



GCSE BUSINESS AND COMMUNICATION SYSTEMS

Database Task – Meadow View Holiday Homes

Aim: To cover the full requirement relating to databases covered in Section 14:5 of the Business & Communication Systems specification.

Scenario: You are a partner, with your spouse, of Meadow View Holiday Homes. You own holiday caravans on three luxury caravan parks in the United Kingdom. These are based at: -

- 1) Langstone Manor in Tavisock.
- 2) Sea View International, St. Ives.
- 3) The Quarry, Colwyn Bay.



You are keen to monitor how satisfied your customers are after they have stayed in one of your caravans. You specifically want to monitor: -

- Cleanliness of the caravan upon arrival
- How acceptable the facilities in the van were e.g. did they use the microwave, fridge, oven, hob power shower etc.
- Are there any facilities that were lacking
- How comfortable the caravan was overall.
- How they rated the facilities on offer at the park. E.g. swimming pool, shop, clubhouse etc
- Finally – will they return and use your caravan again.

Additionally you want to be able to send off next year's brochure should they require it as well as finding out how much they are prepared to pay for 7 nights hire.

Task

You are to: -

- 1) Construct a suitable data capture sheet which will obtain the required data.
- 2) Suggest the best way of getting customers to complete it.
- 3) Suggest suitable field headings that could be used in order to store this information in a database.
- 4) Using your suggested field headings, construct a database and enter 12 suitable records.
- 5) Now write a brief report that identifies the data types used for each field and evaluate whether the data type chosen turned out to be appropriate and any changes you would make if you were to re-do the database.



- 6) As the owners of the holiday homes, you have looked at the database and realised that it is important to be able to identify which of your caravans they have stayed in. On each park you have 3 different caravans these are: -



Atlas Vixen	35 foot	3 beds
Wyevale Cub	28 foot	2 beds
Atlas Supreme	38 foot	3 beds

Add a suitable field heading to your database to show which model was used. Ensure you input the data using a suitable code.

- 7) Sort your database into alphabetic order of name and print a copy ensuring all data is displayed on the print out.
- 8) Bearing in mind why you wanted to collect and store this customer data in the first place. Suggest and run 6 appropriate searches (queries) at least 3 of which must be complex in nature.
- 9) Print out a list showing only customer names and the park at which they stayed
- 10) Write a standard letter to send to your customers saying how much you value their custom, how you hope they will stay again and enclosing next year's brochure.
- 11) What would be the benefits and drawbacks of using a mail merge facility to send this letter to all your customers?
- 12) Based on the findings of your data capture sheets and subsequent database write a brief report commenting on your findings. The report must include at least 2 graphs that you have created by exporting appropriate data from your database into Excel.
- 13) As Christmas is approaching you are to print out labels with the name and address of each customer in order to send them a Christmas card.



Marking Schedule

Task: -

- 1) 5 marks (Should ask questions which are relevant to the task)
 - 2) 2 marks (Leave in caravan in prominent position, include a prize draw to encourage completion)
 - 3) 5 marks (Any 5 or more suitable, short, headings)
 - 4) 3 marks (Construct database/enter data accurately/field headings match 3 above)
 - 5) 10 marks (Appropriate data typed selected for each field - 1 mark each/attempt at evaluation 3 marks/ changes suggested 2 marks)
 - 6) 2 marks (Additional field added/data entered using a suitable code)
 - 7) 1 mark (Data sorted/printed/all data shown)
 - 8) 12 marks (Suggest 6 queries - 6 marks/run the queries 6 marks)
 - 9) 1 mark (Correctly printed list showing customer name and park used)
 - 10) 11 marks (Appropriate letterhead 1 mark/date 1 mark/address 1 mark/greeting 1 mark/title 1 mark/content 2 marks/complimentary close 1 mark/space for signature 1 mark sender's name and role 2 marks)
 - 11) 4 marks (Benefits/drawback of mail merge e.g. only need to write one letter/ensures all customers are contacted/not personal/data may be inaccurate - leading to unprofessional image)
 - 12) 8 marks (Appropriate report which reflects data response 4 marks/ 2 graphs which are relevant 4 marks)
 - 13) 4 marks (Print out labels showing all customers' names and addresses.
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| | <u>68 marks</u> |
| + <u>2 marks</u> | Quality of written communication. |
| | <u>70 marks</u> Overall |