General Certificate of Education
June 2007
Advanced Subsidiary Examination

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

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Thursday 7 June 2007   9.00 am to 10.30 am

For this paper you must have:
- appropriate computer hardware and software
- a stationery folder
- 8 sheets of A4 plain paper.
You may use a calculator.

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 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 one hour 30 minutes has expired.
- You may ask for more plain paper if you require it.
- Questions 2(a) and 3(c) should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

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

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

Starlight Nightclub

Starlight Nightclubs is a chain of small nightclubs across the UK that are open to members only. The Newcastle *Starlight Nightclub* has a restaurant, bar and dance area. Members join the Nightclub because it is exclusive and allows them to enjoy an evening out in a venue that is not too crowded. Members can choose from a range of membership packages which entitle them to a variety of benefits, eg ability to take guests, free drink on arrival, VIP entrance, discount card for the restaurant, etc. The membership types are:

- Gold
- Silver
- Bronze

Membership details are kept on a database and the Nightclub has a website with details of up-coming events and daily menus for the restaurant.

The Nightclub has a number of staff who are line managed by the Nightclub Manager. Staff include: an administrator, Catering Manager, chefs, other kitchen staff, waiting staff, bar staff, doormen, cloakroom assistants, cleaners and two DJs.

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

Item A

Launch of new facility

As the Nightclub Manager would like to encourage more Gold membership, he wants to make the Gold membership package more attractive. To do this, the Nightclub Manager wants to launch a new VIP Area plus other benefits such as: allowing Gold members to invite more guests, first choice for tickets at special events, discount for hiring the premises for private functions etc.

(a) Open the file **STARLIGHT NIGHTCLUB**.

  (i) Chris Cookham has decided to upgrade his membership. Using the database table **MEMBERSHIP LIST**, change his Membership Type to Silver.

(1 mark)

  (ii) A new member has joined the Nightclub. Add her details to the database as follows:

Title	Ms
First Name	Beth
Last Name	Cox
Membership Type	Gold
Email Address	bc@virgil.net
Renewal Date	01/06/08
Telephone Number	01438651265

(1 mark)

  (iii) Save and print a copy of the amended database table showing all fields.

(b) The Administrator needs to find out the membership renewals that are due.

  (i) Search the database for those that are due in July 07. *(1 mark)*

  (ii) Save and print these records.

(c) The Nightclub Manager would like to encourage more members to upgrade to Gold membership.

  (i) Search the membership renewals records, from **b(i)**, for all members who are **not** Gold. *(1 mark)*

  (ii) Sort these records into Silver and Bronze. *(1 mark)*

  (iii) Save and print a copy of the results.

Question 1 continues on the next page

(d)   A letter is to be sent to these members reminding them that their membership renewal fees are due. In addition, the Nightclub Manager wants a promotional paragraph added to encourage members to upgrade their membership to Gold.

   (i)   Open the word processing file called **LETTER**.

  (ii)   Write a letter to these members informing them that their membership fees are due for renewal. Include the additional promotional paragraph. You will need to tell them about the new VIP Area.   *(6 marks)*

 (iii)   Save and print the letter.

 (iv)   Edit the letter you prepared to make it suitable to send to Gold members whose membership fees are due for renewal. Include the additional promotional paragraph informing them of their new facility and benefits.

(4 marks)

  (v)   Save and print the letter.

(e) Analyse how a database could help the Nightclub to communicate effectively with its members.

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(7 marks)

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Turn over for the next question

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

Item B

Launch Night for VIP Area

The Nightclub decides to promote the opening of the VIP Area by inviting celebrities and the local media. A printer has been approached to design the invitations and has returned the designs for the Nightclub Manager to consider (**Figure 1**).

Head office has allocated a budget for the launch night and related promotional activities. The Nightclub Manager has asked the Administrator to record and monitor all costs.

Figure 1 – Draft Invitations

Starlight Nightclub request the pleasure of your company
on
Saturday the 21st of July
at eight o' clock
For the launch of the new VIP Area

RSVP
1 New Street
Newcastle
NE1 777

{ white card
with gold edges
black font

starlight nightclub
1 New Street
Newcastle
NE1 777

Come and celebrate the launch
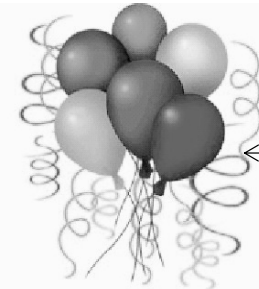**of our new V.I.P area!**

RSVP
21/7/07
8 'til late

{ purple card
gold and silver stars
white font

Starlight Nightclub's
V.I.P Launch
Party!

Come and celebrate
the launch of our
new V.I.P area.
21/7/07 8 'til Late

R.S.V.P
1 New Street
Newcastle
NE1 777

{ white card
red, blue, green balloons
black font

(a)   Select which draft invitation, shown on the opposite page, is the most suitable.
Justify your selection in terms of:

•   font types, suggested colour
•   image and tone that the business wishes to convey.

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(10 marks)

Question 2 continues on the next page

(b)　(i)　Describe an information system which the Administrator could use to record and monitor costs.

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(4 marks)

(ii)　Analyse how the information system could help the Administrator to retrieve and to disseminate the information.

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(7 marks)

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Turn over for the next question

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

Item C

Planning the Launch Night

In order to ensure that the launch night goes smoothly, the Nightclub Manager has produced a list of key administrative tasks to be completed in advance:

- send out invitations
- collate responses
- send out tickets
- send out press release
- produce launch night staff rota.

He also wants to hold a meeting with the Catering Manager, Bar Manager, Head Doorman, the two DJs and the Administrator who is dealing with the press release. An agenda for this meeting needs to be produced which includes the following items:

- numbers attending
- menu
- extra staff
- staff rota
- any other business
- press release
- attractions – free drinks etc.

(a) Identify **one** way in which the Nightclub Manager and his staff could ensure that all the key administrative tasks are completed on time. Explain your answer.

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(4 marks)

(b) Using the information in **Item C**, complete the following agenda for the meeting, making sure that the agenda items are discussed in a logical order.

	Starlight Nightclub **Thursday 14 June 2007 – 10.30 am** **Agenda**
1	Apologies for absence
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(3 marks)

(c) Justify your order of agenda items.

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(10 marks)

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END OF QUESTIONS

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AQA

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

APPLIED BUSINESS   **BS05/TN**

Unit 5   Business Communication and Information Systems

MATERIALS LIST FOR PAPER BS05

These instructions MUST be given immediately to the teacher responsible for GCE Applied Business paper BS05.

This document contains material which must be keyed in prior to the examination on Thursday 7 June 2007.

INSTRUCTIONS TO THE EXAMINATIONS OFFICER

It is the responsibility of the Examinations Officer to ensure that the information contained in these instructions is given **immediately** to the teacher responsible for GCE Applied Business, Business Communication and Information Systems paper BS05.

This Materials List is strictly confidential and must be kept in safe custody by the Examinations Officer or by the particular supervisor to whom it is entrusted. It should be given to the Invigilator for the duration of the actual examination and afterwards returned to the Examinations Officer. Additional copies of this Materials List cannot be supplied by AQA.

CONFIDENTIAL INSTRUCTIONS TO THE TEACHER RESPONSIBLE FOR THE GCE APPLIED BUSINESS – BUSINESS COMMUNICATION AND INFORMATION SYSTEMS BS05

1. It is the responsibility of nominated persons to ensure that appropriate preparations are made for the GCE Applied Business – Business Communication and Information Systems BS05 examination paper.

2. Suitably qualified persons are to be nominated by Heads of Centres to conduct the examinations. The instructions and the details of materials contained in this document are for the use of nominated persons *and are strictly confidential*. Once the materials have been prepared, they must be kept securely until the time of the examination.

3. The examination papers will contain a mixture of questions that should be answered on the examination paper and practical tasks requiring the use of a computer. Candidates will be required to attempt all questions and tasks in any one paper. Suitable equipment must be provided to enable each candidate to work independently and arrangements must be made for suitable equipment to be available to ensure that a candidate does not lose time in the event of a failure of equipment.

4. Any equipment failures should be reported to the examiner in the space provided on the stationery folder supplied by AQA for the return of each candidate's work.

5. The files in this document must be supplied ready for use by the candidates.

6. AQA will provide a stationery folder and plain A4 paper. The centre must provide all other materials.

7. Where a centre, due to insufficient equipment being available, is unable to accommodate all the candidates for the paper in the time scheduled on the timetable, the centre may apply to the Centre Services department of AQA for permission to hold additional sessions. Centres are required to write to AQA as soon as possible after the submission of entries and, in any case, not later than the end of April for the June series and November for the January series. Requests received after this date may not be approved. Decisions concerning these requests are at the discretion of AQA.

8. Where centres have obtained permission from AQA to hold more than one session for the examination, the persons responsible should ensure that all equipment is returned to the same state as that for the first group of candidates. No candidate's work should be stored in such a way that it can be retrieved by any subsequent candidate using the equipment.

9. For centres where candidates will be using single-station computer equipment, the persons responsible should ensure that candidates are each provided with a copy of the prepared disk. To avoid possible confusion and to ensure the authenticity of each candidate's work, each disk should be labelled with the candidate's name and candidate's number. Please do **not** send disks to AQA examiners.

10. For centres where candidates will be using workstations which are grouped or networked, each candidate should be allocated a **separate file** containing the prepared material which can be accessed only by the candidate allocated that file.

11. Candidates, ideally, should be able to print a hard copy of the worked tasks during the course of the examination. However, AQA recognises that this may not be possible in some centres where a printer may be linked to more than one workstation. The persons responsible may print a hard copy of each candidate's work after the examination has finished and the candidates have left the room, or supervise candidates printing their own work. No alterations to the candidates' work may be made at this stage. Where the printing of several candidates' work is queued in a print buffer, the persons responsible should ensure that the printer is adjusted to position each new sheet of paper correctly.

12. The persons responsible should check that each candidate has placed the centre number and his/her candidate number on each task, **either as a header, footer or handwritten**. If these have been omitted, the persons responsible should write these numbers on the worked tasks.

BS05 PAPER

Files for **Question One** have to be keyed in, in advance, by the persons responsible. Pages 5 and 6 contain the data for the Tasks. **THIS MATERIAL AND ITS LAYOUT MUST BE FOLLOWED EXACTLY**.

After the material has been keyed in, it should be double-checked to ensure that it is accurate.

Files must be prepared in such a way that each candidate has an identical copy which has not been used and cannot be accessed by any other candidate.

Please ensure that candidates complete all the sections on the front covers of their stationery folders, and that the details of the computer hardware and software are correct.

PLEASE SUBMIT HARD COPIES OF YOUR ORIGINAL FILE (CENTRE COPY) FOR QUESTION ONE WITH YOUR CANDIDATES' SCRIPTS.

Material for Question 1(a) – Database   **FILE NAME: STARLIGHT NIGHTCLUB**

Prepare the following database table called **MEMBERSHIP LIST**.

Field Types: all fields are text/alphabetic except Renewal Date which is date/time.

This table may be presented in landscape.

				Membership List		
Title	First Name	Last Name	Membership Type	Email Address	Renewal Date	Telephone Number
Mr	Alex	Winner	Silver	win@viscali.co.uk	06/02/08	01434795127
Mrs	Alison	Ridings	Silver	ali@par.ht.com	09/07/07	01632547895
Mr	Chris	Cookham	Bronze	cc@pipet.com	09/03/08	01911357852
Mr	Daniel	Biggins	Gold	biggo@wanabee.co.uk	13/03/08	01915432169
Mrs	Elaine	Staely	Gold	staely@ibis.com	12/12/07	01830629381
Miss	Joanne	Blake	Silver	jcb@pipet.com	21/07/07	01434746325
Ms	Lily	Fashina	Silver	lfash@virgil.net	10/05/08	01912447869
Mr	Jon	White	Bronze	jon@wanabee.co.uk	25/07/07	01830428361
Mr	Phillip	Abbott	Bronze	abotp@ht.com	01/12/07	01917784321
Mr	Robert	Clay	Bronze	rc@viscali.co.uk	25/07/07	07773157462
Ms	Sara	Shah	Gold	shah@ht.com	22/07/07	01917864321
Mr	Charles	Hutterman	Silver	famhut@wanabee.co.uk	15/01/08	07859254632
Ms	Sophia	Barbato	Gold	sophie@ibis.com	04/07/07	07765395855
Mr	David	Pogacic	Bronze	pogacic@ht.co.uk	18/06/08	01912635996

Material for Question 1(d) – Letter   **FILE NAME: LETTER**

Set up a word processing file called **LETTER**. No data are required to be keyed for this file prior to the examination.

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