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Other names

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Edexcel GCSE

Centre Number

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Business Communications

Unit 4: Business Communications

Wednesday 6 June 2018 – 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 method of silent communication?

Select **one** answer.

(1)

- A** Podcast
- B** Telephone
- C** Colour
- D** Meeting

(b) Identify the **two** parties involved in the communication model.

(2)

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(c) Outline **one** advantage for a business of having a flat organisation structure.

(2)

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(d) Explain **one** benefit for a business of using a slogan when advertising a product.

(3)

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(Total for Question 1 = 8 marks)





The Boardroom is an online business that sells skateboarding equipment. It offers a range of clothing such as t-shirts and hoodies. If a customer has a query about a product they can either email or telephone *The Boardroom*.

The Boardroom does not give refunds on sales unless the product is faulty.

(Source: adapted from <http://www.jmtboardrooms.co.uk>)

(a) Which **one** of the following is not a legal obligation for *The Boardroom* website?

Select **one** answer.

(1)

- A Accessibility
- B Data protection
- C Copyright
- D E-commerce

(b) State **three** ways *The Boardroom* could use to measure the success of its website.

(3)

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(c) Explain **one** disadvantage for *The Boardroom* of selling its products through a website.

(3)

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(d) Explain **one** factor, other than a legal obligation, *The Boardroom* should consider when creating its website.

(3)

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(Total for Question 2 = 10 marks)



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No.4 Café Bistro opened in a small village in 2013. It started as a café that was only open from 11am until 4pm each day. It soon became very popular with a reputation for selling high quality, home-cooked food. As a result of this, the owners decided to open on Friday and Saturday evenings.

These new opening times were advertised in the local newspaper. *No.4 Café Bistro* used a template to produce the newspaper advert.

(Source: <http://www.shieldsgazette.com/news/environment/village-divided-over-longer-opening-for-cafe-1-6645322>)

(a) Which of the following **best describes** a template?

Select **one** answer.

(1)

- A** A method of checking for spelling or grammar mistakes
- B** A method of oral communication
- C** A method of applying a particular layout
- D** A method of electronic communication

(b) Outline **one** possible barrier to effective communication when customers are placing orders at *No.4 Café Bistro*.

(2)

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(c) Explain **one** benefit to *No.4 Café Bistro* if it used desktop publishing (DTP) to produce its menus.

(3)

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(d) Describe how the local community could be affected by the change in the opening hours of *No.4 Café Bistro*.

(4)

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(Total for Question 3 = 10 marks)





Pop Recs Ltd is an independent record store located in Sunderland. It was set up by the award-winning band Frankie and the Heartstrings, and has hosted free concerts by acts including Franz Ferdinand and James Bay.

In 2015, *Pop Recs Ltd* received a letter from its landlord, the local council, explaining that the store was to be closed so the building could be used for student housing.

(Source: adapted from <http://www.independent.co.uk/news/uk/home-news/pop-recs-ltd-futureheads-star-barry-hyde-condemns-closure-of-venue-that-hosted-likes-of-franz-10359056.html> & <http://www.soundofsunderland.com/category/venues/>)

(a) Which of the following **best describes** the term target audience?

Select **one** answer.

(1)

- A** Doing something with the least amount of waste
- B** A particular group at which communication is aimed
- C** The total population of a town or city
- D** The number of employed people in the UK

(b) Outline **one** communication method that could be used to motivate employees at *Pop Recs Ltd*.

(2)

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(c) Explain **one** possible benefit to the local council of using a letter to inform *Pop Recs Ltd* that its store is going to be closed.

(3)

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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.



Lush is a cosmetics retailer which started in Poole, Dorset in 1995. It sells ethical hair and beauty products. The business quickly became successful and now has over 900 stores in 49 different countries.

A key reason for the success of the business is that it has never lost sight of being ethical. All of the ingredients for the products are purchased ethically and a logo is included on all products to show that *Lush* is against animal testing. *Lush* is determined to pass this information on to its customers. Information is clearly displayed in store to show where ingredients were bought from. *Lush* also has a naked packaging policy, which means it uses the least amount of packaging possible for its products in order to protect the environment.

The quality of its employees is important. All products are handmade so training is important in making sure products are made to high standards.

(Source: adapted from <https://uk.lush.com/>)

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

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(b) Identify **one** drawback to *Lush* of being environmentally friendly.

(1)

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(c) Explain **one** possible advantage to *Lush* of including a logo showing it is against animal testing.

(3)

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(Source: © keith morris / Alamy Stock Photo)

All of the signs inside a *Lush* store are handwritten. This includes information written on the walls of the stores about how ethical the business is.

- (d) State **one** possible benefit and **one** possible drawback to *Lush* of using handwritten signs in its stores. For each, explain the likely effect on Lush.

(8)

Benefit

Explanation



Drawback

Explanation

(Total for Question 5 = 14 marks)

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6 Employee training is very important at *Lush*. A variety of equipment is used including video projectors and flipcharts.

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

(2)

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(b) Outline **one** drawback of using a video projector during employee training at *Lush*.

(2)

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Employees regularly deliver presentations to customers when launching new cosmetics at *Lush*.

(c) Describe how the nature of the audience could affect the quality of presentations by the employees at *Lush*.

(4)

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The appraisal system at *Lush* involves store managers meeting their employees three times each year.

*(d) Assess the impact on *Lush* from having appraisal meetings three times each year.

(8)

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(Total for Question 6 = 16 marks)

TOTAL FOR SECTION B = 30 MARKS



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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.

WALT DISNEY WORLD®

Walt Disney World is a holiday resort which covers 47 square-miles in Florida, USA. The resort includes four theme parks, two water parks and over 20 hotels. It employs 60,000 employees who are called 'cast members'. A large number of visitors to Walt Disney World book a package holiday that includes hotel accommodation and tickets for the theme parks.

Once a booking takes place Disney uses a variety of communication methods to help make the process as easy as possible for guests. All guests receive a confirmation email of their booking. Guests can also download an app called 'My Disney Experience' (MDE) from the web, which allows them to plan their visit by booking in advance for busy rides in the theme parks and to make reservations for dinner at popular restaurants.

Free internet access is available to all guests at Walt Disney World. This allows them to monitor and update their plans when inside the theme parks and hotels.

(Source: adapted from <http://wdw.disneycareers.com/en/about-walt-disney-world-resort/overview/> and <https://disneyworld.disney.go.com/>)

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

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(Total for Question 7 = 2 marks)

8 Outline **one** possible benefit to Walt Disney World of allowing guests to make dinner reservations using an app.

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(Total for Question 8 = 2 marks)



***9** Discuss the likely impacts on guests of receiving emails to confirm all their bookings with Walt Disney World.

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(Total for Question 9 = 6 marks)

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***10** Using your knowledge of business communication, assess the likely impacts on Walt Disney World of providing free internet access in its theme parks and hotels.

(10)

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(Total for Question 10 = 10 marks)

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

