SPECIMEN

General Certificate of Secondary Education

Business and Communication Systems

Unit A266: Developing Business
Communication Systems

Specimen Controlled Assessment Material

A266CA

INSTRUCTIONS TO TEACHERS

- Please refer to Section 5 of the Business and Communication Systems specification for instructions on completing controlled assessment tasks.

- Each candidate's Quality of Written Communication is assessed on the sections marked with an asterisk [*].

- Candidates choose **one scenario** from a choice of two scenarios. Candidates complete the set tasks and activities from the chosen scenario.

- Candidates should spend up to 10 hours on research and up to 5 hours on writing up the controlled assessment.

This document consists of **3** printed pages.

Scenario 1

The owner/managing director of a local manufacturer (your teacher may tell you which manufacturer or you might be able to negotiate this with them) has asked you to investigate the ways in which it communicates with its suppliers. The owner/managing director has given you the following terms of reference.

I would like you to investigate the ways in which our business communicates with its suppliers and make recommendations for how our systems and/or communications can be improved. You should present your work to me as a formal business report. You will have up to ten hours in which to design, carry out and analyse research for this project and up to five hours to produce your written report and letter.

The specific requirements for the report and letter are given in Tasks 1 and 2 below.

Task 1

Your report should contain answers to the following activities.

(a) Describe the main features of the communication systems the manufacturer uses to communicate with suppliers. **[6]**

(b) Describe the main messages and media which the manufacturer uses to communicate with suppliers. **[6]**

(c) Analyse the capabilities and limitations of the existing systems used by the manufacturer to communicate with suppliers. **[6]**

(d) What do suppliers think of the communications received from the manufacturer and what recommendations for improvement do they make? Why do they want these improvements to take place? **[6]**

(e) What recommendations would you make for improvements in the way in which communication takes place between the manufacturer and its suppliers? Explain why you are making these recommendations. **[6]**

(f) What impact will these changes have on the manufacturer and its suppliers? Why is this? **[9]**

The report can be word-processed and should be of professional quality including appropriate charts, graphs, images, tables and a bibliography. You should use a structure appropriate to a formal report.

[6*]

Task 2
Produce a high quality letter which the owner/managing director can use to persuade suppliers to accept the changes you propose. The letter should emphasise the benefits to suppliers of the proposed changes. **[15*]**

[Total: 60 marks]

Scenario 2

The director of a local leisure centre (your teacher may tell you which leisure centre or you might be able to negotiate this with them) has asked you to investigate the ways in which it communicates with its existing and potential customers. The director has given you the following terms of reference.

I would like you to investigate the ways in which our leisure centre communicates with our existing and potential customers and make recommendations for how our systems and/or communications can be improved. You should present your work to me as a formal business report. You will have up to ten hours in which to design, carry out and analyse research for this project and up to five hours to produce your written report and leaflet.

The specific requirements for the report and letter are given in Tasks 1 and 2 below.

Task 1

Your report should contain answers to the following activities:

(a)   Describe the main features of the communication systems the leisure centre uses to communicate with existing and potential customers.   **[6]**

(b)   Describe the main messages and media which the leisure centre uses to communicate with existing and potential customers.   **[6]**

(c)   Analyse the capabilities and limitations of the existing systems used by the leisure centre to communicate with existing and potential customers.   **[6]**

(d)   What do customers think of the communications received from the leisure centre and what recommendations for improvement do they make? Why do they want these improvements to take place?   **[6]**

(e)   What recommendations would you make for improvements in the way in which communication takes place between the leisure centre and its existing or potential customers? Explain why you are making these recommendations.   **[6]**

(f)   What impact will these changes have on the leisure centre and its customers? Why is this?   **[9]**

The report can be word-processed and should be of professional quality including appropriate charts, graphs, images, tables and a bibliography. You should use a structure appropriate to a formal report.

[6*]

Task 2

Produce a high quality leaflet which the leisure centre director can use to persuade existing or potential customers to accept the changes you propose. The leaflet should emphasise the benefits to existing or potential customers of the proposed changes.

[15*]

Total: [60 marks]

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

BUSINESS AND COMMUNICATION SYSTEMS

Unit A266: Developing Business Communication Systems

Specimen Controlled Assessment Mark Scheme

The maximum mark for this unit is 60.

[Turn Over

All marks are awarded in the context of the current controlled assignment.

Task 1 (45 marks)
AO1 – 9 marks   AO2 – 18 marks   AO3 – 18 marks

	Band 1	Band 2	Band 3	Contextual guidance/indicative content – Scenario 1	Contextual guidance/indicative content – Scenario 2
Activity (a)	Some limited features of the communications system(s) are identified. **[1 2]**	Some of the main features of the communications system(s) are clearly described. **[3 4]**	The main features of the communications system(s) are described in detail. **[5 6]**	Manufacturers use a variety of systems to communicate with suppliers including: e-procurement-based systems, (such as Electronic Data Interchange), face-to-face meetings, telephone, email and video-conferencing. Candidates should identify and then describe the features of at least two different communication systems used by the business to communicate with its suppliers.	The main features of the communication systems used in a leisure centre include the hardware and software used to create documents – this will include word processing software and computer hardware. Candidates should identify then describe the features of these systems.
Activity (b)	A few limited messages and media which the organisation uses are identified. **[1 2]**	Some of the main messages and media which the organisation uses are clearly described. **[3 4]**	The main messages and media which the organisation uses are described in detail. **[5 6]**	Manufacturers communicate verbally with sales representatives, sales support staff and technical support staff. Written communication includes the sending of documents such as tender requirements, purchase	Leisure centres typically communicate with customers using leaflets, notices at the centre and websites. Customers will telephone the centre and speak with staff face to face in the centre.

0 marks – no response or no response worthy of credit

				orders, goods received notes and receive documents from suppliers such as catalogues, brochures, invoices and statements. Suppliers have websites providing pre- and after-sales support including product information. Candidates should identify and then describe some of the messages and the media used to deliver them.	Candidates should identify and then describe some of the messages and the media used to deliver them.
Activity (c)	A few limited capabilities and limitations of the existing systems used are described. **[1 2]**	Some of the main capabilities and limitations of the existing systems used are analysed in brief. **[3 4]**	The main capabilities and limitations of the existing systems used are analysed in detail. **[5 6]**	Systems will be appropriate if they deliver appropriate messages in an appropriate way. Candidates could analyse either the messages themselves, or the methods used to transmit them, but preferably both.	Systems will be appropriate if they deliver appropriate messages in an appropriate way. Candidates could analyse either the messages themselves, or the methods used to transmit them, but preferably both.
Activity (d)	Some opinions of relevant stakeholders and their recommendations for improvement are identified. Some limited reasons for the improvements are	The opinions of relevant stakeholders and their recommendations for improvement are described. Some clear reasons for the improvements are	The opinions of relevant stakeholders and their recommendations for improvement are described in detail. Reasons for the improvements are	Relevant stakeholders are likely to be limited to the manufacturer and its suppliers. Candidates are likely to consider the needs of at least one supplier as well as the needs of the manufacturer.	Relevant stakeholders for a leisure centre are likely to be its users. These could be differentiated by age, for example both the candidates and older members of their family could be users of a

0 marks – no response or no response worthy of credit

	given. **[1 2]**	analysed in brief. **[3 4]**	analysed in detail. **[5 6]**	For example, the supplier might be based in a different country where there are distance, time and language issues to consider.	particular leisure centre. Some users might, for example, prefer to communicate via a website and email or text, rather than having to telephone or visit the centre to collect leaflets.
Activity (e)	A few limited recommendations for improvements in the way in which communication takes place are identified and briefly described. **[1 2]**	Recommendations for improvements in the way in which communication takes place are analysed in brief with some limited justification. **[3 4]**	Recommendations for improvements in the way in which communication takes place are analysed in detail and comprehensively justified. **[5 6]**	Candidates should explore the recommended improvements made by the selected stakeholders and decide whether or not the manufacturer should implement them. In Band 1 candidates are likely to offer limited recommendations and describe how they would improve communications. In Band 2 the recommendations will be justified with some reasons that may lack validity. In Band 3 the benefits will be valid.	Candidates should explore the recommended improvements made by users and decide whether or not the leisure centre should implement them. In Band 1 candidates are likely to offer limited recommendations and describe how they would improve communications. In Band 2 the recommendations will be justified with some reasons that may lack validity. In Band 3 the benefits will be valid.
Activity (f)	Some limited impact of the recommended changes is identified and briefly described.	The impact of the recommended changes is clearly identified and analysed in brief with	The overall impact of the recommended changes is analysed and assessed in detail.	Candidates should explore the benefits, drawbacks and implications of the proposed changes.	Candidates should explore the benefits, drawbacks and implications of the proposed changes.

0 marks – no response or no response worthy of credit

[1 2 3]	some limited assessment of the overall impact. **[4 5 6]**	**[7 8 9]**	In Band 1 candidates are likely to offer little more than a list of benefits and drawbacks. In Band 2 the implications for the manufacturer in terms of cost, training, maintenance issues etc will begin to be considered. In Band 3 the candidate is able to offer an assessment of the overall impact on the manufacturer.	In Band 1 candidates are likely to offer little more than a list of benefits and drawbacks. In Band 2 the implications for the leisure centre in terms of cost, training, maintenance issues etc will begin to be considered. In Band 3 the candidate is able to offer an assessment of the overall impact on the leisure centre.
Report *	A report which is of basic quality. ICT is used with basic competence, with some limited use of formatting, charts, graphs, images, tables and a bibliography. To be of a useable standard the report would require significant improvements to organisation, structure, spelling, punctuation and	A report which is of below professional quality. ICT is used competently, with some effective use of formatting, charts, graphs, images, tables and a bibliography. To be of a useable standard the report would require only minor improvements to some of the organisation, structure, spelling, punctuation or grammar.	A report which is near professional quality. ICT is used to a high standard with effective use of formatting, charts, graphs, images, tables and a bibliography. The report is of a useable standard or to become so would only require a very few minor amendments to the organisation, structure, spelling, punctuation or grammar.	At Band 1 the report will not be fit-for-purpose, mainly due to a lack of understanding or an appropriate report format and a lack of sufficient ICT skills and capability to create a near-professional quality document. At Band 2 candidates will be likely to create a document which at first glance, looks like a good second draft but will still require significant	At Band 1 the report will not be fit-for-purpose, mainly due to a lack of understanding or an appropriate report format and a lack of sufficient ICT skills and capability to create a near-professional quality document. At Band 2 candidates will be likely to create a document which at first glance, looks like a good second draft but will still require significant

0 marks – no response or no response worthy of credit

			improvement for it to be of useable quality.	improvement for it to be of useable quality.
grammar. **[1 2]**	**[3 4]**	**[5 6]**	At Band 3 the candidate will create a document which the assessor would be happy to publish under their own name (although minor errors may still remain).	At Band 3 the candidate will create a document which the assessor would be happy to publish under their own name (although minor errors may still remain).

0 marks – no response or no response worthy of credit

Task 2 (15 marks)

AO1 – 3 marks   AO2 – 6 marks   AO3 – 6 marks

	Band 1	Band 2	Band 3	Contextual guidance/indicative content – Scenario 1	Contextual guidance/indicative content – Scenario 2
Content	The proposals are briefly summarised. Some benefits to the specified stakeholder are identified. There is a limited and only partially successful attempt to 'sell' the proposals to the stakeholder. **[1 2 3]**	The proposals are clearly summarised. A range of ways in which the specified stakeholder group will benefit from the proposals are clearly described. There is a clear and largely successful attempt to 'sell' the proposals to the stakeholder. **[4 5 6]**	The proposals are summarised effectively. A comprehensive range of ways in which the specified stakeholder group will benefit from the proposals are described in detail. There is a successful attempt to 'sell' the proposals to the stakeholder. **[7 8 9]**	At Band 1 the candidate will lack the understanding of the benefits to the supplier and lack communication skill necessary to sell the benefits of the changes to the supplier. At Band 2 the benefits will be explained but not always using appropriate language, for example by using overly technical language or inappropriate everyday language unsuited to a leaflet designed for a supplier. At Band 3 the letter will be a convincing communication due to a successful combination of both content and tone.	At Band 1 the candidate will lack the understanding of the benefits and lack communication skill necessary to sell the benefits of the changes to the customer. At Band 2 the benefits will be explained but not always using appropriate language, for example by using overly technical language or inappropriate everyday language unsuited to a letter. At Band 3 the letter will be a convincing communication due to a successful combination of both content and tone.

0 marks – no response or no response worthy of credit

Document *	A basic quality document which is of below-professional quality due to obvious errors of content and communication. To be of a useable standard the document would require significant improvements to organisation, structure, spelling, punctuation and grammar. **[1 2]**	A good quality document which is of below-professional quality due to occasional errors of content and communication. To be of a useable standard the document would require only minor improvements to some of the organisation, structure, spelling, punctuation or grammar. **[3 4]**	A high quality document which is of near-professional quality. The document is of a useable standard or to become so would only require a very few minor amendments to the organisation, structure, spelling, punctuation or grammar. **[5 6]**	The leaflet can be addressed to a specified named (possibly fictionalised) supplier or it can be generalised and applied to all potential suppliers. Band 1 candidates are likely to produce a leaflet that combines some text and some graphics but in ways that fail to produce a fit-for-purpose product. For example the graphics may be of limited appropriateness in terms of content and they may be pixelated, distorted or poorly positioned. The text may contain obvious and distracting errors. Band 2 candidates are likely to produce a leaflet where the majority of the text and supporting graphics are appropriate but elements are obviously below standard –common errors in this Band include: accepting the default use of line-breaks in desk top published documents; the use of an inappropriate	The letter should be addressed to a specified (and fictionalised) leisure centre customer. Band 1 candidates are likely to produce a document which contains some but not all of the required letter contents, for example the addressee's details may be missing or located in the wrong part of the letter. The date may be missing and the salutation/greeting are inappropriate and do not match. Band 2 candidates are likely to produce a document which, at first glance, looks like a well-laid out and mailable letter, but which on closer examination shows errors, e.g. spelling and grammatical mistakes or inconsistent/inappropriate use of font and sizes. Band 3 candidates will produce a near-professional quality letter that is virtually-error free

0 marks – no response or no response worthy of credit

				font style or size; poor choice of text colours when set against light or dark backgrounds; poor use of white space. Band 3 candidates will produce a near-professional quality leaflet that is virtually-error free that the assessor would be happy to see sent to suppliers under the assessor's own name.	that the assessor would be happy to see sent to customers under the assessor's own name and signature.

0 marks – no response or no response worthy of credit

Assessment Objectives Grid (includes QWC*)

Task	AO1	AO2	AO3	Total
Task 1*	9	18	18	**45**
Task 2*	3	6	6	**15**
Total	**12**	**24**	**24**	**60**