

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Business Communications

Unit 4: Business Communications

Tuesday 15 June 2010 – Morning
Time: 1 hour 30 minutes

Paper Reference
5BS04/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*
- A calculator may be used.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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SECTION A

Answer **ALL** the questions. You should spend 35 minutes on this section.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which **one** of the following **best** describes the term 'communication'?

(1)

Select **one** answer.

- A** The ability to talk clearly in public.
- B** The ability to make people listen to important information.
- C** Where a receiver has to listen to information.
- D** Two people, a sender and a receiver, transferring information.

(b) State **three** possible barriers to communication.

(3)

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(c) (i) State **one** reason why communication is important to a business.

(1)

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(ii) Explain why this reason is important.

(3)

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(Total for Question 1 = 8 marks)



2 Dilshan works for *Silver Fox Plc*. He is preparing the annual report. He sends a memo to the sales department requesting the sales figures for March.

(a) Which **one** of following would suggest that the communication had been successful?

(1)

Select **one** answer.

- A** The sales department received the memo.
- B** Dilshan receives an email containing the sales figures for March.
- C** The sales department sends the sales figures for May.
- D** Dilshan sends the memo to more than one person in the sales department.

Dilshan is producing the annual report for the shareholders.

(b) (i) Identify **one** other **stakeholder** that might also be interested in the annual report.

(1)

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Dilshan is intending to communicate the information in the annual report to shareholders using a podcast.

(ii) Explain **one** disadvantage of this method of communication.

(3)

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Dilshan thinks that communication between employees and managers at *Silver Fox Plc* is poor.

(c) (i) Identify **two** possible effects of this poor communication.

(2)

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(ii) Explain what impact **one** of the effects you identified in (c)(i) might have on *Silver Fox Plc*.

(3)

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(Total for Question 2 = 10 marks)



Many businesses use the Internet to communicate with their stakeholders. This may include having a website and the use of email.

3 (a) Which **one** of the following **best** describes the Internet? (1)

Select **one** answer.

- A** Where a business has an online presence.
- B** Where a business links all of its computers together in a network.
- C** A global network of computers which exchange information.
- D** A website hosted by an Internet Service Provider (ISP).

(b) Identify **two** advantages to a business of having a website. (2)

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Email is a popular form of communication; however there are advantages and disadvantages in using it.

(c) (i) Identify **one** advantage of using email for a business. (1)

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(ii) Explain how this advantage would benefit a business.

(3)

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(d) Explain **one** problem for a business of using email as a method of communicating with customers.

(3)

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(Total for Question 3 = 10 marks)



Read the following passage carefully and then answer question 4.

Karina is the managing director of *Executive World*, a business selling office furniture. The business has four regional offices in the UK and employs 500 staff. Karina is planning to reorganise the business to improve communication. Part of the process is to draw up a new organisational chart.

4 (a) An organisational chart shows: (1)

Select **one** of the following.

- A** What products the business sells.
- B** The role of employees and where they fit in the business.
- C** The details of salaries and wages of all employees in the organisation.
- D** How the organisation communicates with its customers.

(b) Identify **two** types of organisational chart that Karina could use. (2)

1.....
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2.....
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Karina has drawn up a new organisational chart for *Executive World*. A copy of the proposed chart has been given to all employees.

(c) Explain **one** advantage to *Executive World* of employees being aware of its new organisational structure.

(3)

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(Total for Question 4 = 6 marks)



Read the following passage carefully and then answer question 5.



JCB is a business that manufactures vehicles and equipment for the construction industry. It employs 5 500 people. It believes in putting its employees at the heart of its business.

When the UK economy went into recession in 2008 its sales fell. JCB had to review its financial position and the structure of the business. It decided to reduce the working week from five days to four days to cut costs. The company had to communicate this decision to its employees.

5 Meetings and written letters are **two** ways that JCB could have used to communicate its decision to its employees.

Which of these do you think would be the better method for JCB to have used and why?

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(Total for Question 5 = 6 marks)

TOTAL FOR SECTION A = 40 MARKS



SECTION B

Answer ALL the questions. You should spend 30 minutes on this section.

Read the following passage carefully and then answer question 6.

Ignite has recently opened a new store in a shopping centre. It sells fashion clothing at affordable prices. The owners of *Ignite* have produced a leaflet to promote the new store. They used a desktop publishing (DTP) package to produce the leaflet.

- 6** (a) Identify **two** reasons why *Ignite* used a DTP package to produce the leaflet and explain how these reasons might increase the success of the leaflet.

Reason 1

(1)

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Explanation

(3)

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Reason 2

(1)

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Explanation

(3)

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Read the following passage carefully and then answer question 8.

Louise designed and created a new product. She is looking to raise funds to help her. She used a word processor to write letters to businesses she thought would be interested in supporting the development of her product.

8 (a) State **two** benefits to Louise from using word processing software to produce the letters.

(2)

1

2

Louise has invited potential investors to a presentation. The presentation will cover details about the business, the new product and the projected profits she expects to make.

She needs to make a decision about which presentation technique to use.

She is considering either:

- A slide show
- OR
- Overhead transparencies (OHT)

*(b) In your opinion, which of these would be the more effective presentation technique Louise could use?

(8)

Justify your answer.

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(Total for Question 8 = 10 marks)

TOTAL FOR SECTION B = 30 MARKS



Section C

Answer ALL questions. You should spend 25 minutes on this section.

Read the following passage carefully and then answer question 9.

Global Animal Adoption agency (GAA) rescues animals that have been mistreated or abandoned. The costs required for treatment and overall care of the animals is increasing. *GAA* wants to create a website to raise funds and awareness of its cause.

The website will have to support images, video, have online donation forms, payment systems, adoption application and subscription forms.

It is considering different website hosts.

9 (a) What is meant by a 'website host'?

(2)

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(b) Identify **two** factors that *GAA* might consider in choosing a website host.

For each factor explain why it is important to *GAA*.

Factor 1

(1)

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Explanation

(3)

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Factor 2

(1)

Explanation

(3)

(Total for Question 9 = 10 marks)



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