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Other names

Pearson
Edexcel GCSE

Centre Number

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Candidate Number

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Business Communications

Unit 4: Business Communications

Friday 10 June 2016 – Afternoon
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 ►

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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) Which **one** of the following is a written method of communication?

Select **one** answer.

(1)

- A Fax
- B Telephone
- C Invoice
- D Webcast

(b) Outline **one** impact on a business of having good communication.

(2)

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(c) (i) State **two** barriers to successful communication in a business.

(2)

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(ii) Explain **one** advantage of using a word processing template when writing a business letter.

(3)

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(Total for Question 1 = 8 marks)





JD Sports is a sportswear chain with many shops throughout the UK. The shops stock leading brands of sportswear, including *Nike* and *Adidas*. *JD Sports* sells many exclusive products that other sportswear shops are not able to stock. All employees in the shops are expected to have detailed knowledge about these exclusive products.

(Source: adapted from <http://www.jdsports.co.uk/home> accessed on 21/12/14)

2 (a) Which **one** of the following is an external stakeholder in a business?

Select **one** answer.

(1)

- A Shareholder
- B Supplier
- C Manager
- D Customer

(b) Explain **one** advantage to *JD Sports's* employees of having detailed knowledge about the exclusive products they sell.

(3)

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STAGECOACH GROUP

greener smarter travel

Stagecoach is a business that operates public transport services in the UK. This includes transport by both bus and train. It has recently invested £545 million in new buses with environmentally friendly engines, including 17 buses that are powered by gas. As a result of this investment, *Stagecoach* is predicting a long-term reduction in costs.

(Source: adapted from <http://www.stagecoach.com/> accessed on 21/12/14)

- 3 (a) Which **one** of the following is a benefit to *Stagecoach* of having an organisational structure?

Select **one** answer.

An organisational structure ensures:

(1)

- A all employees work the same number of hours
- B there will be no customer complaints
- C every decision is made by the same person
- D all employees know their role in the business

Stagecoach has a hierarchical organisation structure

- (b) List **two** features of a hierarchical organisational structure.

(2)

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(c) Explain **one** conflict that might occur between shareholders and customers as a result of *Stagecoach's* investment in new buses.

(3)

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To help communicate its new investment strategy, the logo for *Stagecoach* was updated, with the words 'greener smarter travel' added to the old logo.

(d) Describe how the new logo could help *Stagecoach*.

(4)

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(Total for Question 3 = 10 marks)





Starbucks operates a multinational chain of coffee shops. It has a loyalty card scheme called 'My Starbucks Rewards'. Each time customers buy a cup of coffee they earn a star. Customers will then get a free drink once they have reached 15 stars. Customers must register their loyalty card on the *Starbucks* website. They then receive emails informing them of new rewards and special offers.

(Source: adapted from <http://www.mycustomer.com/feature/experience/loyalty-reward-programmes-what-are-best-and-why/166963>)

4 (a) Which **one** of the following **best** describes e-commerce?

Select **one** answer.

(1)

- A The part of a website that allows customers to buy a product
- B The download speed of a website
- C The part of a website that allows navigation from page to page
- D The domain name of a website

(b) Outline **one** suitable method, other than its website, that *Starbucks* could use to advertise its loyalty card scheme.

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Emails sent by *Starbucks* to customers must always be in an appropriate format.

(c) Explain **one** possible reason why *Starbucks* uses an appropriate format in its emails.

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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.



Each year *The Sunday Times* newspaper publishes a list of the 100 best companies to work for in the UK. For the past two years *McDonald's* has appeared in this list. Despite most of the employees in the fast-food business working part-time, they describe working at *McDonald's* as 'being fun' and that they are 'well looked after'.

McDonald's offers a number of reward schemes for employees. These range from awards for employee of the month to bonus payments if employees score well in tests on quality of service and cleanliness of work areas. All employees are given feedback on how well they performed in the tests.

McDonald's spends almost £1 200 per person on staff development. This includes an opportunity to watch a range of training videos and to take qualifications including GCSE English and a foundation degree in managing business operations.

(Source: adapted from <http://features.thesundaytimes.co.uk/public/best100companies/live/template> accessed 27/12/2014)

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

(2)

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(b) Outline **one** method *McDonald's* could use to measure the success of the reward schemes for employees.

(2)

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When watching the training videos, employees at *McDonald's* are given handouts that summarise the key information for each video.

(c) Explain **one** benefit to *McDonald's* employees of having the key information for each video summarised in a handout.

(3)

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Disadvantage

Explanation

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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.



Since 2011 Nicola Patchett has been making her own sweets and selling them at markets in London. Nicola worked full time as an economist for the government but spent her evenings and weekends making sweets, such as flavoured marshmallows, using no artificial ingredients.

Although this started as a hobby, it was not long before her sweets grew in popularity and Nicola decided to give up her job and follow her hobby full time. She created a business called *Patchett's Confectionery* and started to produce a new range of sweets with new packaging. Her business featured in the *London Evening Standard* newspaper and the *BBC Good Food Guide*.

Nicola now feels the next step is to sell her sweets outside of London and has approached a number of stores in other cities. She has also decided to create a website for *Patchett's Confectionery* and needs to find a website host.

(Source: adapted from <http://www.standard.co.uk/lifestyle/foodanddrink/young-british-foodie-nicola-patchett-is-a-marshmallow-maker-and-online-sweet-shop-founder-8231286.html> accessed 27/12/2014)

7 What is meant by the term **website host**?

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(Total for Question 7 = 2 marks)



Nicola considered using desktop publishing (DTP) to design the new packaging for her sweets.

***10** Using your knowledge of business communications, assess the impact of using DTP to create the design of the packaging for *Patchett's Confectionery*.

(10)

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(Total for Question 10 = 10 marks)

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

