

AQA GCSE



Business & Communication Systems

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Answers

The background of the cover features a blue-tinted image of a computer network. In the foreground, a desktop computer with a monitor and keyboard is centered. Behind it, several other computer workstations are visible, connected by a network of glowing white lines that radiate from the center, creating a sense of depth and connectivity. The floor is covered with a pattern of binary code (0s and 1s).

Answers



Unit 8 ICT systems in business

Topic 1 The business environment

(page 12)

- 1 Market share is the percentage or real value proportion of a market that is held by a specific business. It shows the business's strength compared with its competitors.
- 2 The advertising slogan focuses on the fact that the products are British and that they are superior to other products from other sources or businesses. The mission statement repeats this message and suggests that the business is committed to quality and expanding into markets overseas.
- 3 A broad range of internal and external stakeholders would apply to this type of business. Internal stakeholders would include managers, employees and owners or shareholders. External stakeholders would include suppliers and customers, the local community, local and central government, government departments, such as HM Revenue and Customs, transport providers and other services to the business. The business is a limited company, so the range of stakeholders is likely to be small, but it has a reasonable sales income, so it will have a relatively large number of employees and managers. It will be important to the local area as an employer and, as it exports products, it is important to the economy (tax etc.).

Topic 2 Business administration

(page 15)

- 1 A hierarchy is a layer of management with authority and responsibility to make certain decisions for the business. A layer is a level of management: the higher up the hierarchy of the business, the more authority and responsibility those managers will exercise.
- 2 These are the ways in which the business prefers to carry out its administrative functions: in this case, the business has a paper-based and a computer-based administration system. The procedures should aim to support the needs of the business by providing it with the level of service required to carry out its work.
- 3 It might be in the process of switching over from a paper-based system to a computer-based one, or it might prefer to have a 'manual' paper-based system as a back-up to the computerised one. The business may also be operating in an industry where hard copies (paperwork) have to be kept for legal reasons.

Topic 3 Tasks, decision making and planning

(page 18)

- 1 This should be a routine decision, since there are clear company guidelines regarding refunds. There may, however, be circumstances that could encourage the manager to make a non-routine decision. Since the customer is a regular one, the manager may decide not to follow company guidelines but to allow the refund or let the customer buy something else to the value of the returned item.
- 2 The checking and pricing of the delivered items should be routine tasks, as staff will have done this on a number of occasions in the past. There will be procedures to check the items into the shop and a method of making sure that the right price tickets are put on the products. The problem with the wrong part of the order may be routine or non-routine depending on how often this has happened and whether the shop has set procedures to deal with it.

Topic 4 Workplace organisation

(page 21)

- 1 A call centre is a dedicated customer service point. Incoming customer calls and enquiries can be handled. However, the primary function of a call centre is external communication direct with customers: in other words, to generate sales leads and orders.
- 2 The office space should be separated from the production area for several reasons, including health and safety, noise, pollution, better working environment, minimising disruption of the office area, and different working hours and conditions. Most business premises have discrete areas set aside for these different functions.
- 3 This is a typical small manufacturing organisation. It would have many of the standard functional departments, such as administration, production and sales. Make sure you explain the purpose of each of these functional departments and identify the most important ones and why they are important.

Topic 5 Ergonomics, sustainability and health and safety

(page 24)

- 1 Probably because it was cheaper to buy from there or the process of making the products was either hazardous or polluting.
- 2 The business should immediately promise either not to buy from the factory any more or to invest in the factory to improve conditions. It should also promise that children will not be used as workers. The business needs to follow this through as the general public will want proof that it has done something about the problem.
- 3 No it could not. The business should have known about the working conditions, accidents and the fact that children were working in the factory. It should have inspected the factory and made regular checks on it. To be socially responsible the business needs to make sure that its suppliers are socially responsible too.

Topic 6 ICT systems in business

(page 27)

- 1 A business should be able to rely on most of its internal data sources provided they are up-to-date and realistic. External data sources hold no such guarantee. While many may be accurate, they may be too general to be used as anything other than a guide. In order to be assured that the data source can be trusted, the business would need to know how that data have been collected, for what purpose, and whether they are fully up-to-date and have been checked by a third party.

- 2 Back, Forward, Stop, Refresh, Search, Enter, Favourites, Home, Mail, Volume control, Video and music, Track controls.
- 3 These are mobile electronic fund transfer point of sale (EFTPOS) devices. They use chip and pin technology and the device is brought to the customer, rather than the card being taken away or the customer losing sight of the card if it is used by the retailer.

Topic 7 Storage and output

(page 29)

- 1 Businesses will write protect data to prevent them from being overwritten or accidentally erased. 'Write protect' can also mean restricting access to the data on that disk through encryption.
- 2 Manufacturers make their money from ink cartridges, paper and other consumables. You can also suggest that the printers are in fact loss leaders. They lock the user into purchasing comparatively expensive ink cartridges and other branded consumables, from which the manufacturers make the majority of their profit.
- 3 Although laser printers are more expensive, they are far less expensive in terms of consumables. They are also faster than other printer types. They often provide better copies and standard paper can be used in them.

Topic 8 Security of data

(page 31)

- 1 Names, addresses, telephone numbers, e-mail addresses, age and gender.
- 2 The website would need to improve its security and access. Its firewall needs to be improved, as does its anti-spyware. Data should be encrypted and the user database should probably be taken offline to prevent remote access.
- 3 Phishing is an e-mail-based fraud. The individual tries to collect information such as user names, bank details and passwords. The e-mail pretends to come from a trusted website or business. When the victim clicks on the link, it takes them to a fake website that looks like the real thing. The phishing campaign would need the data that you identified in question 1.

Topic 9 Recruitment and selection

(page 34)

- 1 You should point out that 'full time' means a complete working week of up to 40 hours and that 'permanent' means that the job is a long-term one and is not restricted to a limited period. 'Part time' means working no more than 25 hours per week, which is a considerable difference from at least 35 or 36. 'Temporary' means that the contract to work can be stopped with very little notice. This means that the employees have far less job security.
- 2 Their pay would certainly fall because they would be working fewer hours. They will not necessarily have any standard hours of work, so their pay would be unpredictable. The change will, of course, affect other areas, such as their holiday entitlement, payment of bonuses and overtime, and pension contributions.
- 3 Essentially the job itself will not have changed. It is the hours of work and the status of the contract that have changed. The job description may have a more limited range of duties, as the employees will not be working on a full-time basis. Similarly, the person specification will not change as the qualities and skills needed for the job role will be the same.

Topic 11 Training

(page 37)

- 1 The business obviously hopes that these managers will stay with the business for a considerable period of time and that they will have a long career. The business needs to develop its managers so that they are able to deal with all eventualities. Training also gives the employees support and confidence in their abilities, as well as showing the business's commitment to them.
- 2 The first 12 weeks of induction teaches the managers all of the basics about the business and what will be expected of them. This prepares them for the second part: the 12 weeks at a store, actually doing the job that they have been trained to do. At the end of this period, the new managers will have a good idea about the demands of the work, and their own skills and knowledge, and they will have been appraised so that any additional training that is necessary can be given to them to make them more effective and competent managers.

Topic 11 Rewarding staff

(page 40)

- 1 Overtime is additional paid hours, where the payment is at a higher hourly rate than regular hourly pay.
- 2 The total value of the order is £10,000. Materials will cost them £4,000, which leaves £6,000. If the business wishes to make £3,000 from the order, this leaves £3,000. The 20 workers will be working 5 hours each, which is 100 hours. So divide 3,000 by 100. This gives them £30 gross per hour each.
- 3 Each employee's gross pay will be £150. If they lose 40% of this, their real net pay per hour is £18, and $£18 \times 5 = £90$ in overtime.

Topic 12 Employment rights and responsibilities

(page 43)

- 1 Beatrice has every right to be upset about this. Making someone retire before they are 65 is unlawful and employees have the right to request to work beyond 65. They must be given the same opportunities as younger employees. She is also right to be angry because there are other employees working for the business who are older than her. She could claim that the business is discriminating against her on the grounds of her gender.
- 2 The business has handled this in entirely the wrong way. It has not only upset a highly experienced member of staff, but it has also broken a number of laws relating to equal opportunities. Beatrice could claim that she has been harassed, victimised, bullied and discriminated against on the grounds of her gender. The business should reverse what it has said, withdraw its suggestion and apologise, otherwise it may find itself facing legal action.

Topic 13 Communication

(page 45)

- 1 There are cost implications for the business, as the truck drivers' time has been wasted. In addition, customers are not receiving the level of service they expect. It is also embarrassing for the business and affects its image.
- 2 Gary really does need to have some training. The business was wrong in throwing him in at the deep end without any guidance or help. He needs to improve his skills and ability to manage the tasks, and reduce his mistakes. The business could take a hard line on this and choose to discipline Gary, perhaps giving him a verbal or a written warning if he does not improve his performance.

Topic 14 Communication systems

(page 48)

- 1 Either the new employer did not fully explain the job to Allan or Allan did not ask. If there was a job description, which detailed what would be expected of him, then he should have been aware of what to expect. Perhaps Allan did not ask the right questions at interview.
- 2 Allan should have made enquiries outside work to see if his old employer would take him back. He should also have given the new job a little longer and perhaps have asked questions or clarification about his job role. He used an informal channel of internal communication that he considered to be urgent. It should have been dealt with in a more formal, confidential way, rather than just confessing to his new boss.

Topic 15 Communication systems and barriers

(page 51)

- 1 Jack should have been polite and should have dealt with Mr O'Keefe in a professional manner, regardless of how tired he was.
- 2 He showed no interest in the customer and was discourteous towards him. It gave a very bad impression of himself and also of the business.
- 3 He behaved in an offhand manner and suggested to Mr O'Keefe that he was not a valued customer. Regular customers are extremely important to businesses and building up the relationship with regular customers is time consuming, but extremely important.
- 4 Jack's boss will undoubtedly be angry with him and will question his attitude and commitment to his job. Jack should have listened to Mr O'Keefe and done his job rather than trying to put it off until the morning. At the very least, he could have promised to call back first thing in the morning if it were not an urgent matter, otherwise he should have dealt with it straight away.

Topic 16 The importance of ICT in business

(page 54)

- 1 It could open up new markets and bring in new customers. It might allow the business to attract new designers and to market its products across the world. It would be an additional source of sales and would be able to take secure payments.
- 2 This would be ideal for sending out personalised communications to customers. It could search its customer database to see which designers each customer is interested in and then send out a personalised letter or newsletter if new products become available from that designer.
- 3 The business could create a customised database to include customer names and contact details; it could record purchases made, any communications it has had with the customer, and likely designers or product types that the customer may be interested in.

Topic 17 The internet

(page 57)

- 1 A wireless network is easier to expand. It is cheaper to install and the business can organise its work space without worrying about cables. This also makes for a safer working environment.
- 2 The business can use passwords and specific addresses, so that its employees can access business documents. It will also be able to set up a system that allows these individuals to use the software applications and files using their own work PCs.

- 3 Which tasks need to be centralised? Who will need access? What type of information will be produced and who will need to use it? Can the network be expanded? Does it offer potential savings? What additional equipment might be needed now and in the near future?

Topic 18 The internet: opportunities and threats

(page 60)

- 1 The business would be providing a basic online catalogue. This would encourage customers to continue to purchase from the business in their traditional way, either face-to-face or using the telephone.
- 2 The website would certainly need some form of online payments system; this would have to be secure and encrypted. The site would have to be dynamic and be constantly updated. Customers would also have to be able to track the progress of any bookings that they have made, send e-mails to the business and be able to amend details if they need to. The website would also have to be linked to suppliers' websites so that availability and other issues could be handled.

Section tests

Case study 1: Carelocal Ltd

AO1/AO2 questions

(pages 61–62)

- 1 A human resources manager deals with all matters related to the employees, including recruitment.
- 2 Stock is products or consumables that are either sold or used by the business.
- 3 External recruitment is attracting candidates for job roles from outside the business.
- 4 An invoice is a statement that demands payment for products or services provided by the business.
- 5 The database could include name, address, telephone number, mobile number, alternative contact details, next of kin, name of doctor, medications taken, and name(s) of care worker.
- 6 Stakeholders could include managers and other employees, customers or clients and their families, doctors, GPs and other healthcare professionals and the local community.
- 7 A spreadsheet, such as Excel.
- 8 Possible aims are profit, job creation, good cash flow, ethical business and a high level of customer service.
- 9 This is probably an administrator; someone who could organise all of the rotas and deal with the paperwork generated by the care workers and other parts of the business.
- 10 There is a great deal to learn about the running of the business, as well as how to handle vulnerable customers or clients such as those handled by the business. It is important for the carers to be well trained and to have a mix of in-house and external training opportunities.

AO3 questions

(page 62)

- 1 The business could judge its success in terms of its profitability, its local market share, its growth or its levels of customer satisfaction.
- 2 An administrator helps in the storing, processing, retrieving and dissemination of information to support the other business functions. This role could operate as a link between all of the different parts of the organisation and ensure that procedures are followed.

- 3 Supervisors are actually doing the job as well as undertaking a management or supervisory role. They will be experienced care workers and be able to pass on their own knowledge and expertise in handling situations. They are not remote from the day-to-day problems that the care workers face and can offer practical advice and support.
- 4 Health and safety legislation would apply both in the offices and in the individual workplaces for the care workers. They would have to be alert to risks and hazards, and ensure that they put neither themselves nor their clients at risk. Health and safety legislation related to computers would also apply, as the business has issued laptops to each employee.
- 5 The business is likely to use conventional computers and laptops — in other words, keyboards and mice — as primary data input devices. Data output devices would include printers and monitors as the most likely devices.
- 6 It needs to ensure that there is no unauthorised access. It would need to use firewalls, passwords, document encryption, virus protection software and screen savers.
- 7 Carelocal may need to run security checks on applicants to ensure that they do not have criminal records and to check their backgrounds in terms of their skills or expertise. They should not pose a threat to the clients in any way.
- 8 The medical care and insurance are fringe benefits as they are non-financial rewards, or perks. These are additional rewards over and above their normal pay and are therefore seen as a positive and desirable part of the overall job package.
- 9 The business offers services rather than products. Each client will have his or her own particular needs. It would be best for these to be sorted out on a face-to-face or telephone basis rather than customers buying a ready-made package. It is also difficult for the business to set a pricing structure that would work for each client and cover all sets of circumstances.
- 10 The customers or clients of the business are very reliant on its employees. They need to be able to communicate any problems or issues that arise out of the work and they need to be able to respond to the demands of their clients. The business will have to be aware of all communication issues and have set procedures in place. They will need to log and act upon all problems or complaints that might arise.

Case study 2: Forrester Sales and Marketing Ltd

AO1/AO2 questions

(page 64)

- 1 The website is continually updated and is effectively live. Changes in stock levels are updated, as are special offers and new products. The website can be customised to suit particular customers' needs, and the business can contact the customers to inform them of the status of their orders and any special offers or incentives.
- 2 A bonus is an additional payment made to an employee once they have achieved specified aims, targets or objectives.
- 3 Commission is an additional payment made to employees as a percentage of the actual sales value that they have generated. It is paid in addition to a basic salary.
- 4 A database.
- 5 It provides the business with a different set of customers compared with stockists, and it also allows the business to sell its products without having to offer a discount, as it would have to if it were dealing just with stockists.

- 6 This is the sharing of a workstation, computer and peripherals on an 'as and when needed' basis.
- 7 This is a series of small office units, each one housing a particular department, section or team.
- 8 Flexitime means allowing employees to choose their working hours around specified core times each day.
- 9 Teleconferencing allows several individuals to take part in a telephone-based conversation using sound only. Videoconferencing incorporates both sound and vision. This allows each individual to see other participants and read their body language — much more like a face-to-face meeting.
- 10 They could use word processing, databases, spreadsheets, desktop publishing, graphics and website software, as well as presentation software.

AO3 questions

(page 64)

- 1 A cellular office system consists of a number of small office units. Each office unit houses a team or department. Each office is effectively the territory of that department; they can still share networks, but peripherals have to be duplicated in each office. They require greater supervision and control. An open-plan office is a larger area, perhaps split up by partitions, but it allows greater communication and the sharing of resources, as well as peripherals. It is easier to manage but less private and much noisier.
- 2 If the business wishes to generate online sales then the website needs to change constantly, be updated and look fresh. It also needs to be linked directly to other ICT systems in the business, including stock control, sales, accounts, warehousing and delivery. Real-time stock levels also need to be maintained and the business can use the website to launch special offers, to clear excess stock or to encourage additional sales.
- 3 $600,000 \times 5\% = \text{£}30,000$
 $\text{£}30,000 + \text{£}10,000 = \text{£}40,000$
 $\text{£}40,000/12 = \text{£}3,333.33$ gross pay per month
- 4 The head office needs to know about the visits so that it can update its records and know whether any follow-up calls or communications need to be made. This information can be passed on to the call centre operators. The business may also need to pass information on to accounts, warehousing or the delivery section.
- 5 This means that they can focus primarily on dealing with customers. If they had to have to visit the head office on a more regular basis, it would take them out of their sales area and reduce their efficiency.
- 6 The sales, customer service and accounts departments; each of these would have a role to play. Sales would try to sort the problem out; customer service would have to follow it up to see if the customer is happy with the suggested solution. If it involves changes in the order or cancellation of the order, then accounts would need to be involved, either to cancel invoices or issue new ones.
- 7 This is a way of improving the overall package offered to employees in a non-financial manner. Medical care and life insurance can be seen as being positive benefits, as would be the use of a car. These are ways of rewarding employees and, at the same time, ensuring that they are able fully to carry out their job role.

- 8 The business already has a good reputation for customer service and communication, and will wish to maintain this. The business is primarily sales and customer service orientated, hence these two areas of training are vital. Standards must be at least maintained or improved.
- 9 Although the business may market its products and have sales representatives out visiting customers to persuade them to purchase, reputation is extremely important. Word of mouth and recommendation can provide the business with additional sales. Having a good reputation encourages others to make purchases; they feel more secure in the knowledge that they are dealing with a professional and reputable organisation rather than taking a risk. It also encourages repeat business from existing customers.
- 10 By making full use of ICT, including videoconferencing, teleconferencing, mobile phones, the website and laptop computers. The business also has the potential to add additional sales staff to the structure. By having a flexible approach to technology, it can not only expand its overall business size, but also simply provide additional hardware and software as they are needed to a growing number of employees working in remote areas.

Case study 3: Anderson Toys Ltd

AO1/AO2 questions

(pages 65–66)

- 1 The business is not managing its income and expenditure. It does not know how much money is coming in or how much is being spent.
- 2 Spreadsheet software.
- 3 Disability discrimination is a situation where an employer treats one employee less favourable than others, on the grounds of disability.
- 4 Routine tasks are those that have to be performed, perhaps on a daily basis, and have set procedures. Non-routine tasks arise less frequently, but should still have procedures as guidelines.
- 5 The Health and Safety at Work Act.
- 6 Someone needs to monitor incoming communications to the business and prioritise them. The business needs to set up procedures so that non-urgent communications are handled when time allows, and urgent communications are dealt with immediately.
- 7 Good administration can underpin all of the storing, processing, retrieving and dissemination of information throughout the business. It can support all of the other functions of the business and lead to a far more efficient organisation.
- 8 The business is finding it impossible to find documents and other communications. No order or priority is being placed on any of the work, so no plans can be made for allocating jobs or tasks to individuals.
- 9 The three original owners, the employees, customers and suppliers.
- 10 A hierarchy would help as people would know whom to turn to for advice or instructions and there would be a structure for decision making, passing on information and problem solving.

AO3 questions

(page 66)

- 1 The business has not paid any attention to the problems that can be experienced in growth if no planning has been made in advance. No one has taken responsibility for either routine or non-routine decision making, problem solving or the completion of tasks. Most importantly, no changes have been made to cope with the fact that the business is employing people.

- 2 Either one of the original owners should take on this role, or they should appoint someone to do it for them. Routine decisions are made on a daily basis. They involve allocating workloads, dealing with problems and ensuring that regular activities are maintained. Non-routine decisions may have to be made on an irregular basis, but someone still has to take responsibility for making those decisions.
- 3 The business has bought out-of-date technology, some of which may not be compatible with other hardware and software that has been purchased. No one has thought about what is actually required. There will be maintenance problems and there is no guarantee that the hardware and software will last for any length of time.
- 4 The employees are employed for a full working week, i.e. in excess of 25 hours and up to 40 hours, but they are on temporary contracts, which means that they do not have long-term security. They are only working for a fixed period of time, although the contracts may be renewable.
- 5 This is in-house, on-the-job training. It has not been effective because no one has ensured that those who have been trained have understood the training, and there is no guarantee that those completing the training are capable of passing on their skills and knowledge to others.
- 6 Again faulty administration has meant that no one remembered why the individual was not at work. In this way the employee has been treated unfairly by the business, and has been discriminated against on the grounds of their disability.
- 7 There is no record of any of the communications. Also there is no distance between the decision-makers and the rest of the workforce. This is causing problems. Clear instructions should be given and preferably followed up in writing, so that there can be no confusion and misunderstandings.
- 8 Firstly the business needs to identify those individuals who need it and then identify which application software they will need to use. A proper training programme needs to be organised, either internally or externally. This needs to be followed up to ensure that the training has been effective and to obtain some feedback.
- 9 Somebody needs to be given specific responsibility for maintaining the website. They need to be given the authority to deal with problems as they arise. This could be someone who works for the business or someone who is paid as a consultant to handle any website issues.
- 10 The business has not incorporated any business administration as it has expanded. Business administration underpins many of the functions of the business. Without business administration the result has been chaos. If someone were given responsibility for ensuring that good administrative practices and procedures were developed, many of the problems facing the business could be resolved and then avoided in the future. This would ensure that everyone knew their role, that routine and non-routine tasks and decision-making took place, and that work could be prioritised and planned.

Case study 4: Computer and Data Solution Partners

AO1/AO2 questions

(pages 67–68)

- 1 Keyboards, mice, pointing devices, scanners, optical mark readers.
- 2 Various disk drives, hard drives and portable storage devices.
- 3 CRT, LCD and TFT monitors, and various forms of printers.
- 4 At this moment, just the three partners and their customers.

- 5 Job description, person specification, contract of employment.
- 6 It would probably be wisest to pay for someone to attend a course leading to accreditation, such as an NVQ.
- 7 Gender, race, disability and age.
- 8 Administration, accounts, sales and marketing, website design.
- 9 Hot desking is sharing a single workstation.
- 10 The Data Protection Act.

AO3 questions

(page 68)

- 1 It would free up the partners to concentrate on dealing with customers, and it would provide support for all of the business's functions and ensure that it runs in an efficient manner.
- 2 They should deal with all aspects of a customer's requirements and not just focus on input, storage or output. They need to multi-skill to be more efficient.
- 3 After deciding on the job role, they need to continue by advertising the post, sending out application packs, dealing with completed application forms, short-listing, interviewing and then making an appointment.
- 4 They should offer them a basic wage or salary with the opportunity to earn overtime and, perhaps, bonuses if the business achieves specific aims, objectives or targets.
- 5 Oral communication could include telephone, face-to-face or teleconferencing. Written communication can include memos, financial documents or e-mail messages. It very much depends on the nature of the message, whether it is confidential or urgent or non-urgent. It also depends on whether there needs to be a written record of the message or the information.
- 6 They should certainly consider using either PowerPoint for a live presentation, or desktop publishing software to produce a professional-looking brochure to show to potential investors. It needs to have a consistent format, it must contain the relevant information and it needs to suit the audience for which it is intended.
- 7 If the customers were located in an area away from their primary location, it would be difficult for the business to justify the charges that it would have to make to cover its transport costs. It would be difficult for them to provide a good service to customers in more remote locations. The business needs more customers in the immediate vicinity and not more customers spread out in areas that it cannot easily service.
- 8 Ergonomics looks at how the work itself can contribute to specific injuries or problems that can be encountered by employees. Ergonomics seeks to reduce the negative impact of the work by reducing injuries, illness and accidents. It should mean greater productivity and higher performance at the same time.
- 9 The laws are the Health and Safety at Work Act and the Health and Safety (Display Screen Equipment) Regulations. They should be aware of issues such as trailing cables, possible electric shocks, sharp or dangerous components, back problems, accidents involving glass and other sharp items, the long-term effect of using computer display equipment and any potential hazards or risks that customers or others might encounter.
- 10 Multi-skilling involves acquiring a broad range of skills, knowledge or expertise, rather than focusing on one particular type of job task. If the three partners were all able to tackle any problem that came up with clients' equipment and perhaps referred to one another if there was something they could not handle, this would help the multi-skilling process.

Multi-skilling would enable each partner to offer a broad range of skills for almost any circumstance.

Practice exam

(pages 69–71)

- 1** The devices are a mouse and a keyboard. The keyboard is the most versatile, and it can be ergonomically shaped and is usually used with a wrist rest. The mouse is a pointing device and can be used to shortcut many commands. Mice too can be ergonomically shaped.
- 2(a)** Several different objectives can be identified, such as making a profit, creating jobs, survival, growth and increased turnover.
- 2(b)** The employees are a good example.
- 2(c)** Cellular offices would be useful as the current open plan one is very noisy and busy. People would be able to work in a quieter environment, working documents could be kept in one place and individual offices could be used for meetings.
- 2(d)** The weekly meeting is an example of internal communication. It is the process by which information or instructions are passed on within the organisation.
- 2(e)**
 - (i)** The sales figures may not necessarily be relevant to all members of staff. If targets are to be mentioned, they need to apply to everyone, so all staff should be involved.
 - (ii)** It would be a good idea to produce an agenda and to allow time for people to make suggestions or contribute to the conversation. Employees may have very good ideas that are being ignored.
- 3(a)** The business has a direct link to its customers. It can target its customers with specific offers, and by selling direct to customers, the business makes more money on each sale.
- 3(b)** A blog is a personal view, discussion or diary. It contains day-to-day information from a personal perspective.
- 3(c)** It would make the business more efficient because information would be stored on computers, freeing up office space and allowing everyone to share the data more easily.
- 3(d)** A relational database is one where the user can associate different pieces of information so that they can be matched and manipulated to find common characteristics.
- 3(e)** The department would be able to update records easily, carry out calculations and print off reports and summaries that can be used in meetings and discussions. It would also be able to make budgets and forecasts.
- 4(a)** This would be an example of internal recruitment, as Hilary already works for the business and knows how everything works.
- 4(b)** The business should begin by designing a job title and then writing a job description and person specification. The job role should then be advertised and application packs prepared. These should be sent out to applicants and when the forms return they should be checked through to find the best candidates, who should then be short-listed and invited for interview. There should be a fair interview process at the end of which one of the candidates should be offered the job. The unsuccessful candidates should be given feedback if this is possible.
- 4(c)** Hilary has obviously put in a lot of work herself in improving her design skills and getting involved in the processes in the factory. Providing Hilary's work is up to standard, there is no reason not to offer her the job. She has already shown commitment to the business and should probably be given the opportunity. It is worth bearing in mind that the business would have to replace Hilary and recruit someone to fill her job.

Unit 9 Using ICT in business

Topic 19 Software and data

(page 76)

- 1 Name, address, telephone number, e-mail, contact names, terms of business, delivery arrangements, website address, discounts, typical products regularly ordered.
- 2 Sales, so it can focus on these customers; marketing, to produce specific offers for them; the warehouse, to ensure that their orders are dealt with efficiently and given priority; accounts, so that they are dealt with in an efficient manner and probably given priority.

Topic 20 Uses and presentation of data

(page 78)

Make sure you have used a range of fonts, but not more than two or three. Ensure that there are clear headings and that any instructions are as straightforward as possible. Highlight any key points by using bold, italics or a different colour.

Topic 21 Word processing basics

(page 80)

Make sure you use fully blocked style. Do not squeeze all the letter into a small part of the A4 sheet. Leave space for the address, date, salutation and complimentary close. Focus on the layout and design of the letter and not on designing the company letterhead.

Topic 22 Word processing and graphics

(page 82)

You need a simple, straightforward piece of ClipArt. Make sure you check to see that it is still clear when you enlarge it to full A4 size. Remember to change the page orientation. It might be easier to insert the callouts once you have resized the ClipArt. If you left-click on a callout, you can change the orientation of the speech bubble.

Topic 23 Spreadsheet basics

(page 84)

- 1 All that is necessary is to create a simple three columns by ten rows spreadsheet. For each row highlight columns A to D, click on the formula toolbar and select AutoSum. Continue this process down the rows. Then highlight cells A1 to A11. Click on AutoSum and repeat for columns B and C.
- 2 The best day was the first day with £3,000 and the worst day was the sixth day with £1,710.
- 3 The best-performing department was stationery with £12,230 and the worst performing was cards with £5,660.

Topic 24 Spreadsheets, formulae and charts

(page 87)

- 1 Your conditional formatting should have highlighted weeks 1, 5 and 7.
- 2 Make sure that you have given the graph a suitable caption, such as '12 weeks' sales figures by week' and that the x - and y -axes are labelled 'Week' and 'Sales (£)'.

Topic 25 Databases

(page 89)

- 1 Text.
- 2 A template is a ready-made database format.

- 3 A warranty card registers a product with the manufacturer. It would have the customer's name and contact details, the date of purchase of the product, and the type of product purchased, as well as the purchase price.
- 4 Two numbers for the day, two for the month and four for the year. It is likely to appear as DD/MM/YYYY as the default on database software.

Topic 26 Databases and records

(page 91)

- 1 Highlight more than one column by clicking and dragging the cursor over the field labels.
- 2 Navigation means browsing through the records in the database. It is achieved using either the tab key or the cursor up and down arrows.
- 3 A query is a search for common features of several records by identifying the required fields.
- 4 Design view.
- 5 Filtering means eliminating records that are not relevant to the selection criteria. You might, for example, wish to filter out all customers who have not made a purchase in the last 3 months.

Topic 27 Graphics

(page 93)

- 1 A caption is a brief description of a photograph, graphic or image.
- 2 A text box can be used to highlight particular words or a sentence from the main text in the document to draw the reader's attention to it.
- 3 The graphic would be deleted, although if you were then to right-click and select 'paste', it would reappear.
- 4 Dotted lines with a pair of scissors.
- 5 The black cross.
- 6 To enlarge or to reduce the size of the graphic. To enlarge the graphic, the cursor would move to the right; and to reduce the graphic, it would move to the left.

Topic 28 Presentation software

(page 95)

- 1 You can highlight the text in Word, copy it and then paste it into a text box on a slide.
- 2 Data can be transformed into a graph, chart or table and then inserted as an object onto a slide.
- 3 You can automate the whole presentation; present ideas in a logical way; ensure that the audience focuses its attention on one point at a time; build up to a main point and then reveal it.

Topic 29 Presentation software and notes

(page 97)

- 1 A slide library is a collection of ready-created slide templates with different themes and designs. A business may have a slide library that already incorporates its name and logo on each slide.
- 2 This is the slide itself and has the presenter notes fully formatted underneath; it incorporates a header, footer, date and slide number.
- 3 It allows them to make notes while they are listening to the presentation. They can highlight what they think are the most important parts of a particular slide and they can mark sections of the slide in case they wish to ask a question at the end of the presentation. The handouts

are also reminders for the audience after the presentation and they can be referred to at a later date.

Topic 30 Web authoring

(page 99)

- 1 A content library stores graphics and text that you are likely to be reusing on different web pages. They could include logos, headings, graphic features and standardised templates. The purpose is that you do not have to redesign these or even copy them from another page every time you want to use them.
- 2 It could send them e-mails from time to time, telling them about new products or services, or simply encouraging them to visit the website. E-mail could be used to support the customer after a sale has been made. It could also be used to encourage customers to direct other users to the website and to tell them about updates to the website or special offers.
- 3 With a dark background the text and the graphics would need to be very light in colour if they were to show up. It would also make it difficult to print off copies of web pages. For some people, white text on a dark background is too difficult to read. It would be better going for a gradient of colour — dark at the top and light at the bottom.

Topic 31 Web authoring, animation and hyperlinks

(page 101)

- 1 They may have agreed to have advertisements for one another on their websites. This is known as a 'reciprocal agreement'. Alternatively, the website featuring the advertisement might receive a small payment every time a user clicks on that hyperlink and reaches the other website.
- 2 To an e-mail dialogue box, or a feedback page where the customer can type in their query and then click 'send'.
- 3 These are the shades available to each background colour of a web page. There are five available and each can be independently adjusted.
- 4 You can link to an existing file or web page, another page on that particular web page, a new document that has yet to be created or an e-mail address.

Section tests

Street Party

(page 102)

Your flyer should focus on the 200th anniversary and have clear information and instructions to potential volunteers. One or two graphic images are all that is necessary.

Street Party support

(page 103)

This should be a fully blocked, business letter, incorporating full name and address, a heading such as 'Re: Bradwell Street 200th Anniversary', and a suitable complimentary close. In this case, as it is addressed to Councillor Willis, it should be 'Yours sincerely'.

Street Party database

(page 103)

Your search should have revealed six volunteer cooks.

Street Party costs

(page 104)

The total cost, including the council donation and the £100 for the local charity, is £1,545.00. This would mean that each of the people attending the event would need to contribute £9.65 to cover the costs, so a £10 fee would be ideal.

Street Party presentation

(page 104)

You should not try to get over more than one or two points per slide. It is unlikely that the local media would be interested in your costings and other financial data.

Street Party web page

(page 104)

You need to remember to put in the hyperlink, so that e-mails can be sent direct. Keep the information as brief as possible and use graphics. It would not be suitable to incorporate financial details on the web page.

Practice exam**Task 1 – Flyer**

(page 105)

You are likely to be using Word. Make sure you incorporate all of the information in the scenario and follow the instructions to use only two ClipArt or graphics images. When explaining your design, focus on a clear message, main headline, uncomplicated layout and attractive appearance. Potential changes you could make include changes in font size and colour, centring text or repositioning images.

Task 2 – Database

(page 106)

You should have correctly calculated that the customer's order cost £239.85, and found that three customers bought code number 017. Additional fields that you could add include home telephone number, mobile phone number, postcode, and whether the customer expressed any interest in additional services or whether they had been recommended to use the business by somebody else. For the e-mail, it is simply a question of sorting through the records and noting down the person who has spent the most money on each different code number. In the absence of a telephone number, this is the best way to contact them unless a representative wants to go to their homes and speak to them direct.

Task 3 – Presentation

(page 107)

The presentation should begin by introducing the product, based on the information that you already know, and then move towards the additional information that is only relevant to businesses. The final slide should reveal the price and all of the key features offered to the businesses. One advantage of an electronic presentation is that it is ready prepared and if necessary it can be transformed into a paper presentation, purely by printing it out. A disadvantage is that the venue where the presentation is being made may lack the facilities required. The managing director should aim to make his presentation last no longer than 5 minutes — roughly a slide a minute — and not over-elaborate, but keep the message simple.