

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Business Communications

Unit 4: Business Communications

Friday 24 May 2013 – 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.*

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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PEARSON

SECTION A

Answer ALL 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 shows that communication has been successful? (1)

Select **one** answer.

- A** The status of the sender
- B** Feedback from the sender
- C** Feedback from the receiver
- D** The status of the receiver

(b) Identify **one** type of oral communication. (1)

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(c) Explain **one** possible benefit of sending out an agenda before a meeting. (3)

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(d) Explain **one** benefit to a business of using a logo on its products.

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(Total for Question 1 = 8 marks)



Read the following passage carefully and then answer Question 2.

Age UK is an organisation which provides information and advice to older people through its 330 centres in the UK. Last year *Age UK* helped over five million people. It provides older people with factsheets in English and other languages.

2 (a) Which **one** of the following is the **most likely** reason why *Age UK* prints its factsheets in other languages? (1)

Select **one** answer.

- A** Reduces the running costs of *Age UK*
- B** Creates a barrier to communication for older people
- C** Motivates employees of *Age UK*
- D** Meets the cultural differences of older people

(b) State **two** features, other than language, that *Age UK* could use in its factsheets to make the information more accessible to older people. (2)

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(c) Explain **one** impact on *Age UK* of good communication with its stakeholders. (3)

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(d) Describe the possible effects on *Age UK* of **not** printing the factsheets in other languages.

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(Total for Question 2 = 10 marks)



Read the following passage carefully and then answer Question 3.

Blueline provides a 24-hour taxi service. *Blueline* offers all customers who book a taxi a free text-back service. This service sends a short message service (SMS) text message to let customers know when their taxi is going to arrive, the make of car, model, colour and registration number.

3 (a) What type of communication method is SMS? (1)

Select **one** answer.

- A** Meeting
- B** Electronic
- C** Oral
- D** Visual

(b) Explain **one** benefit for customers of *Blueline's* free text-back service. (3)

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Blueline now has a fare calculator on its website. This allows customers to input the details of their journey and see how much the journey will cost.

(c) Explain **one** advantage for *Blueline* of having a fare calculator on its website.

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Blueline supplies price lists to local restaurants and travel agents.

(d) Describe why *Blueline* distributes price lists to local restaurants and travel agents.

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(Total for Question 3 = 10 marks)



Read the following passage carefully and then answer Question 4.

Lydia Kanu runs a business which makes cakes for special occasions such as birthdays, christenings and weddings. Lydia's cakes are based on designs requested by her customers.

- 4 (a) Which **one** of the following would be the **most likely** method used by Lydia to communicate with her customers in order to agree the design of their cakes? (1)

Select **one** answer.

- A** A podcast
- B** A poster
- C** A newsletter
- D** A face-to-face meeting

- (b) Outline **one** reason why discussions with her customers are important to the success of Lydia's business. (2)

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Lydia has started to use email to communicate with her customers.

(c) Explain **one** advantage for Lydia of using email to communicate with her customers.

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In order to expand her business Lydia will need to advertise and promote her products. To do this she is considering two options.

Option 1: Placing an advert in a national catering magazine.

Option 2: Giving presentations about her cakes at local wedding fairs.

(d) Which of the above options do you think would be more effective for Lydia and why? (6)

A series of horizontal dotted lines providing space for a handwritten answer to question (d).

(Total for Question 4 = 12 marks)

TOTAL FOR SECTION A = 40 MARKS



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SECTION B

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

Read the following passage carefully and then answer questions 5 and 6.

WebEx provides online meeting, web conferencing and videoconferencing facilities for businesses. It is owned by *Cisco*, one of the world's largest suppliers of computer network equipment.

WebEx enables you to have online meetings with anyone who has an internet connection. Users can share information from their computer, letting others see the same information at the same time. Within the meeting, you can 'pass the ball' so any person can control the meeting and share and discuss their information with other people.

WebEx also provides many other communication features, including:

- conducting online training
- carrying out online presentations
- holding a webinar
- demonstrating a product online.

WebEx has been a very successful product for *Cisco*. The globalisation of business has made the need for effective communication systems even more important. Many small and medium-sized businesses now invest in this technology and use it to hold many of their meetings.

5 (a) What is meant by the term **webinar**?

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(b) Explain **one** advantage to *Cisco* of allowing customers to access *WebEx* through an internet connection.

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Barnardo's is a charity that aims to protect and care for children. It has nine regional centres in the UK and uses *WebEx* to hold meetings and run training sessions.

(c) Explain **one** reason why *Barnardo's* uses *WebEx* to hold these meetings and training sessions.

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Cisco has worked with Nottingham Trent University (NTU) to provide videos of lectures which can be viewed on a range of devices such as mobile phones, PCs and tablets. The videos can also be streamed to other classrooms or buildings.

(d) State **one** advantage and **one** disadvantage to NTU of making lectures available on video in this way. For each, explain the likely impact on the university.

(8)

Advantage

Explanation

Disadvantage

Explanation



(Total for Question 5 = 16 marks)



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6 (a) What is meant by the term **globalisation**?

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Cisco's aim of making WebEx affordable for small businesses has made it easier for them to find new customers. Presentations can now be given online. Cisco wants to design a presentation for its new customers.

(b) Describe the issues *Cisco* should take into account when designing this presentation.

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WebEx costs businesses up to £30 per month and can only be purchased directly from the Cisco website. When selling WebEx, Cisco has to follow the terms of the Data Protection Act.

*(c) Assess the possible effects on Cisco of following the Data Protection Act.

(8)

Dotted lines for writing.



(Total for Question 6 = 14 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 questions 7 to 10.

Sir Robert McAlpine Ltd (SRM) is a leading UK building and civil engineering company. It has been responsible for constructing a number of high profile projects including the O2 Arena, the Emirates Stadium, the Eden Project, the M74 completion in Glasgow and, most recently, the Olympic Stadium in East London.

It is a family-owned company which believes that large projects are completed much more successfully if the business is organised into a matrix structure. This allows *SRM* to work more closely with its clients. Regular meetings are held with clients to ensure they are fully satisfied with progress.

SRM also believes that the performance of its employees is vital to its success. The company offers training and encouragement to fulfil employee potential and give them the freedom to do their own work using skills they have developed. This is supported by an appraisal system to meet the needs of its employees. More than a third of employees have been with the company for over 10 years and a significant number for more than 25 years.

7 What is meant by the term **matrix structure**?

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(Total for Question 7 = 2 marks)



8 Outline **one** reason why accurate spelling and good grammar are important to *SRM* when communicating with its clients.

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(Total for Question 8 = 2 marks)



*9 Discuss the extent to which an appraisal system helps *SRM* retain its best employees.

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(Total for Question 9 = 6 marks)



***10** Using your knowledge of business communication, assess whether regular meetings between *SRM* and its clients are important.

A series of horizontal dotted lines for writing the answer to the question above.



(Total for Question 10 = 10 marks)

TOTAL FOR SECTION C = 20 MARKS

TOTAL FOR PAPER = 90 MARKS



P 4 2 1 1 8 A 0 2 3 2 4

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