



General Certificate of Secondary Education

Business and Communication Systems 3126

Higher Tier 3126/1H

Report on the Examination

2007 examination - June series

Further copies of this Report are available to download from the AQA Website: www.aqa.org.uk

Copyright © 2007 AQA and its licensors. All rights reserved.

COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

The Assessment and Qualifications Alliance (AQA) is a company limited by guarantee registered in England and Wales (company number 3644723) and a registered charity (registered charity number 1073334). Registered address: AQA, Devas Street, Manchester M15 6EX
Dr Michael Cresswell Director General.

Higher Tier – Theory Paper (3126/1H)

General

It would be advantageous to have access to the relevant question paper and mark scheme when reading the comments below.

This year there was less evidence that candidates had been incorrectly entered for this level of examination.

The candidates generally showed a good understanding of the subject but in a few instances lacked security in the precise use of key terms and concepts.

Question One

This question was really designed as a pupil-friendly opener which surprisingly challenged some candidates who failed to actually give items of information. Some answers related to the general advantages of internet access and were not credited. Clearly, if the candidate was unable to think of any information that was on the internet in part (i), they were unable to explain how it would help the business in part (ii).

Question Two

Most candidates had little problem with providing examples of internal and external communication, but not all were able to explain how the use of them would help a business such as Paul's. Some candidates did not in any way relate their answer to the context of Paul's business.

Question Three

Some candidates did not understand the question in 3(a) and gave answers which related to the protection of Paul's health, rather than to the general office environment which would allow Paul to work comfortably and safely.

Question 3(b)(i) was well answered. Most candidates were able to select a suitable desk and a suitable chair for Paul's office, together with their correct prices, and were awarded the full four marks.

In 3(b)(ii), most candidates were able to justify the choices they had made in 3(b)(i). Their answers demonstrated a clear understanding of the importance of having the correct furniture for the effective running of an office.

In 3(c), the better candidates gave three good actions which Paul could take to protect his health when using a computer. However, some did not read the word 'actions' in the question and continued to write about furniture.

Question Four

Many candidates were able to give **both** advantages and disadvantages in 4(a). The only difficulty for some was the Job Centre. Some thought that employers had to appoint the person that the Job Centre recommended and others thought that the Job Centre charged employers for listing the jobs. In 4(b), however, candidates did not state which method they thought would be best, but went on to talk about interviewing candidates. Others did not justify their choice in the context of the position of Assistant Manager.

Question 4(c) was answered well by some candidates, but others did not really seem to understand the term 'selecting' and went on to describe induction training or carried on discussing advertising.

Questions 4 (d), (e) and (f) were also answered well by the vast majority of candidates. Although this calculation is very simple, it is worth noting that candidates should be equipped with a calculator. Not all calculations will be easily done as mental maths.

Question Five

In 5(a) most candidates provided three or more features of desktop publishing. "Word Art" was quoted a great deal but was not accepted because it is a brand name. Not all candidates knew what 'desktop publishing' was, although I guess they could nearly all use Publisher. It is important that candidates are reminded about the need to know the **types of programmes** they use, rather than their brand names.

In contrast, question 5(b) was poorly answered and candidates struggled to develop their answers sufficiently to get the four marks.

Question Six

Many candidates answered the question well but seemed to run out of steam by the third customer complaint. Appropriate recommendations were all allowed, the only action not rewarded was the suggestion that an extra assistant was employed. Candidates need to be reminded that suggestions for actions always need to be relative to the size of the business. Where candidates did not get full marks it was due to a lack of justification of their suggestions.

Quality of Written Communication

This was assessed in Questions 2, 4(b) and 4(c). The overall standard does not appear to have improved from last year. Very few candidates scored full marks for this part of the assessment. There were many examples where initial capitals or punctuation in sentences were missing. Sometimes capitals were inserted in the middle of sentences when not required. Specialist terms were not always used accurately, even by the better candidates.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.