



AS-LEVEL

Applied Business

BS05 Business Communication and Information Systems

Mark scheme

8610

June 2015

Version 1.0: Final

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

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

Further copies of this mark scheme are available from aqa.org.uk

ADDITIONAL GUIDANCE FOR MARKING SCHEME

	Assessment Objectives
	The Assessment Objectives represent those qualities which can be demonstrated in students' work and which can be measured for the purposes of assessment.
AO1 Knowledge, skills and understanding	Students demonstrate knowledge and understanding of the specified content and relevant business skills.
AO2 Application of knowledge, skills and understanding	Students apply knowledge and understanding of the specified content and relevant business skills.
AO3 Research and analysis	Students use appropriate methods in order to obtain and select information from a range of sources to analyse business problems.
AO4 Evaluation	Students evaluate evidence to reach reasoned judgements.
Quality of Written Communication	<p>The quality of written communication is assessed in all assessment units where students are required to produce extended written material. Students will be assessed according to their ability to:</p> <ul style="list-style-type: none"> • select and use a form and style of writing appropriate to purpose and complex subject matter • organise relevant information clearly and coherently, using specialist vocabulary when appropriate • ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear. <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

1**Total for this question: 20 marks**

1 (a) (i) Copy the EYC logo from the **INFORMATION** file, and paste it into the **PRESENTATION** file.

The logo should:

- appear on all four slides
- be resized to 3 cm high and 9 cm wide
- be right aligned.

[4 marks]

Logo pasted all slides **1 mark** (AO1)

Correct size in all instances **1 mark** (AO1)

Right aligned **1 mark** (AO1)

Not obscuring presentation elements **1 mark** (AO1).

1 (a) (ii) Complete the **second** slide of the **PRESENTATION** file, showing the members of EYC's committee.

You should:

- use the first page of the **INFORMATION** file
- add brief descriptions of committee members
- format and align text appropriately
- align all images appropriately.

[5 marks]

All titles correct and all images pasted appropriately **1 mark** (AO1)

All title text formatted appropriately (font size, weight and position) **1 mark** (AO1)

All images arranged consistently **1 mark** (AO1)

All committee member descriptions accurate and present **1 mark** (AO1)

Committee member descriptions go beyond simple cut and paste **1 mark** (AO2)

1 (a) (iii) Complete the **third** and **fourth** slides of the **PRESENTATION** file.

You should use:

- **Item A** and the **Background Information**
- *between three and five bullet points per slide*
- **some** of the images, from the **INFORMATION** file, to support the communication
- *layout and drawing tools to enhance the clarity and impact of the communication.*

You should **not** create any additional slides, animation or transition effects.

[10 marks]


AO1	Mark	AO2	Mark
Both slides attempted.	1	Use of text kept brief on both slides.	1
Bullet points kept between 3 and 5 on both slides.	1	Messages are appropriate for each slide's theme (1+1).	2
		Images are purposeful for each slide's theme (1+1).	2
		Effective use of layout tools demonstrated.	1
		Effective use of drawing tools demonstrated.	1
		Consistent style across both slides	1

1 (a) (iv) Save and print a copy of your presentation, showing two slides per page.

[1 mark]

Presentation printed out, two slides to a page **1 mark** (AO1)

Example response to 1 (a)









Evendale Youth Club

A presentation by the Young People’s Representatives

Candidate Name:
Candidate Number:

Our committee



<p>Ellie - Don't get her mad!</p> 	 <p>Aisha- The boss organiser</p>	
Chairperson	Club Leader	
<p>Jay- Keeps us safe</p> 	<p>Patrick - IT wizard</p> 	<p>Sian – Where's your money?</p> 
Safeguarding Officer	Secretary	Treasurer

Why EYC matters



- A safe place for us to meet up...
- ... unlike before!
- We get to do useful stuff...
- ...and have fun together
- It's **our** EYC!



How you could help us



- We need volunteers to help us have more fun...
- ...and learn new things
- We need **you** to help us raise funds...
- ...so that EYC keeps on growing
- Aisha needs **YOU!**



2

Total for this question: 20 marks

2 (a) Using **Item B**, analyse how Aisha might make effective use of the communication media currently available to avoid the problems which are occurring with volunteers. **[8 marks]**

Level	Descriptor	Marks	Assessment Objective
3	Uses Item B to analyse how the media currently available could be used to improve communication.	8–7	AO3
2	Uses Item B when explaining the positive and/or negative features of communication methods(s)/media.	6–4	AO2
1	Demonstrates an understanding of effective communication.	3–1	AO1

Relevant answers might include the following:

Knowledge and application:

- *written communication has the benefit of being a permanent record that can be reviewed, however, it is less immediate and potentially slows down communication*
- *verbal communication has the benefit of being immediate and aiding the flow of communication, however, danger of misinterpretation and, unless recorded, can be misremembered*
- *graphic communication has the benefit of conveying more complex messages in a succinct way, however, it is potentially limited in the range of communication and can also be misinterpreted*
- written communication/noticeboard could convey the availability and details of the activities offered by volunteers
- verbal communication/meetings would be extensively employed when Aisha meets with volunteers and would allow her to feedback club members' views and also enquire about availability and any future problems a volunteer might have
- verbal communication/telephones would be an obvious way for volunteers to communicate difficulties in turning up to run activities, given the fact that this could be at short notice
- written communication/mobile phones could be used to text club members about changes to volunteers availability
- graphic communication/noticeboard would seem to be useful in respect of the noticeboard and communicating the nature of the activities offered by volunteers.

Analysis:

The objective is to ensure that club members are not disappointed by volunteers failing to turn up or misleading them about the content of activities. Whilst a noticeboard and monitoring by Aisha could help to improve the latter, it will not deal with the former. In case of emergencies, when volunteers cannot turn up, EYC must enforce a policy of volunteers' contacting EYC, giving sufficient notice, by telephone (leaving a message if required) and EYC committee members, presumably Aisha, would then have to relay this message – possibly texting club members and contacting those without mobile phones through parents. Face to face communication would seem vital for her to monitor volunteers, feedback club members' views and make policies clear.

2 (b) Using **Item B**, analyse the advantages and disadvantages of Ellie’s proposed information system for identifying EYC members’ views about the youth club. Do you think that it would be an appropriate information system? Justify your answer. **[12 marks]**

Level	Descriptor	Marks	Assessment Objective
3	Uses Item B to analyse the advantage(s) and/or disadvantages of the information system.	7–5	AO3
2	Uses Item B when explaining the benefits or limitations of the information system.	4–3	AO2
1	Demonstrates an understanding of information systems.	2–1	AO1

Relevant answers might include the following:

Knowledge and application:

- *information systems can be paper based or electronic, or a combination of the two – they aid communication and help to ensure timeliness, accuracy and security of information*
- *information systems can be used to store, process, retrieve and disseminate information*
- the suggestion box would be very easy to operate – information would be stored and retrieved in a seemingly simple way
- in this context, it would have the benefit of ease of use for club members – might encourage younger members to have their say without being criticised for their ‘silly ideas’
- the suggestion box has the disadvantage of being very generalised – could end up with all sorts of comments/suggestions which would make it difficult to sort through (process)
- a suggestion box might also not guarantee an appropriate number or range of responses
- the suggestion box might not be secure if placed, as you would expect, in a public area and poorly constructed!

Analysis:

A better information system might consider its purpose in the context of a youth club. It wants to identify members’ views and the reps have stated that this is not just about what activities to put on – they had ‘all sorts of concerns’ – such as how EYC is run. At the very least, the suggestion box idea would need a form split into sections covering different issues, or a tick box section to state what type of issue it is etc. This might aid the structure of the information system in that it would be easier to process and then retrieve/disseminate information. Alternative systems might include each rep being responsible for listening to the ideas of different age ranges, recording these and reviewing before each committee meeting. The difficulty with this is that some club members might continue to keep their views to themselves.

In addition (and separately) award marks for evaluation using the grid below.

Level	Descriptor	Marks	Assessment Objective
2	Justifies the type of information system which might be appropriate. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	5–3	AO4 and Quality of written communication
1	Demonstrates some judgement when agreeing or disagreeing with the proposal. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–1	

Judgement:

- suggestion box had the clear benefit of being very simple to set up, but, if implemented poorly, possibly not a useful information system as it may well be difficult to process the information
- Aisha's alternative would seem to fail on the grounds of timely/accurate information, ie would probably not be workable and views might remain unstated
- the suggestion box may well suffice if a structured form (eg using closed questions) is used, if the box is secure and the members take it seriously!
- this may well be what Aisha is concerned about, but that has more to do with members believing that their views count than any inherent problems with a suggestion box
- it would seem reasonable to accept the idea of a suggestion box as long as a structured form is used and information is processed in a timely fashion etc.

3

Total for this question: 20 marks

3 (a) Using **Item C**, analyse how legal and self-regulatory constraints might affect the ways EYC uses the eight computers.

[8 marks]

Level	Descriptor	Marks	Assessment Objective
3	Uses Item C to analyse the impact on computer use of relevant legal and self-regulatory constraints.	8–7	AO3
2	Uses Item C when explaining legal and self-regulatory constraints relevant to EYC.	6–4	AO2
1	Demonstrates an understanding of legal and self-regulatory constraints.	3–1	AO1

Relevant answers might include the following:

Knowledge and application:

- *legal and self-regulatory constraints include – the Data Protection and Computer Misuse acts, copyright laws, security issues and health and safety issues*
- *for example, security issues – a self-regulatory constraint – relate to businesses ensuring that non-authorized personnel cannot access sensitive data, eg account details. Unauthorized access might occur remotely through viruses providing access to data on a hard drive etc*
- Data Protection Act in relation to volunteer, club member details, eg if a club member leaves
- Computer Misuse Act – potential for volunteers or club members to misuse as pointed out indirectly by Jay, ie club member might use EYC computer to hack another organisation's computer
- copyright laws could conceivably apply to office use, or even club member use, if copyrighted materials, such as music or artwork, is downloaded and used; might also consider the importance of having licenses for MS Office
- security of data – given the use of two computers to hold sensitive data, eg Sian's accounts or the possibility of membership data being sold without authorisation
- health and safety issues could be an issue in a YC environment, eg ensuring electrical safety of equipment.

Analysis:

Legal and self-regulatory constraints would seem to have a very wide impact on how the computers are used. As Aisha pointed out, Patrick will have to ensure that all computers have security software/features installed. Patrick has also pointed out the obvious issue of physical security – the office – which will have to be addressed, especially as Sian seems oblivious to this and is quite happy to leave all of her accounts work on one computer. No mention made of backup routines, which would have to be implemented. Jay's concern is clearly worrying and indicative of the fact that the general use computers will have to be firmly locked down!

3 (b) Recommend, with examples, how EYC’s committee might make effective use of the software to complete their administrative tasks. Use **Item C** to justify your answer. [12 marks]

Level	Descriptor	Marks	Assessment Objective
3	Uses Item C to analyse ways in which the software could help EYC to complete administrative tasks effectively.	7–5	AO3
2	Uses Item C when providing examples of how the software can support administration.	4–3	AO2
1	Demonstrates an understanding of how software can support administration.	2–1	AO1

Relevant answers might include the following:

Knowledge and application:

- a number of administrative uses exist for office suite software, eg database in terms of information system for customer accounts, word processing for communication etc
- word processing – could help in a number of ways, eg templates could be set up for Jay when producing risk assessments or Patrick when recording minutes of meetings/producing agendas; could also help to produce a calendar of EYC admin deadlines, eg for Aisha
- spreadsheet – would help Sian to record and analyse club accounts, eg income and expenditure, might help Aisha with her volunteer rotas, eg produce a table showing times available
- database – keep records of club members and volunteers, eg address and emergency contact numbers which Jay would appreciate
- presentation software – during committee meetings to communicate planning issues and decisions, eg Aisha might use this to illustrate resource needs for particular events.

Analysis:

Scheduling is highly relevant to the work carried out by EYC. Aisha is faced with the problem of scheduling available volunteers so that events and activities can take place. EYC is growing and resources are being stretched. Communication is becoming more extensive and time consuming.

Word processing software could help to relieve time pressures on Aisha by using as many letter templates as possible. This could be linked to a database of contacts so that mail merge also increases efficiency.

Spreadsheets will certainly be useful to Aisha. Schedules could be constructed, including costs, which could then be modified if, for example, a key date is modified. Visually, spreadsheets could help her to see what events and activities are upcoming and, perhaps, the key volunteers involved.

Databases, in general, could be set up to provide details of possible venues and profiles of volunteers so that a request for an event could be matched against the database.

Note: some students might mention Outlook and this would certainly be very useful for scheduling activities.

In addition (and separately) award marks for evaluation using the grid below.

Level	Descriptor	Marks	Assessment Objective
2	Justifies how software could best contribute to EYC's administration. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	5–3	AO4 and Quality of written communication
1	Demonstrates some judgement when making recommendation(s) Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–1	

Judgement:

- word processing and database software could help Aisha to manage her time constraints
- however, it is a little unlikely that, even though EYC is growing, it would have enough range of events to benefit much from a 'resource' style database
- where software would be extremely useful is in scheduling activities, ie software to help manage time lines. Spreadsheet and software like Outlook would be most useful in this situation
- both of these would help her to manage her key problem – the management of volunteer resources and club funds.