

Write your name here

Surname

Other names

**Pearson**  
**Edexcel GCSE**

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

# Business Communications

## Unit 4: Business Communications

Friday 5 June 2015 – 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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P48018A

©2015 Pearson Education Ltd.

1/1/1



**PEARSON**

**SECTION A**

**Answer ALL questions. You should spend 40 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) How many parties are involved in the communication model?

Select **one** answer.

(1)

- A** One
- B** Two
- C** Three
- D** Four

(b) Identify **one** advantage for a business of using email.

(1)

(c) Explain **one** impact on a business of using the wrong method of communication.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(d) Explain **one** reason why the tone of a letter is important in business communication.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 1 = 8 marks)**

---





*Juniper's Pantry* is a delicatessen that specialises in selling high quality food. Despite being located close to a large supermarket, the owner of *Juniper's Pantry*, David Gill, feels his business is successful because of the level of customer service he provides. All of the food is made on the premises, using only ingredients from local suppliers. David often demonstrates how the food is made and offers free samples to customers so they can taste the food before they buy it.

(Source: written by Principal Examiner)

2 (a) Which **one** of the following communication methods is David using when he demonstrates how the food has been made?

Select **one** answer.

- A Loyalty card
- B Face-to-face
- C Podcast
- D Scribbled note

(1)

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

(2)

.....

.....

.....

.....

.....

.....



(c) Explain **one** advantage to *Juniper's Pantry* of providing information about its products to customers.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(d) Describe how silent communication could be used at *Juniper's Pantry*.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 2 = 10 marks)**

---





*npower* is a leading UK energy company that supplies gas and electricity to residential and business customers. In the past all communication was paper based, with customers being sent their energy bills through the post. Standard business letters were regularly sent to all customers informing them of changes to their energy accounts. *npower* now offers its customers the option of registering online. This allows them to view bills and make payments via the internet as well as receiving SMS text messages informing them of new services offered by *npower*.

(Source: adapted from <http://www.npower.com> 14/10/14)

3 (a) What do the letters SMS stand for?

Select **one** answer.

(1)

- A Social media studies
- B Special message system
- C Short message service
- D Standard media solution

(b) Identify **three** internal stakeholders in *npower*.

(3)

1 .....

2 .....

3 .....



(c) Explain **one** advantage to *npower* of using standard business letters to communicate with its customers.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(d) Explain **one** advantage to the customers of *npower* of being able to view their energy bills via the internet.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 3 = 10 marks)**





The UK health and fitness industry is worth nearly £4 billion. In recent years there has been a large number of new businesses entering the market, which offer bootcamp style fitness programmes. These involve fitness classes that take place outdoors rather than in gyms or leisure centres. *ODFC Fitness* is a business that offers a variety of outdoor fitness classes throughout the North East of England. The business has the strapline 'Get fit outside. Feel good inside.' *ODFC Fitness* believes that this type of training allows customers to get fit and make new friends at the same time, without having to pay expensive membership fees charged by gyms.

(Source: adapted from <http://www.odfcfitness.com/> accessed on 15/10/14)

4 (a) Which **one** of the following best describes why a business has a strapline?

Select **one** answer.

(1)

- A It reduces customer loyalty
- B It increases competition in the market
- C It reduces the need for staff training
- D It increases brand recognition

*ODFC Fitness* produces a monthly newsletter for customers.

(b) Outline **one** possible benefit to *ODFC Fitness* of producing a monthly newsletter.

(2)

.....

.....

.....

.....

.....

.....





(c) Explain **one** reason why feedback from customers is important to *ODFC Fitness*.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....





**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.**



*Electronic Arts (EA)* is a leading global entertainment software company. *EA* creates games for games consoles, personal computers, mobile phones and tablets. Since it was founded in California in 1982 it has been responsible for many of the largest selling computer games of all time such as FIFA Soccer, The Sims and Battlefield.

The creative process of producing such popular games at *EA* is very important. Development teams are formed to work on a particular game. These teams hold regular meetings in order to constantly come up with new ideas for each game. *EA* has numerous games design studios located around the world that turn the ideas from the development team into actual games. This needs to be done quickly in order to stay ahead of the competition.

Pressure groups have criticised *EA* for the long hours employees are required to work to meet tight deadlines.

(Source: adapted from <http://www.ea.com/about/> and <http://vgboxart.com/resource/3741/ea-logo/> accessed on 15/10/14)

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

**(2)**

.....

.....

.....

.....

Members of the development teams often give presentations to show new ideas they have for the games.

(b) Identify **one** presentation technique that could be used to show new ideas.

**(1)**

.....



(c) Explain **one** issue that staff needs to consider when giving presentations at *EA*.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

The development teams at *EA* use videoconferencing to receive progress updates from the games design studios.

(d) State **one** advantage and **one** disadvantage to *EA* of using videoconferencing to receive these progress updates. For each, explain the likely effect on *EA*.

(8)

Advantage

Explanation

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Disadvantage

Explanation

**(Total for Question 5 = 14 marks)**



6 The development teams at *EA* hold meetings once a week. Agendas and minutes are written for each meeting.

(a) What is meant by the term **agenda**?

(2)

.....

.....

.....

.....

(b) (i) Outline **one** benefit to the development teams of holding meetings once a week.

(2)

.....

.....

.....

.....

.....

.....



(ii) Describe how the minutes of these meetings could be used by the development teams.

(4)

Dotted lines for writing the answer.







## SECTION C

Answer ALL questions. You should spend 20 minutes on this section.

Read the following passage carefully and then answer questions 7 to 10.



*Crockett and Jones* has been making high quality shoes in Northampton, England since 1879. Northampton is England's most famous shoe-making town and has long had a tradition for high level craftsmanship. Despite many of the old shoe-making businesses closing down, *Crockett and Jones* has maintained this high level of craftsmanship. Each pair of shoes takes eight weeks to make and involves more than 200 processes from start to finish. The methods used to make the shoes have remained unchanged for centuries. This high level of quality leads to high prices with shoes costing between £300 and £500 a pair.

Recently the business has modernised some of the communication methods it uses. Raw materials such as leather are now ordered from suppliers via the internet rather than using a fax. A website was also developed to allow customers to view and get more information about the shoes. However, *Crockett and Jones* does not have an e-commerce section on its website as the business feels 'a more personal touch is needed when buying shoes'.

(Source: adapted from <http://www.crockettandjones.com/aboutcandj> accessed on 17/10/14)

7 What is meant by the term **fax**?

.....

.....

(Total for Question 7 = 2 marks)



8 Outline **one** factor *Crockett and Jones* should have considered when choosing a domain name for its website.

.....

.....

.....

.....

.....

.....

**(Total for Question 8 = 2 marks)**



\*9 Discuss the benefits to *Crockett and Jones* of modernising its communication methods.

Dotted lines for writing the answer.

---

(Total for Question 9 = 6 marks)





(Total for Question 10 = 10 marks)

**TOTAL FOR SECTION C = 20 MARKS**  
**TOTAL FOR PAPER = 90 MARKS**



**BLANK PAGE**



**BLANK PAGE**



**BLANK PAGE**

