

Write your name here

Surname

Other names

Pearson
Edexcel GCSE

Centre Number

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Candidate Number

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Business Communications

Unit 4: Business Communications

Monday 2 June 2014 – 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.*

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 the 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 barrier to good communication? (1)

Select **one** answer.

- A** The transfer of information
- B** A customer highlighting a problem
- C** A lack of trust and honesty
- D** Using the appropriate medium

(b) Outline **one** reason why good communication is important for a business. (2)

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(c) (i) Identify the **two** parties involved in the communication model. (2)

1

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2

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(ii) Explain **one** reason why feedback can indicate that communication has been successful.

(3)

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(Total for Question 1 = 8 marks)



- 2 *easyJet*, a low-cost airline, communicates with its stakeholders using different methods. One method is emailing details of special offers to past passengers.



(Source: © David Pearson / Alamy)

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

(1)

Select **one** answer.

- A Manager
- B Competitor
- C Employee
- D Shareholder

- (b) Outline **one** method, other than email, *easyJet* could use to communicate details of special offers to new customers.

(2)

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(c) Explain **one** disadvantage to *easyJet* of using email to communicate special offers to past passengers who booked online.

(3)

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easyJet must protect the passenger data it collects when bookings are made on its website.

(d) Describe how *easyJet* can protect the data it collects from its passengers.

(4)

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(Total for Question 2 = 10 marks)



Read the following passage carefully and then answer Question 3.

3

Martha runs a business – *TeeMartha* – that customises T-shirts for business customers. The T-shirts she produces include the business logo of the customer and the logo of *TeeMartha*. Customers can also have their employees’ names printed on the back of the T-shirts. Listening to customer requirements is vital to the success of Martha’s business.

- (a) Which **one** of the following is a benefit to Martha of having her business logo on the T-shirts? (1)

Select **one** answer.

A logo:

- A** guarantees customers will buy her T-shirts
- B** defines the roles of employees in her business
- C** creates an opportunity to advertise her business
- D** ensures all Martha’s employees will be recognised

Martha’s business has a strapline – ‘Putting the T in custom’.

- (b) Identify **two** benefits to Martha of using a strapline to promote her business. (2)

1

2



(c) Explain **one** disadvantage to a customer of having *TeeMartha's* logo on their T-shirts.

(3)

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Martha's business has grown and she needs to recruit more sales staff. As part of her recruitment process she requires all applicants to provide a curriculum vitae (CV).

(d) (i) Identify **one** reason why it is important that an applicant provides a clearly presented CV.

(1)

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(ii) Explain **one** way a CV will help Martha select applicants she wants to interview for her sales team.

(3)

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(Total for Question 3 = 10 marks)



Read the following passage carefully and then answer Question 4.

4

Geoff Marston is an artist who specialises in painting portraits of old musicians. He displays his paintings in small art galleries and at music concerts and festivals.

Geoff wants to create a simple website to display and sell his paintings. However, he is worried about doing this because he has hardly any knowledge of how to create a website.

(a) Which **one** of the following **best defines** the internet? (1)

Select **one** answer.

It is a global:

- A** network of businesses
- B** communication source
- C** source of information
- D** network of computers

(b) Identify **two** features of Geoff's website that would require testing. (2)

1

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2

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(c) Explain **one** advantage to Geoff of creating a website to display his paintings. (3)

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SECTION B

Answer ALL the questions. You should spend 30 minutes on this section.

Read the following passage carefully and then answer questions 5 and 6.



(Source ©1998 – 2013 squarewheels.org.uk)

Transport for London (TfL) is the organisation responsible for public transport in London. This includes the *London Underground (LU)* and all buses. *TfL* have recently launched a poster campaign designed to boost security on public transport.

The posters have eye-catching white text on a red background. They also feature the logo of *TfL*, and the logos of some of its stakeholder groups, including British Transport Police and trade unions.

The posters will be visible for several weeks across London on tube stations, buses and bus stops.

To highlight the importance of *TfL*'s social credentials, it was said, "These posters demonstrate to passengers what we're doing and they also advise what they can do to help us keep the Tube and buses safe."

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

(2)

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(b) Explain **one** disadvantage to *TfL* of using posters to communicate this information to customers.

(3)

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(c) Explain **one** possible reason why *TfL* has included the logos of other stakeholder groups on the posters.

(3)

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TfL is a very large organisation. It employs approximately 19,000 people and each year carries over 1.1 billion passengers. TfL's organisational structure is hierarchical.

(d) State **one** advantage and **one** disadvantage to TfL of a hierarchical organisational structure. For each, explain the likely impact on business communication.

(8)

Advantage

Explanation

Disadvantage

Explanation

(Total for Question 5 = 16 marks)



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6 (a) What is meant by the term **social credentials**?

(2)

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(b) Identify **one** paper-based method, other than posters, that *TfL* could use to communicate with its stakeholders.

(1)

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Many tourists use public transport in London. There are a number of mobile phone applications (apps) that can be downloaded from the internet. One of these apps lets tourists enter a start and end point of a journey. The app then shows them the quickest route using public transport.

(c) Explain **one** benefit to tourists of using this mobile phone app.

(3)

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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.



Marks and Spencer (M&S) is one of the UK's leading retailers. It has over 700 stores in the UK and employs 78,000 people. Each week 21 million people visit its stores. *M&S* sells a wide range of products including clothes, furniture and food.

In the 2012 Annual General Meeting (AGM) Marc Bolland, the Chief Executive of *M&S*, was questioned about disappointing sales figures. Despite using well known celebrities such as the actress Joanna Lumley and the popstar Gary Barlow in its television adverts, the trading figures of *M&S* were the lowest they had been for three years.

During an interview on Radio 4 Marc Bolland told the presenter that he is aiming to transform the company by investing £800m in new technology to communicate with customers. This includes using social networking websites such as *Twitter* and *Facebook* to gather customer feedback, and increasing the number of customers that use the *M&S* website to buy products.

7 What is an **annual general meeting (AGM)**?

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(Total for Question 7 = 2 marks)



8 Identify **two** pieces of legislation that *M&S* must follow when selling products on its website.

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(Total for Question 8 = 2 marks)

***9** Discuss **two** benefits to *M&S* of using television adverts to promote its products.

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(Total for Question 9 = 6 marks)



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