

# **General Certificate of Secondary Education**

## **Business and Communication Systems 413010**

### **Unit 10**

### **For submission in 2013**

## **Controlled Assessment Task and Teachers' Notes**

## GCSE Business and Communication Systems 413010 - 2013

### Background to the task

Hotel managers are always looking for ways to increase their revenue. To do this, they have extended the range of services that the hotels offer.

The most common options used by hotels have been to:

- become licensed to hold wedding ceremonies
- convert rooms to offer conference facilities
- open fitness centres that are available to guests and to the local community.

You are to choose **one** of these options.

### Task

You work in sales and marketing at a large hotel close to where you live. After considering several ways of attracting local people to use the hotel facilities, the hotel is in the process of implementing your chosen option. You have been asked to help with the preparations.

### Research and Planning

You will have up to **eight** hours for this section of the work.

**You will need to research the following.**

- Rolling slideshows and how they differ from those designed to be delivered by a speaker.
- Relevant websites of similar businesses and, in particular, the prices charged, the facilities on offer and the unique selling point of your chosen option.
- The design of data collection forms and how this can streamline the entry of data into a database.

You should keep a record of any sources used and how you used them.

### Final Submission

You will have up to **four** hours to write up your work and to produce the necessary documents and materials. This can be split over a number of sessions.

Your final submission should contain the following.

- A rolling slideshow with 3–5 slides to be displayed in the main hotel foyer to give information about your chosen option and the prices that will be charged. To be printed two slides per page.
- A data collection form to be completed online by customers. This could be for enquires, bookings or membership.
- A webpage providing information about your chosen option.

You should also hand in.

- A second copy of your slides, data collection form and webpage, annotated to explain the judgements that you have used and how your research informed these decisions.
- A record of the sources that you have used and how you used them.

## GCSE Business and Communication Systems 413010 – 2013

### Teachers' Notes

#### General Information

These notes are intended to support teachers when they are preparing their students for the GCSE Business and Communication Systems Controlled Assessment Unit 10, for submission in 2013.

#### Research and Planning

The following guidance focuses on helping students to obtain a clearer understanding of the context and the documents they will produce.

- **Wedding venues, conference facilities, fitness centres**

There are many hotels that offer these services. Students could research local hotels or they could investigate the larger national chains that offer all three services. Although the context is set as a hotel, students could research any similar facilities. Their preparations could include a visit to a local venue. The final submission should focus on the option chosen, rather than on the hotel.

- **Rolling slideshows**

Students should view a range of professional, rolling slideshows to analyse how they differ from those designed to be delivered by a speaker. Examples may include presentations in shops, hotels, shopping centres, waiting rooms etc.

- **Data collection form design**

Students should examine a range of paper and electronic forms to understand their structure, layout and content. They should consider the use of fonts, borders and shading and how they contribute to the clarity of the forms.

<http://technet.microsoft.com/en-us/library/cc723265.aspx>

<http://www.homeandlearn.co.uk/mw/s8p1.html>

<http://www.bbc.co.uk/schools/gcsebitesize/ict/databases/2databasesrev3.shtml>

**Examples**

<http://www.hmrc.gov.uk/forms/p11d.pdf>

[http://www.companieshouse.gov.uk/forms/generalForms/SH01\\_return\\_of\\_allotment\\_of\\_shares.pdf](http://www.companieshouse.gov.uk/forms/generalForms/SH01_return_of_allotment_of_shares.pdf)

<http://www.theholbrookclub.co.uk/documents/StandardApplicationForm.pdf>

- **Webpage**

Students should analyse a range of websites, including those of businesses that fit the context of the task. They should examine the content, features and design of the webpages. Their consideration of the success of the webpages can then inform the decisions they make as they design their own webpage promoting their chosen option. It should show where the link to the online data collection form would be, eg by indicating a hotspot. The link need not be active.

As part of their analysis of example documents, students should consider the methods used to achieve a consistent corporate image across all their publications.

## **Final Submission**

The following guidance is provided to help teachers to prepare their students for producing the documents and materials.

### **Rolling slideshow**

Students should consider:

- the use of different types of information and effects
  - text and numeric information
  - graphics of different types, photos, Clip Art, bespoke graphic (logo)
  - layering of graphics and information
- how white space can be used
- slide layout, columns, bullets, borders
- slide master
- colour
- font types, styles and sizes
- paragraph formats, alignment, line spacing.

### **Data collection form**

Students should consider:

- information content – corporate information, instructions, labels
- organisation of – information, order of the data fields, space available for data
- layout – alignment, white space, clarity
- design – fonts, borders, shading.

### **Webpage**

Students should consider:

- information content – information about the chosen option, text, images
- navigation methods – navigation bars, buttons, hyperlinks, hot spots
- presentation – styling, design, consistency.

### **Second copies of each document**

Students should annotate their work to show:

- how their research has informed their final submission
- the thinking behind the decisions they have made about the design and content of each document.

Students could include the following ways to annotate their work:

- use screen shots and add callout boxes to contain their annotations
- stick the second copies of their finished documents onto A4 or A3 paper in order to provide the space to annotate their documents.

### **Sources of information**

Students should use this document to record:

- the sources of information that they have used to inform their work
- the impact that each source has had on the documents produced.

## **Authentication**

Teachers will be responsible to ensure that a Candidate Record Form is completed to authenticate the candidate's work.

## **Further help**

If you have any questions concerning the Controlled Assessment, please contact the Business Studies Team on [business-studies@aqa.org.uk](mailto:business-studies@aqa.org.uk)

AQA now offers Teacher Online Standardisation for GCSE Business and Communication Systems. Here teachers can mark some exemplar work online and see how they compare with the standard set by the Principal Moderator. All teachers can access this online marking advice from the Principal Moderator at a time that suits them best. Teacher Online Standardisation is accessed through e-AQA.

Controlled Assessment Advisers can be contacted for help and guidance. Details of your allocated Advisor can be found on Teacher Online Standardisation.