

Organisational Structure 13.1 (Some 13.3) Markscheme

1. Information is communicated at three levels within an organisation. State these **three** levels. (3 marks)

Operational, Tactical, Strategic

2. A large supermarket chain has a hierarchical organisation structure.

(a) State the **three** levels of staff within this organisation and, for each one, give an example job title. (3 marks)

Operational – Store cashier

Tactical – Branch Manager of a store

Strategic – Managing Director of a company

3. A chain of supermarkets uses a number of linked data processing and management information systems, including a point-of-sale system, a stock control system and a management sales information system. Outputs from these systems are aimed at different levels of user.

(a) For each of the following users, state the level of information that is needed:

- i. supermarket stock-checker;
- ii. manager of the fresh food department in one store;
- iii. company executive officer, based at head office.

(One-word answers are acceptable for part (a))

(b) For each of the following individuals, identify a suitable output, giving a typical item of data that it may contain and state how it may be used:

- (i) supermarket customer;
- (ii) supermarket stock-checker;
- (iii) manager of the fresh food department in one store;
- (iv) company executive officer, based at head office.

(c) Explain why the information used by the stock-checker is not appropriate for the company executive officer.

(a) (i) Operational (ii) Tactical (iii) Strategic

(b) 1 for naming a suitable output/method of output(o), (These can be generic e.g. list/printout/VDU) 1 for giving an item of content(c), 1 for stating its use(u)

The following are examples only, other valid outputs can be credited

(i) (Customer)

▢ Till receipt (o) shopping items bought, prices, total cost, (c), used to check shopping against receipt/check prices/check new loyalty card points/use to get refund/see how much you've spent

(u)

▢ Touch screen display (o) showing stock levels of particular items/special offers/loyalty card balance (c), used for deciding what to buy/see what's on special (u)

(ii) (Stock-checker)

□ **Stock list (o) showing item description/quantities/size/price (c) so that they can be certain the correct goods are picked up from the warehouse and go on the shelves/so they can see what needs reordering (u)**

(iii) (Fresh food department manager)

□ **Fresh goods sales list/stock position list (o) showing quantities sold (in a period), wastage, and costs (c), used for deciding whether to order more/less of item (u)**

(iv) (CEO . this example must have feel for strategic level/overview)

□ **Sales summary (o) showing total goods sold by department/store/region (possibly graphically) (c), used for making long-term decisions for the company (u)**

(c) any 3, in explanation context

Stock-checker uses -

□ **in detail/tabular listing(1)**

□ **operational/day-to-day level info(1)**

□ **immediate use information(1)**

CEO uses

□ **summary/graphs & totals(1)**

□ **strategic level(1)**

□ **historical for future use/long-term decisions(1)**

(3 marks) (3 marks) (3 marks)(3 marks) (3 marks)(3 marks) (18 marks)

Total: 25