f)	<p><i>Using the table you began in 2(d), develop a form that will be sent out to customers enquiring about bags. You should consider:</i></p> <ul style="list-style-type: none"> • <i>additional information that will be required</i> • <i>the audience and purpose of the form</i> • <i>layout and formatting.</i> 	[9 marks]
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Content:

AO1 Basic contact information is included (1) minimum acceptable is name

AO2 Relevant contact information is included (1) – minimum acceptable is one form of contact (email, telephone, fax, post)

AO2 Layout and display skills are used to create a useable form by operating on at least two from: text, table, object, page (max 2)

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	<p>Offers judgement by producing a form that is organised and effective.</p> <p>Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.</p>	5–3	AO3 and Quality of Written Communication
1	<p>Offers limited judgement by producing a basic form.</p> <p>Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.</p>	2–1	
0	No valid response.	0	

Examples of Level 2 indicators could:

- have a meaningful heading
- include the logo
- include narrative/instructions to clarify how the form should be completed
- make it clear what information should be added where – with clear spaces for the information, effective labels with careful use of language
- collect the information in a logical order eg contact information is at the top
- use a limited number of text formatting tools to establish a business-like style
- use table formatting (borders and shading) and layout (merge, split, horizontal/vertical alignment) tools to separate the sections of the table(s)
- have a consistent approach to formatting
- organise the space and the information effectively
- have a coherent style that links the different sections of the form.

Level 1 responses with show basic judgements characterised by:

- an absence of text formatting or a haphazard approach to formatting with several different text styles or inappropriate choices
- random positioning of the elements of the form

3 (a) Update the web page so that it:

- shows an item on the navigation bar that would link to a page about the 50th anniversary celebrations
- shows an item on the navigation bar that would link to another new page of your choice
- includes an image of the new bag at an appropriate size.

[4 marks]

AO1 Link to 50th anniversary celebrations has been added (1)

AO1 An image is included (1) allow bag or logo

AO2 Link to an additional page has been added (1). Any reasonable page that has a clear link to Bright's Bags – possibilities could include another specific product, gallery, designer focus, new material for bags, long service awards, awards evening, enquiry form.

AO2 The image of the **bag** has been resized; it is in proportion, noticeably smaller and is still clear (1).

3 (c) Use the information from the file **FACT SHEET** and the file **DETAILS**. Add a description of the new bag to the main area of the web page. Your description should give the businesses that buy from Bright's Bags information about:

- how the bag is made
- the colours that are available
- the features of the bag.

You should organise the information so that it is suitable for a business audience.

[6 marks]

AO1 Information relevant to at least one bullet is included (1)

AO1 The information relates to all three bullets (1)

AO2 Text describing the bag is organised into appropriate sections (1) using paragraphs, bullets or subheadings

AO2 There is some development of the information – so that it has a consistent structure (1)

AO3 Information describes the bag and is clearly targeted at business customers (1)

AO3 Information is enhanced and developed significantly (1) (Content and language only – not formatting)

Text that describes the bag:

Shoulder length handles

The bag has double stitched seams. It is strong enough to carry all the heavy things you buy.

WATERPROOF FABRIC AND SEALED SEAMS

Folds into its own carry pouch.

Handles extend all the way under the bag for added strength.

Designed by newest member of the creative team, Suzy Evans, who also designed our popular range of cool bags.

The bag will be available - in three sizes: small, medium and large

in six fabric colours: cream, black, red, turquoise, purple, brown

with artwork produced by the Bright's Bags design team, or with the business's own

design.

3 (d)	<p>Using the information from the file FACT SHEET and the DETAILS file, develop the web page to inform customers about 'Dry 50'. Your web page should:</p> <ul style="list-style-type: none"> • include the elements you developed in 3(a) and 3(c) • include two additional sections of information that will be important to Bright's Bags' customers • be organised • be formatted in a consistent, business style. <p style="text-align: right;">[9 marks]</p>
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Content and formatting of these additional sections:

AO1 At least two formatting techniques used (1) only one form of character formatting

AO2 Consistent formatting techniques applied (1)

AO2 Additional content that is appropriate for business customers has been selected from the DETAILS file (1) and it has been developed in a business style (1)

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	<p>Offers judgement by producing a web page where information is organised and formatting is appropriate for business audience.</p> <p>Ideas are communicated with some structure and use of technical terms. There are occasional errors in accepted convention.</p>	5–3	AO3 and Quality of Written Communication
1	<p>There is limited judgement of the use of layout skills and formatting tools, and their uses.</p> <p>Ideas are communicated in a simplistic way with limited use of technical terms. Errors in accepted conventions are noticeable.</p>	2–1	
0	No valid response.	0	

Examples of Level 2 justification could include:

- there are meaningful headings and subheadings to structure the information
- information is drawn from Item B and the **DETAILS** file and developed into a consistent style/structure
- the information is communicated effectively through the use of clear formal language
- the structure and layout are clear and organised
- the formatting and language are clearly intended for a business audience
- there is a consistent approach to formatting.