

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Business Communications

Unit 4: Business Communications

Monday 6 June 2011 – 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 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 purpose of 'communication'? (1)

Select **one** answer.

- A The ability to use a variety of media.
- B The transfer of information to stakeholders.
- C Translating information to a sender.
- D To allow a receiver to highlight a problem.

- (b) (i) Identify **three** possible written forms of communication a business might use when communicating with its employees. (3)

1

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2

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3

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- (ii) Identify **one** reason why it is important for a business to choose the right method of communication. (1)

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(iii) Explain **one** reason why an appropriate layout is important when using written forms of communication.

(3)

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(Total for Question 1 = 8 marks)



2 Businesses use a variety of methods to communicate with stakeholders.

(a) (i) Which **one** of the following is the most appropriate method of communication a business would use to inform shareholders of its financial performance over the year?

(1)

Select **one** answer.

- A** Letter.
- B** Memo.
- C** Annual report.
- D** Telephone call.

(ii) State **one** possible effect of poor communication on a business.

(1)

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(b) (i) Identify **one** reason why the tone of a letter to customers is important in business communication.

(1)

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Letters can be produced using word processing software.

(ii) State **three** advantages of using word processing software to produce a letter.

(3)

1.....

2.....

3.....



As part of the recruitment process businesses may require applicants to send in a Curriculum Vitae (CV).

- (c) (i) State **one** reason why it is important for the applicant to set out their CV clearly.

(1)

- (ii) Explain **one** way a CV will assist a business in selecting potential applicants for interview.

(3)

(Total for Question 2 = 10 marks)



Read the following passage carefully and then answer question 3.

Isla Kommen sells personalised jewellery made from rare materials. Building strong relationships with her suppliers is very important to the success of Isla's business. The market in which she sells her jewellery is very competitive.

3 Isla is keen on face-to-face communication with her customers.

(a) (i) Which **one** of the following **best** describes face-to-face communication?

(1)

Select **one** answer.

It is where:

- A** communication is held in private
- B** the communication is sent via telephone
- C** an image is used to communicate the message
- D** the receiver can see the sender.

(ii) Give **one** example of a situation in which face-to-face communication might be used when communicating with employees.

(1)

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(b) Outline **one** reason why strong relationships with her suppliers are important to the success of Isla's business.

(2)

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Isla regularly communicates with her suppliers by facsimile (fax) and telephone.

(c) Explain **one** benefit to Isla of using each of these methods.

(3)

Fax

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(3)

Telephone

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(Total for Question 3 = 10 marks)



Read the following passage carefully and then answer question 4.

Martin runs a business which organises team building courses for managers. These courses help them understand how team working can be beneficial to a business.

Martin's business has expanded; he has recruited twenty new employees to cope with demand. He is reviewing the organisational structure of his business.

- 4** (a) Which **one** of the following is a benefit to Martin of having an organisational structure for his business?

(1)

Select **one** answer.

An organisational structure:

- A** guarantees customers get dealt with quickly
- B** ensures all employees have equal responsibilities
- C** defines the roles of employees in the business
- D** ensures all employees get the same pay.

- (b) Outline **one** benefit to Martin of using Information and Communication Technology (ICT) to construct an organisational chart.

(2)

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Martin has decided to use a flat organisational structure.

(c) Explain **one** benefit to Martin's business of a flat organisational structure.

(3)

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(Total for Question 4 = 6 marks)



Read the following passage carefully and then answer question 5.

Alex and Tom set up a business which organises events such as conferences and business meetings. They find suitable locations for events and entertainment to suit their clients. They have organised a conference and have contact details of the guests including email addresses. Alex and Tom plan to email all guests with the details of the event and a map of its location.

5 (a) (i) Identify **one** benefit to Alex and Tom of using email to send out this information to guests. (1)

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(ii) Explain how Alex and Tom will be able to judge if the email communication has been successful. (3)

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(b) State **two** possible disadvantages of using email to send this information. (2)

1.....
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2.....
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(Total for Question 5 = 6 marks)

TOTAL FOR SECTION A = 40 MARKS



SECTION B

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

Read the following passage carefully then answer questions 6 and 7.

Ryan is the manager of a gaming store. Customers buy games from the store and online. The website is an increasingly important part of the business. Ryan has used his interest in technology to develop most of the website himself. The site enables customers to register and log their details so that they can easily make repeat purchases. The business has been growing steadily and Ryan believes that some of the growth has been due to the reputation the store has built up as a result of the website.

He has been asked by his head office to collect some data on sales figures for a variety of games during the month of October. Ryan has collected the information, reproduced below, and is now thinking of the best way to communicate the information to his head office.

Game	Number Sold
<i>Gears of War</i>	15
<i>Devil May Cry 4</i>	10
<i>Gears of War (Limited Edition)</i>	15
<i>Gears of War 2 (Limited Edition)</i>	24
<i>Gears of War 2</i>	45
<i>Fifa 10</i>	20
<i>The Orange Box</i>	5
<i>World of Warcraft</i>	15
<i>World of Warcraft: The Burning Crusade</i>	19
<i>World of Warcraft: Wrath of Lich King</i>	25
<i>Super Mario Galaxy</i>	15
<i>Bioshock</i>	17
<i>Fable 2</i>	30
<i>Wii Sport Resort</i>	55
<i>World of Warcraft: 60 day Time Card</i>	35
<i>Metroid Prime 3: Corruption</i>	15
<i>Guitar Hero: World Tour</i>	39
<i>Wii Fit</i>	39



6 (a) Identify **two** possible methods that Ryan could use to present the information he has collected.

For **each** method explain how it would successfully communicate the information to Ryan's head office.

Method 1

(1)

Explanation

(3)

Method 2

(1)

Explanation

(3)



Ryan spent some time researching different hosts for the website.

(b) Identify **one** factor Ryan would have had to consider in choosing a website host.

Explain why Ryan has to take this factor into consideration.

Factor

(1)

Explanation

(3)



SECTION C

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

Read the following passage carefully and then answer question 8.

Colin Takenti has applied for the position of sales representative at a travel agent specialising in unusual and exotic holidays. The business prides itself in offering a professional service to its customers and expects the highest standards from its sales staff.

As part of the interview for the post, Colin has been asked to give a presentation to the interview panel. The information Colin received stated that he could choose any presentation method including a flip chart, slide show or overhead transparency (OHT). After some consideration, Colin decided to use a slide show.

8 (a) What is an overhead transparency (OHT)?

(2)

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(b) Identify **two** principles Colin needs to consider in using a slide show to give a successful presentation.

For **each** principle, explain how it makes the slide show successful.

Principle

(1)

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Explanation

(3)

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Principle

(1)

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Explanation

(3)

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(Total for Question 8 = 10 marks)



(Total for Question 9 = 10 marks)

TOTAL FOR SECTION C = 20 MARKS

TOTAL FOR PAPER = 90 MARKS



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