

Surname						Other Names					
Centre Number						Candidate Number					
Candidate Signature											

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General Certificate of Education
 January 2006
 Advanced Subsidiary Examination



APPLIED BUSINESS **BS05**
Unit 5 Business Communication and Information Systems

Tuesday 17 January 2006 9.00 am to 10.30 am

<p>For this paper you must have:</p> <ul style="list-style-type: none"> • appropriate computer hardware and software • a stationery folder • 8 sheets of A4 plain paper <p>You may use a calculator.</p>

For Examiner's Use			
Number	Mark	Number	Mark
1		3	
2			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- You should put your Centre Number and Candidate Number (preferably as a Header or a Footer) for each practical task that you are requested to print.
- Answer **all** questions.
- Answer the questions in the spaces provided or on the plain sheets as appropriate.
- Do all rough work in this book. Cross through any work you do not want marked.

Information

- The maximum mark for this unit 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 one hour 30 minutes has expired.
- You may ask for more plain paper if you require it.
- You are reminded of the need for good English and clear presentation in your answers. Questions 2(a) and 3(b) should be answered in continuous prose. Quality of Written Communication will be assessed in these answers.

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

Read the **Background Information** and then answer the questions that follow.

Communication systems within *Sutton Theme Park*

Background Information

Sutton Theme Park opened in 1996. It includes a 500 acre Water Park, 400 seat Palladium Theatre and rides. *Sutton Theme Park* aims to be family friendly and is constantly looking to improve the number of attractions. Currently it is promoting:

- a special offer for family visits
- a new ride, opening in July
- educational visits.

Sutton Theme Park needs to communicate with the various groups shown below, in order to market itself.

External communication: Customers
Tourist board
Travel agents
Schools and colleges
Advertising media

Internal communication: Board of Directors
Finance team
Marketing and Sales team
Human Resources team
Site Management team

External communication methods used include: a website, direct mail, email and a variety of promotional materials.

Internal communication methods used include: meetings, newsletters, an internal daily news line (a phone with pre-recorded messages for staff to phone in and collect up-to-date information to inform guests) and its own intranet site.

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

Item A

Sutton Theme Park maintains a visitor database which contains details of previous or potential visitors. It collects this information from people who have registered their details via the website and those who have requested information by telephone.

(a) Recall the customer database file **VISITOR LIST**.

(i) Add a new customer:

Postcode	LL12 4LW
Surname	Ibrahim
No. of Adults	2
No. of Children	2
Email	ibo@moontown.co.uk

(1 mark)

(ii) One customer, surname Charles, has asked to be removed from the database. Delete this record.

(1 mark)

(iii) Save and print a copy of the amended database.

(b) (i) A special offer is planned for family visits at 'off peak' periods. 'Family of 4' tickets are available (2 adults, 2 children). Search the database for customers who are eligible for this promotion.

(2 marks)

(ii) Print these records showing all fields.

(c) Explain **one** way in which the Data Protection Act might influence the type of information, **or** security of information, held on the database.

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(3 marks)

(d) Prepare a Press Release on the new ride and special family promotion which could be emailed to external customers such as the Tourist Board.

(i) Open the word processing file called **DOCUMENT**

(ii) Create the Press Release.

(iii) Save the Press Release and print it.

(7 marks)

(e) Explain the most appropriate method and media for communicating information regarding new attractions at the theme park to:

Site Management team

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(4 marks)

Visitors

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(4 marks)

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

Item B

Promotion of *Sutton Theme Park*

The Sales and Marketing team have produced a direct mail leaflet with the intention of using the visitor database to send the leaflet out to customers. You have received the following email.

To: Marketing Assistant Date: 16 January 2006
From: Sales and Marketing Manager
Subject: Direct Mail Leaflet


We require a direct mail leaflet that we can send to our customers held on the visitor database. The leaflet will promote the theme park and the new ride. This needs to be eye catching and appealing to customers and encourage them to visit the theme park.

I have attached a draft leaflet (**Figure 1**) that may be used and would like your opinion.

Question 2 continues on the next page

Figure 1 – Draft Leaflet

Life is a Rollercoaster

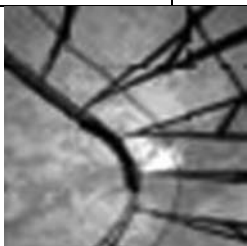


Sutton Theme Park

Welcomes you . . . Try out our
new rides!

Look at our ticket prices

Type of ticket	Available to	Price on-line – advance booking	Price on the day
Adult	Age 12+	£21.00	£26.00
Young person	Age 4–11 years	£15.00	£18.00
Family discount	Family of 4	£60.00	£60.00
Group tickets	Group of 10+ (aged 12+ years)	£18.00 pp	
Schools	Secondary school child (peak)	£14.50 pp	
	Secondary school child (off-peak)	£10.00 pp	



Source: picture adapted from www.thorpepark.co.uk

Turn over for the next question

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

Item C

Promotion of Educational Visits

Sutton Theme Park is aiming to develop the opportunity for students studying Leisure and Tourism, Business and IT to visit the theme park. This is a market that it wishes to promote. It aims to include educational talks linked to the various subject areas. Organisation of these visits is the responsibility of the Sales and Marketing team.

The Sales and Marketing team is running an Educational Day for 100 students in June 2007. This will include a tour of the theme park and an educational ‘talk’ with input from various departments.

To organise this Educational Day, the following task items need to be completed.

Planning list for the school visit	
Tasks	Priority
Advise the Admissions gate staff of the Educational Day, including the issue of entrance passes for the students	
Organise the educational talk and room facilities – the conference room holds 50 people at any one time	
Presentation software needs to be prepared for the talk	
Send a letter to the participating schools and colleges to advise them of the arrangements made	
Advise catering staff, site manager, site staff, health and safety representative of the date and details of the Educational Day	
Ensure members of the Sales and Marketing team are available to escort students around the theme park	
Take photos which can be used within promotional material after the Educational Day	
Ask the participating schools and colleges of any special requirements, ie disability or dietary requirements	
Make sure there are sufficient theme park brochures available to distribute to the students	

(c) Explain how presentation software could be used to deliver the educational talk.

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(4 marks)

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END OF QUESTIONS