



**General Certificate of Secondary Education**

**Business & Communication  
Systems 3126**

**Paper 2 Higher Tier**

**Mark Scheme**

*2007 examination - June series*

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## Higher Tier – Practical Paper (3126/2H)

The award (or non-award) of the positive marks for an item may be shown on the candidate's script by means of a tick (or a cross) in the appropriate place on the script. The value of the positive mark(s) awarded must be recorded in the right hand margin **in the order in which they occur in the mark scheme**. There is no need to annotate the script in full to show which marks have been awarded.

**Task One – Spreadsheet****Total for this task: 25 marks***(a) Insert a suitable title.**(2 marks)*

Title refers to calculation of profit (1) and any other relevant detail eg year / name of business 2006 (1).

*(b) Column A shows the row headings. These are divided into three sections, see (i), (ii) and (iii) which follow.*

*(i) The first section shows three items relating to sales:*

- *the Sales income*
- *the Cost of sales, which is the money spent on buying goods from suppliers*
- *the Gross profit, which is the difference between Sales income and Cost of sales.*

*The Sales income came to £110 000. The Cost of sales was half this amount.*

*Use formulae to calculate the **Cost of sales** and the **Gross profit**.*

*(3 marks)*

Amount entered (1) and formulae used (2x1).

*(ii) The second section shows the store's expenses. These were as follows:*

<i>Rates</i>	<i>£3500</i>
<i>Rent</i>	<i>£5500</i>
<i>Diesel for van</i>	<i>£4600</i>
<i>Water and electricity</i>	<i>£2500</i>
<i>Loan interest</i>	<i>£1000</i>
<i>Wages</i>	<i>£7200.</i>

*Key in these figures and use a formula to calculate the **Total expenses**.*

*(2 marks)*

Numbers keyed in correctly (1) and formula used (1).

*(iii) The third section shows the store's **Net Profit**. This is the amount left over from gross profit when all the expenses have been paid.*

*Use a formula to calculate this figure.*

*(1 mark)*

Formula used (1).

*(c) Format all currency amounts to show a £ sign but no pence.*

*(1 mark)*

£ sign and no decimal places (1).

*(d) Save your spreadsheet as **PROFIT**. Print the spreadsheet, showing the **formulae**.*

*(1 mark)*

Formulae shown (1).

(e) Paul wants to use his spreadsheet to estimate his finances for **2007**. Use column **C** to show this information.

(i) All his expenses, except wages, should increase by 5%. Wages should increase by 10%. Use formulae to carry out these calculations. (4 marks)

New column headed 2007 (1). Correct formulae used to calculate expenses (1), including wages (1). Total expenses correctly re-calculated (1).

(ii) Paul wants to make a net profit of £35 000 in 2007. Edit the **Sales income** to show the figure needed to achieve this result. (4 marks)

Correct answer keyed in (3), answer within 10 000 (2), and different figures put into Sales income (1). Model rules not changed (1), ie 'Gross profit = Sales income – Cost of sales' and 'Cost of sales = half of Sales income'.

(f) Save your spreadsheet. Print a copy of the spreadsheet showing the figures.

	A	B	C
1			
2	<b>Fresh Fare Profit</b>		
3		<b>2006</b>	<b>2007</b>
4	<b>Sales</b>		
5	Sales income	£110 000	£121 750
6	Cost of sales	£55 000	£60 875
7	Gross profit	£55 000	£60 875
8			
9	<b>Expenses</b>		
10	Rates	£3 500	£3 675
11	Rent	£5 500	£5 775
12	Diesel for van	£4 600	£4 830
13	Water and electricity	£2 500	£2 625
14	Loan interest	£1 000	£1 050
15	Wages	£7 200	£7 920
16	Total expenses	£24 300	£25 875
17			
18	<b>Net Profit</b>	£30 700	£35 000

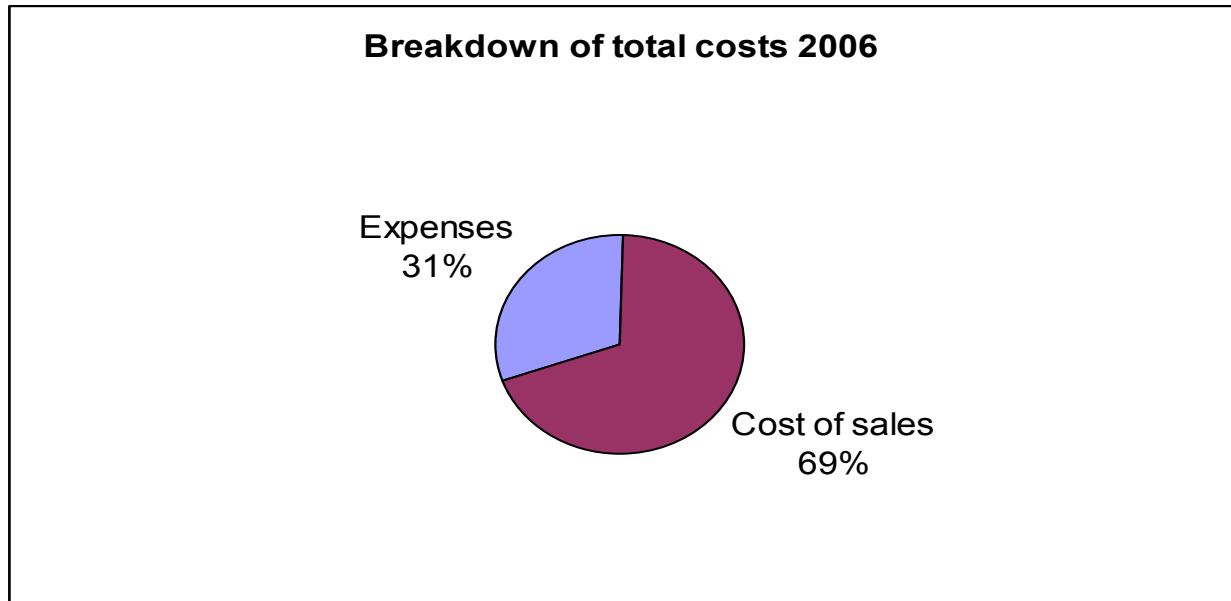
Print a second copy showing the formulae.

	A	B	C
1			
2	<b>Fresh Fare Profit</b>		
3		<b>2006</b>	<b>2007</b>
4	<b>Sales</b>		
5	Sales income	110 000	121 750 =C7*2
6	Cost of sales	=B5/2	=C5/2 =C5/2
7	Gross profit	=B5-B6	=C5-C6 =C16+C18
8			
9	<b>Expenses</b>		
10	Rates	3 500	=B10/100*105 =B10*1.05
11	Rent	5 500	=B11/100*105 =B11*1.05
12	Diesel for van	4 600	=B12/100*105 =B12*1.05
13	Water and electricity	2 500	=B13/100*105 =B13*1.05
14	Loan interest	1 000	=B14/100*105 =B14*1.05
15	Wages	7 200	=B15/100*110 =B15*1.1
16	Total expenses	=SUM(B10:B15)	=SUM(C10:C15) =SUM(C10:C15)
17			
18	<b>Net Profit</b>	=B7-B16	=C7-C16 35 000

(g) The total costs of the business are broken down into either **Cost of sales** or **Total expenses**. Paul is interested in the balance between the two.

(i) Create a chart showing the **Cost of sales** and **Total expenses** for 2006 as percentages of the **Total cost**. (3 marks)

Pie (1) chart (1) showing the two correct (1) data items.



(ii) Key in a chart title.

(2 marks)

Year identified (1), idea of dividing up/breaking down of total costs (1) referred to.

(iii) Label each segment.

(2 marks)

Percentages (1) and correct data labels (1) – reference to Cost of sales and Expenses.

(iv) Print the chart and save the file.

**Task Two – Letter****Total for this task: 17 marks**

Recall the word processing file **LETTER**, which is Fresh Fare's letterhead, and compose a letter from Paul to Emma.

- (a) Set out the letter correctly, using fully blocked style and open punctuation.  
Include all the parts of a letter in the correct places. (10 marks)

Date, addressee, address, salutation, complementary close, marked for signatory (6 x 1). All parts in correct order (1), lines left aligned (1), correct line spacing (1), open punctuation (1).

- (b) Explain to Emma what Paul would like to do. (3 marks)

'Attend the next meeting of the Hereford Farmers' Market group' (1-QWOC) and talk about selling more local products (1). Any other relevant comment eg from scenario, Paul 'introducing himself' (1).

- (c) Explain what he would like to find out at the meeting. (3 marks)

To find out what local products (1) the farmers could sell to him and if these could be delivered quickly (1) and regularly (1).

- (d) Thank Emma for her help. (1 mark)

(1-QWOC)

- (e) Save and print your letter.

**FRESH FARE**

46 Straight Lane North End Hereford HD39 9JE

Email: Paul.Johnson@freshfare.co.uk

14 May 2007 or 14<sup>th</sup> May 2007 or 15, 16, 17, 18.

Ms Emma Field or Ms E Field

Ghost Farm

Huxted

Hereford

HD31 9EK

Dear Emma or Ms Field or Madam

Yours sincerely or faithfully (if Dear Madam)

Minimum 2 lines spacing

Paul Johnson or Paul Johnson (Mr)

Single line space between each section

**Task Three – Database of new suppliers****Total for this task: 17 marks**

- (a) Create a database named **SUPPLIER** to store the data from the emails. Note the following instructions about how the data is stored.

*(5 marks)*

- There should be five fields.

Suitable titles (up to 5 x 1) to store all the data; see example below. Note – do not include an ID field (if present) as one of the five fields.

- (b) Key in the details of the possible suppliers from the emails opposite. *(6 marks)*

Owner and business name data correctly entered (1) including no entry for Simon Leeds (1).

If a candidate misses some data from 'Owner' and 'Business, they will lose' a mark in 3a.

However, providing the correct data is then entered into this field they get the next mark in 3b.

- The data about the speed of delivery must be numeric.

Numeric field created and data correctly entered (1).

- The data about regular deliveries must allow a simple search to find regular suppliers.

Regular and non-regular deliveries correctly entered and separately and consistently identified (1).

- The data about the type of product supplied should be put into the following groups: Juices; Fruit; Bread and cakes; Vegetables; Pot plants. No entry in this field should consist of more than two characters.

Products allocated to correct groups and appropriate codes chosen (1) with no entry more than two characters (1).

- (c) Save the database as **SUPPLIER** and print it in list format, showing the field headings. *(1 mark)*

Owner	Business	Product	Fast Delivery	Regular delivery
Jay Concep	Watermill Bakery	BC	3	No
Peter Clarke	Longhurst Orchards	F	1	Yes
Camille Rodriguez	Country Quiches	V	2	Yes
Emily Atkins	Lower Town Plant Nursery	PP	1	Yes
Philip Lawson	Vegetable Organics	V	1	Yes
Karima Al Hamad	Fox Hill Orchards	J	5	No
Cindy Hoove	Marsh Farm	J	1	No



- (d) *Paul wants to be able to find out which farmers can deliver both quickly and regularly. Print the file in list format showing the suppliers offering the quickest, most regular deliveries at the top.* (3 marks)

Double sort used (2 x 1) with best suppliers at top (1).

Owner	Business	Product	Fast Delivery	Regular delivery
Peter Clarke	Longhurst Orchards	F	1	Yes
Emily Atkins	Lower Town Plant Nursery	PP	1	Yes
Philip Lawson	Vegetable Organics	V	1	Yes
Cindy Hoove	Marsh Farm	J	1	No
Camille Rodriguez	Country Quiches	V	2	Yes
Jay Concep	Watermill Bakery	BC	3	No
Karima Al Hamad	Fox Hill Orchards	J	5	No

OR

Owner	Business	Product	Fast Delivery	Regular delivery
Philip Lawson	Vegetable Organics	V	1	Yes
Emily Atkins	Lower Town Plant Nursery	PP	1	Yes
Peter Clarke	Longhurst Orchards	F	1	Yes
Camille Rodriguez	Country Quiches	V	2	Yes
Cindy Hoove	Marsh Farm	J	1	No
Jay Concep	Watermill Bakery	BC	3	No
Karima Al Hamad	Fox Hill Orchards	J	5	No

- (e) *Paul is interested in increasing his range of local fruit and vegetables.*

- *Search the database to produce a list of suitable suppliers.*
- *Print this list.*

(2 marks)

Double search carried out (2 x 1).

Owner	Business	Product	Fast Delivery	Regular delivery
Peter Clarke	Longhurst Orchards	F	1	Yes
Philip Lawson	Vegetable Organics	V	1	Yes
Camille Rodriguez	Country Quiches	V	2	Yes

- (f) *Save your file.*

**Task Four – Writing a report****Total for this task: 24 marks**

(a) *Create a new word processing file and use it to write a report for Paul.*

*The report should include:*

- *a main title that is emphasised and centred*
- *a left-aligned side-heading for each section.* (4 marks)

Appropriate (1) main title that is emphasised and centred (1); appropriate (1) consistently left aligned side-heading for each topic (1).

(b) (i) *Explain **one** advantage of putting the products into groups.* (2 marks)

Advantage stated (1) and explained (1), eg easy to identify alternative suppliers from their database.

(ii) *Explain **one** advantage of coding the product groups.* (2 marks)

Advantage stated (1) and explained (1), eg use of codes means fewer characters to key in when inputting data to the database.

(iii) *Explain **one** disadvantage of coding the product groups.* (2 marks)

Disadvantage stated (1) and explained (1), eg may not remember what codes mean, especially if numeric codes used.

(c) *Explain **one** advantage of using a numeric field to store the speed of delivery data.* (2 marks)

Allows quickest deliveries to be identified (1) which could be important (1).

(d) *Explain **two** ways in which storing the farmers' data in a database could help Paul's business.* (6 marks)

Two advantages stated (2 x 1), with explanation (2 x 1) related to content (2 x 1). For example, Paul could search the database (1) to find alternative suppliers of a product (1) if his regular one failed him (1).

(e) *Identify **one** other piece of information that could be added to the **SUPPLIER** database. Explain how this will help Paul.* (3 marks)

One piece of information suggested (1) with explanation (1) related to context (1). For example, E-mail address (1), so Paul could easily get into contact (1) if he needed a fast delivery (1).

(f) *Save your report as **REPORT** and print it.*

*You will be awarded up to three marks for accurate spelling, punctuation and the correct use of specialist terms.* (3 marks)

**Task Five – Flyer****Total for this task: 17 marks**

(a) (i) Select a software application and use a **wide variety of tools** to design an A4 flyer. It should:

- attract people's attention
- encourage them to buy tropical fruit.

**(8 marks)**

Font formats, eg size, colour, emphasis, type. Any 1 use = 1.

Use of default font (probably Times New Roman, 12, black) scores no marks.

Paragraph formats, eg line spacing, indenting, bullets, alignment, tabs. Any 1 use = 1.

Use of default alignment (left) and line spacing scores no marks.

Graphics, eg pictures/clip art, word art, lines, shapes, fills. Any 1 use = 1.

Only the first use of the tool counts, eg repeated use of word art still only counts as 1 mark.

**Candidates can gain up to 5 more marks (1 mark per use) for the use of additional tools in the above categories. However, only the first use of the tool counts, eg repeated use of word art, different fonts, still only counts as 1 mark.**

(ii) The flyer must also have the following information:

- the business name
- the business address
- the following examples of fruit for sale and the prices
 

mango	£1.60
pineapple	£1.35
lime	£0.25
avocado	£1.20.

**(3 marks)**

Correct information selected, business details (1), fruit names (1), fruit prices (1).

(b) Save your flyer as **FRUIT** and print it.

(c) Compose a note to Paul explaining how you have used a **wide variety of tools** to create a flyer which meets each of the following targets:

(i) to attract peoples' attention

**(3 marks)**

(ii) to encourage people to buy tropical fruit

**(3 marks)**

Correct use of terms (2 x 1), explanation (2 x 1), related to target (2 x 1). For example, I used word art (1) for the business name so it would stand out (1) and attract attention (1).

(d) Save the note as **FLYER** and print it.