

Surname						Other Names					
Centre Number						Candidate Number					
Candidate Signature											

For Examiner's Use

General Certificate of Education
 January 2007
 Advanced Subsidiary Examination



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

Wednesday 17 January 2007 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			
Question	Mark	Question	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 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 to be 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)(ii) 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.

Farnhurst Sports & Leisure Centre

Background Information

Farnhurst Sports & Leisure Centre is owned by Farnhurst School which uses the facilities during the school day. Outside school hours the Centre is available for use by paying members of the public. There are 35 staff, employed on full-time or part-time contracts.

Facilities at the Centre include a large sports hall, five squash courts, a fitness centre, a general activities room and a swimming pool. The Centre also has a café area. In order to increase revenue and to encourage more people to make use of the facilities, the Centre has developed a holiday programme.

The holiday programme includes the following activities:

- a football course where the children can meet players from the Farnhurst Flyers, a local professional football team
- an intensive swimming course for beginners and improvers
- a week-long course to learn to play squash.

The Centre also arranges children's parties. These parties can include a variety of the activities offered by the Centre.

In order to ensure that the activities and the holiday programme are publicised effectively, the Centre communicates with a variety of groups. These include:

External communication:	Individual clients Other schools and playgroups The local community
Internal communication:	Sports and Leisure Centre Manager Sports and Leisure Centre staff Sales and Marketing Manager Finance Manager Catering Manager

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

Item A

The Sales and Marketing Manager has created a spreadsheet. This records the number of children booked onto the various activities each week of the summer holidays.

- (a) Recall the spreadsheet **SUMMER HOLIDAY ACTIVITY NUMBERS**.
- (i) An **additional** 10 children have booked to attend the football training course in Week 4. Update the spreadsheet. *(1 mark)*
 - (ii) 2 children, who are currently booked onto the intensive swimming course for Week 2, need to change their bookings to Week 5. Adjust the figures on the spreadsheet. *(1 mark)*
 - (iii) Insert a new row under the row entitled '**Squash**'. Insert the title '**Totals**' in this new row. *(1 mark)*
 - (iv) Insert a formula in the row '**Totals**' to calculate for each week the number of children attending all activities. *(2 marks)*
 - (v) Save and print a copy of the amended spreadsheet.
 - (vi) Print your spreadsheet showing the formula. *(1 mark)*
 - (vii) Produce a graph of the number of children booked onto the football course each week. The graph should have a title and each axis should be labelled. *(3 marks)*
 - (viii) Save and print a copy of the graph.
- (b) The Sales and Marketing Manager needs to inform the Catering Manager of the number of children attending the holiday activities each week.
- (i) Open the word processing file called **MEMO**.
 - (ii) Create a memo informing the Catering Manager of the total number of children attending activities each week. The memo should also ask what further details the Catering Manager needs.
 - (iii) Save and print the memo. *(2 marks)*

(c) The Catering Manager needs to know whether any of the children attending the activities have special dietary needs.

(i) Open the word processing file called **PERSONAL DETAILS**.

(ii) Design a form which can be sent to parents, to collect information about the children attending activities. This form should also collect information on any special dietary needs.

(iii) Save and print the form. (7 marks)

(iv) Once the forms have been completed, *Farnhurst Sports & Leisure Centre* plans to store the information electronically. Explain **two** legal constraints that the Centre might need to take into account when storing these data.

1
.....
.....
.....

2
.....
.....
.....

(4 marks)

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

Item B

Promotion of Children's Parties

The Sales and Marketing Manager has noticed that there are not many bookings for children's parties. She decides that a professionally produced leaflet would help to promote the parties. She sends the following email to a local designer.

Subject: Promotional Leaflet

We require a leaflet that promotes *Farnhurst Sports & Leisure Centre's* service for arranging children's parties. The leaflet needs to be eye-catching and suitable for the target audience.

It must include information on:

- the age groups catered for (2–10 years old)
- the numbers that can be accommodated in each party (5–20)
- activities available
- catering options
- price details.

Question 2 continues on the next page

The designer has returned the following draft leaflet (**Figure 1** below).

Figure 1 – Draft Leaflet

Farnhurst Sports & Leisure Centre

Children's Parties



For children aged between 2 and 10 years
For between 5 and 20 children
Activities provided (includes use of pool)
Catering (can include Birthday Cake)

Prices

		Price per child
Room plus party organiser		£5.00
Use of Pool		£2.00
Basic food/drink package		£3.00
De-luxe food/drink package		£5.00
Birthday cake	Small	£15.00
	Medium	£20.00
	Large	£30.00

Turn over for the next question

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

Item C

Booking and Planning of Children's Parties

When a booking for a party is confirmed, various tasks have to be completed to ensure that no double bookings are made and that everything is in place on the day. A colour-coded electronic diary is used to show confirmed booking and availability for each area of *Farnhurst Sports & Leisure Centre*. The reception team, which books the parties, must ensure that this electronic diary is completed accurately. A section of the diary is shown below.

Diary for Saturday 20.01.2007

Time	8.00 am	9.00 am	10.00 am	11.00 am	12 noon	1.00 pm	2.00 pm	3.00 pm
Pool								
Squash Courts								
Sports Hall								
Fitness Centre								
Activities Room								

Key

Community Organisations		Private Swimming Lessons		Parties	
-------------------------	--	--------------------------	--	---------	--

(a) Explain why the centre uses:

(i) an electronic diary
.....
.....
.....
(2 marks)

(ii) a colour-coded system.
.....
.....
.....
(2 marks)

Question 3 continues on the next page

- (b) A party has been booked that requires the pool and the activities room. The following tasks need to be completed by the reception team after they have taken the deposit.

Planning List for Party Bookings	
Tasks	Priority
Request an invoice to be prepared for the outstanding balance and sent out to the person booking the party.	
Inform the Catering Manager of the date, number of children and food and drink ordered.	
Ensure notices are displayed to inform other users that the pool will not be available at the time of the party.	
Book pool on electronic diary using colour coding.	
Make a poster for display on the day of the party with the birthday child's name and age.	
Advise the Sports and Leisure Centre Manager of extra staff requirements.	
Give receipt for deposit to the person making the booking.	
Record any special dietary requirements and inform the Catering Manager.	
Book activities room on electronic diary using colour code.	

- (i) Using the planning list above, prioritise the tasks using the following numbers.

Task needs to be done at time of booking = 1

Task needs to be completed at least 7 days before the party = 2

Task needs to be completed on the day of the party = 3

(There may be more than one task for each number.)

(3 marks)

There are no questions printed on this page

There are no questions printed on this page

There are no questions printed on this page