

Scenario

WeDo Ltd

WeDo Ltd is a family-run business. It is owned by the Webb family. WeDo organises events for individuals, couples and organisations. The events they organise include:

- Weddings
- Parties, e.g. School leaving parties and Christmas parties
- Conferences and conventions

Head Office

The company Head Office is in London. WeDo has branches in London, Manchester and Edinburgh.

Marketing, Human Resources and Finance are three departments at Head Office.

The Marketing Department is managed by Julia White.

Julia is responsible for advertising WeDo. Adverts appear in local newspapers in the three cities and in Yellow Pages.

She also places many “cold calls” each day to potential customers. This is a successful way of getting new business but takes a lot of time and money.

A large amount of information is held about customers. Julia makes sure her assistants only see appropriate information.

Julia’s team of assistants creates artwork for advertisements and company literature. The team hold daily meetings. A memo to all WeDo’s staff is posted out each week. It gives details of new marketing ventures.

When Julia has ideas for new marketing campaigns, she speaks to the branch managers on the telephone. She often wants to speak to all the managers at the same time.

The Human Resources Department is managed by Louisa Fernandez.

Louisa places advertisements in newspapers for new employees. Sometimes she finds it difficult to meet the print deadline.

Louisa spends a lot of time travelling to the branches to interview job applicants. She wants to be able to work while she is travelling.

She organises training courses for new employees.

The Human Resources Department puts notices on the notice board at Head Office. It sends out memos to employees at other branches.

It also produces a weekly newsletter about sales results and new events. The newsletter is posted to all staff.

The Finance Department is managed by Gurdeep Bhatti.

The department:

- invoices customers
- pays employees' salaries
- pays suppliers
- produces company accounts.

New employees come to Head Office to fill out their bank details. Gurdeep enters each employee's details into the STAFF SALARY file.

The branch managers post details of customers' events to the Finance department. Details are usually hand written.

The Finance department posts invoices to customers.

The Branches

Each branch has a Branch Manager, Events Coordinators and Reception staff. George Webb is Manager of the Manchester branch.

George and the other Branch Managers often have to travel to London for meetings. They usually make their own travel and accommodation arrangements. After meetings they claim expenses back from WeDo. It is important to submit copies of receipts with the claims.

Reception staff take a lot of messages for Branch Managers when they are away. Sometimes messages get lost.

The Events Coordinators like to share information. They often contact each other by telephone. They also like to have regular meetings.

Jason Saunders is an Events Coordinator. He works in the Edinburgh office.

Lucy Elliot has recently joined WeDo as a trainee Events Coordinator. She will need to go on a training course.

Organising an event

This is what happens when a customer contacts WeDo because they are planning an event, e.g. a large wedding:

- STEP 1 The customer is assigned to an Events Coordinator.
- STEP 2 The customer fills in an Event Requirements Form detailing their event requirements.
- STEP 3 The Event Coordinator uses a variety of paper-based and ICT sources to find a range of suppliers that match the customer's needs.
- STEP 4 The Event Coordinator produces an Event Information Pack for the customer giving a choice of suppliers, their services and costs.
- STEP 5 The customer uses the Event Information Pack to make the final decision.
- STEP 6 The Events Coordinator makes bookings on behalf of the customer.
- STEP 7 Individual suppliers send their invoices to WeDo's Finance department.
- STEP 8 When all invoices from suppliers are available, the Finance department produces a composite invoice. It adds WeDo's charges and invoices the customer.

Head Office and the Branches must share and exchange supplier details and customer information.

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Attempt ALL questions

1. The football World Cup is being held this year in Japan and Korea.

WeDo has received a number of requests to organise events associated with this tournament.

(a) Christine is an Events Coordinator. She is organising a big screen viewing of the first England match.

(i) Give **three** items of information Christine needs.

1.

2.

3.

(3)

(ii) Christine gets information about the match from the Internet.

Give the steps she takes to find this information.

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(6)

(b) The event will have a Japanese theme.

State where Christine can go to find paper-based information about Japan.

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(1)

Leave blank

(c) Christine uses an encyclopaedia to find information about Japanese traditions.

(i) Describe how information is organised in a book-based encyclopaedia.

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(2)

(ii) Explain how you access information in a book-based encyclopaedia.

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(2)

(iii) CD ROMs store more types of information than books.

State **two** types of information that are **not** found in a book-based encyclopaedia.

1.

2.

(2)

(d) Explain the differences between information stored on the Internet and on a CD ROM.

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(2)

(Total 18 marks)

Q1

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2. (a) One function of WeDo’s Human Resources department is to communicate information to employees across the company.

(i) State **three** ways the department currently communicates information to all employees.

- 1.
- 2.
- 3.

(3)

(ii) Give **three** disadvantages of these methods.

- 1.
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- 2.
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- 3.
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(6)

(iii) Louisa is the manager of the Human Resources department. She wants to find a better way to communicate with ALL employees.

State **one** sensible method she can use.

Describe **two** advantages of this method.

Method

Advantage 1

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*Leave
blank*

Advantage 2

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(5)

(iv) State **three** other functions of the Human Resources department.

1.

2.

3.

(3)

(b) The Human Resources department collects personal information about new employees.

(i) State **one** current source of information.

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(1)

(ii) The department wants to introduce an on-line method of data capture for personal information.

Describe how this can be done.

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(4)

Q2

Total 22 marks

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3. The Marketing department wants to attract more customers.

It is planning a new advertising campaign.

WeDo currently advertises in Yellow Pages and local newspapers.

(a) Name **two** other methods of advertising.

For each method:

Give **one** advantage and **one** disadvantage.

Method 1

Advantage

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Disadvantage

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Method 2

Advantage

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Disadvantage

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(10)

(b) Yellow Pages is available in both paper-based and ICT-based form (yell.com).

(i) Give **three** advantages to WeDo of advertising in yell.com.

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- 2.
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- 3.
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(6)

(ii) State what hardware a customer needs to access yell.com from home.

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(1)

(iii) Give **three** disadvantages to customers of using yell.com rather than the Yellow Pages book.

- 1.
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- 2.
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- 3.
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(6)

(Total 23 marks)

Q3

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4. There will be a managers' meeting at WeDo's Head Office in London.

The meeting is scheduled to last two days.

(a) The agenda for the meeting is created using wordprocessing software.

Describe a sensible way to distribute the agenda to branch managers.

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(2)

(b) Branch managers make their own travel and accommodation arrangements.

State **three** items of information they will need.

1.
2.
3.

(3)

(c) George is the manager of the Manchester branch.

(i) State **three** sources George can use to find travel and accommodation information.

1.
2.
3.

(3)

*Leave
blank*

(ii) Describe **two** ways he can book his travel tickets.

- 1.
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- 2.
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(4)

(d) It is very expensive to get the branch managers together for a meeting in London.

Describe **one** way the managers can have a meeting without leaving their branches.

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(3)

(Total 15 marks)

Q4

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5. Zoe and Norman have asked WeDo to arrange their honeymoon. They will pay by credit card.

(a) WeDo stores information about Zoe and Norman in a customer database.

(i) Give **three** reasons why WeDo must keep this data secure.

1.
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2.
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3.
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(6)

(ii) Describe **two** ways of keeping the data secure.

1.
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2.
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(4)

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(b) Dave is an Events Coordinator in London. He finds masses of information on honeymoon destinations.

He suffers from information overload.

(i) Explain “information overload” and how it affects Dave’s work.

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(6)

(ii) Describe **one** way that Dave can reduce information overload.

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(2)

(Total 18 marks)

Q5

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TOTAL FOR PAPER: 96 MARKS

