

Centre Number						Candidate Number				
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
TOTAL	



General Certificate of Education  
Advanced Subsidiary Examination  
June 2015

## Applied Business

**BS05**

### Unit 5 Business Communication and Information Systems

Thursday 4 June 2015 9.00 am to 10.30 am

**For this paper you must have:**

- appropriate computer hardware and software
  - a stationery folder (enclosed)
  - 8 sheets of A4 plain paper.
- You may use a calculator.

**Time allowed**

- 1 hour 30 minutes

**Instructions**

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- You should put your Centre Number, Candidate Name and Number (preferably as a Header or Footer) on each practical task that you are requested to print.
- Answer **all** questions.
- You must answer the questions in the spaces provided or on the plain A4 paper as appropriate. 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.
- You are not permitted to access the Internet.

**Information**

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You will be told the arrangements for printing at your Centre.
- No alterations to the text or layout may be made after the 1 hour 30 minutes has expired.
- You may ask for more A4 plain paper if you require it.
- Questions 2(b) and 3(b) should be answered in continuous prose. In these questions you will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.



J U N 1 5 B S O 5 0 1

H/JW/110725/Jun15/E3

**BS05**

Answer **all** the questions in the spaces provided or on the plain A4 paper as appropriate.

Read the **Background Information**.

### Background Information

#### Evendale Youth Club



In January 2015, a group of parents set up Evendale Youth Club (EYC). They were frustrated by the lack of after-school activities available for young people in their local community.

EYC offers a safe place for young people to meet and to take part in organised sports activities and social events. A committee oversees the running of the youth club, protecting the safety and interests of its members, ie young people aged 11 to 18.

Three members of EYC, aged 16 to 18, act as 'young people's representatives' (reps). They help the committee, and the adult volunteers, to understand the interests of young people using the youth club.

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

#### Item A

##### EYC's open evening

Club members have said that EYC is one of the best things to have happened to the area. Before it opened, they had few places to socialise. Since opening, in January 2015, club membership has doubled from 20 to 40 young people.

The growing membership has put a strain on the club's resources. It needs more funds and more adults to volunteer their skills and time. These additional resources would allow EYC to continue to grow. Consequently, the committee has decided to invite the local community to an open evening. In addition to asking for fund-raising help, the open evening might encourage more adults to volunteer.

The chairperson has asked EYC's reps to prepare a 10 minute presentation, which they will give at the open evening. The presentation is an opportunity for the reps to promote the youth club and its committee. It will communicate why the youth club matters to young people in the area and help to gain further support from the local community.



**1 (a)** Open the **PRESENTATION** and **INFORMATION** files.

Enter your centre number, candidate name and number on the first slide of the **PRESENTATION** file.

**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]**

**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 all text appropriately
- align all images appropriately.

**[5 marks]**

**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]**

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

**[1 mark]**

20

**Turn over for the next question**

**Turn over ►**



2

Read **Item B** and then answer the questions that follow.**Item B****Effective communication at EYC**

The open evening was a success and, as a result, five additional adults agreed to act as EYC volunteers. The following Saturday, the committee met, with the reps, to discuss the next steps for the youth club.

The first item on the agenda was to consider how communication between volunteers and EYC could be improved. In the past, volunteers had failed to keep EYC up to date about their availability or the details of the activities they were offering. Sometimes club members were let down by a volunteer failing to turn up or disappointed by the activities provided. Aisha, the club leader, listed the communication media currently available:

- a noticeboard, where information about activities is displayed
- mobile phones which most, but not all, club members have
- a telephone in the committee's office with an answerphone service
- meetings are held by Aisha with volunteers once a fortnight, but some volunteers cannot always attend the meetings.

Ellie, the chairperson, said that, with the number of volunteers increasing, Aisha needed to make effective use of the communication media available.

Ellie then moved on to the second item on the agenda: club activities and events. As membership continued to grow, she thought it important for club members to express their preferences for activities. With such a wide age range (11 to 18), Ellie worried that the views of younger members, and less confident older members, might be overlooked by the committee. She proposed a paper-based information system where club members could fill out a brief form with their suggestions and place them in a 'suggestion box' outside the committee's office. This would mean that all club members could express their views.

Aisha said that, if the committee was going to take the views of club members seriously, EYC would need a better information system than Ellie's proposal of a suggestion box. Aisha thought that the reps could collect opinions from specific age groups, eg one rep would collect opinions from 11 to 13 year olds. The reps said that club members had all sorts of concerns. Some of these concerns were about how the club was being run and not simply what activities they took part in. They also said that Aisha's idea might take up too much of their time to implement.

The committee decided that the reps would investigate the best way to identify the views of all club members and would report back at the next meeting.



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.

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

This image shows a single sheet of white paper with ten evenly spaced, horizontal dashed lines. The lines are thin and black, extending across the full width of the page. There are no margins, text, or other markings on the paper.

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.

[illegible]

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

**Item C**

**Using ICT at EYC**

EYC has been given eight computers and a laser printer by a local bank. Patrick, the committee's secretary, works at the bank as a computer technician. He says that, even though the equipment is 3 years old, it is perfectly usable. The computers will be networked and connected to the internet.

Two of the computers have licences for word processing, spreadsheet, presentation and database software. These computers will be placed in the committee's office area, whilst the remainder will be available for general use. Aisha, the club leader, said that the software will help her to plan EYC's events and activities, which is becoming a time-consuming task. This planning requires considerable internal and external communication, in addition to the management of volunteers and club resources. Aisha will also use the software to record and update details of club members.

Ellie, the chairperson, asked the committee, including the young people's representatives (reps), to suggest possible uses for the computers and any concerns that they had. The suggestions are shown below.

<b>Committee member</b>	<b>Suggestions</b>	<b>Concerns</b>
Aisha (club leader)	Brilliant for helping with volunteer rotas – we have so many volunteers now, it's getting hard to keep track.	Patrick will have to think about how he sets up access to the networked computers and the internet.
Jay (safeguarding officer)	Could be good for all the risk assessments I have to produce, eg for trips.	Possible waste of time – kids will just mess about. Bet the machines get hacked within a week!
Sian (treasurer)	Wonderful – I can do all my EYC work at the youth club!	
Patrick (secretary)	Excellent for the kids and will help me with committee administration.	I am worried about our office – it's not that secure.
Reps	When are they arriving ☺?	None – thanks Patrick!





**3 (a)**

Using **Item C**, analyse how legal and self-regulatory constraints might affect the ways in which EYC uses the eight computers.

**[8 marks]**

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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.

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**END OF QUESTIONS**



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ANSWER IN THE SPACES PROVIDED**

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