

**Advanced Subsidiary GCE (or Advanced GCE)
Applied Information and Communication
Technology**

G041

Unit G041: How Organisations Use ICT

Specimen Paper

Time: 1 hour 30 minutes

Candidates answer on the question paper.

Additional materials:

Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 100.
- No marks will be awarded for using brand names of software packages or hardware.

FOR EXAMINER'S USE

Task 2	
Task 3	
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
TOTAL	

This document consists of **7** printed pages and **1** blank page.

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

SPECIMEN

SECTION A

Answer **all** questions.

This section relates to the case study on Logos R Us.

1 Sales is one job function within the New Business Division of Logos R Us.

Identify the **other** job function within this division and describe **three** tasks carried out.

Job function

Task 1

.....

Task 2

.....

Task 3

..... **[4]**

2 Describe **four** tasks carried out by the research and development department in Logos R Us.

Task 1

.....

Task 2

.....

Task 3

.....

Task 4

..... **[4]**

3 Identify **two** managers who report to the Finance and Administration Director.

Manager 1

Manager 2 **[2]**

4 Stock control is an important process in the Logos R Us warehouse.

(a) Identify **two** items of information that are keyed in when garments are removed from stock.

Item 1

Item 2 **[2]**

5 Describe the ICT system used in the workshop for embroidering logos. You should include details of the hardware and software used, examples of input data and outputs, and the processes carried out.

Hardware

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.....
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Software

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.....
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Input data

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.....
.....

Outputs

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.....
.....

Processes

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.....
.....

[10]

SPECIMEN

6 The New Business Director wants to improve the systems for obtaining orders from existing customers.

(a) Explain **one** strength of the systems currently used to obtain orders from existing customers.

.....
.....
..... [2]

(b) Explain **two** weaknesses of the systems currently used to obtain orders from existing customers.

Weakness 1

.....

.....

Weakness 2

.....

..... [4]

(c) To improve the ordering systems currently used, the Director must overcome weaknesses in the current systems.

(i) Explain **one** way the systems could be improved.

.....
.....
..... [2]

(ii) Explain **one** benefit this improvement would bring.

.....
.....
..... [2]

(iii) Identify **one** problem associated with this improvement that may need to be overcome.

.....
..... [1]

7 Logos R Us designs a new range of garments twice a year.

(a) Which Act protects these designs?

..... [1]

(b) Explain how the designs are protected by the Act?

.....
.....
.....
.....
..... [3]

SECTION B

Answer **all** questions.

You do not need the case study or your notes to answer these questions.

8 Shops are commercial organisations that provide retail services to the general public.

(a) State what is meant by retail services.

.....
..... [1]

(b) Use an example to describe **one** other type of service provided by commercial organisations.

.....
.....
.....
.....
.....
..... [3]

9 The Data Protection Act (1998) protects data held by organisations about individuals.

(a) Explain why this Act was needed.

.....
.....
.....
.....
.....
..... [4]

(b) Describe **two** rights that individuals have under the Act.

Right 1

.....

.....

Right 2

.....

..... [4]

10 Accounts and finance is an important system in all organisations.

(a) Describe the main purpose of an accounts and finance system.

.....
.....
..... [2]

(b) Describe **three** outputs from an accounts and finance system.

Output 1

.....

.....

.....

Output 2

.....

.....

.....

Output 3

.....

.....

..... [6]

Paper Total [100]

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SPECIMEN

G041 How organisations use ICT

There are 100 marks available for this test. They are allocated as follows:

- Tasks 2 and 3 30
- Section A of the test paper 50
- Section B of the test paper 20

SPECIMEN

Task 2

1 mark each for boxes labelled

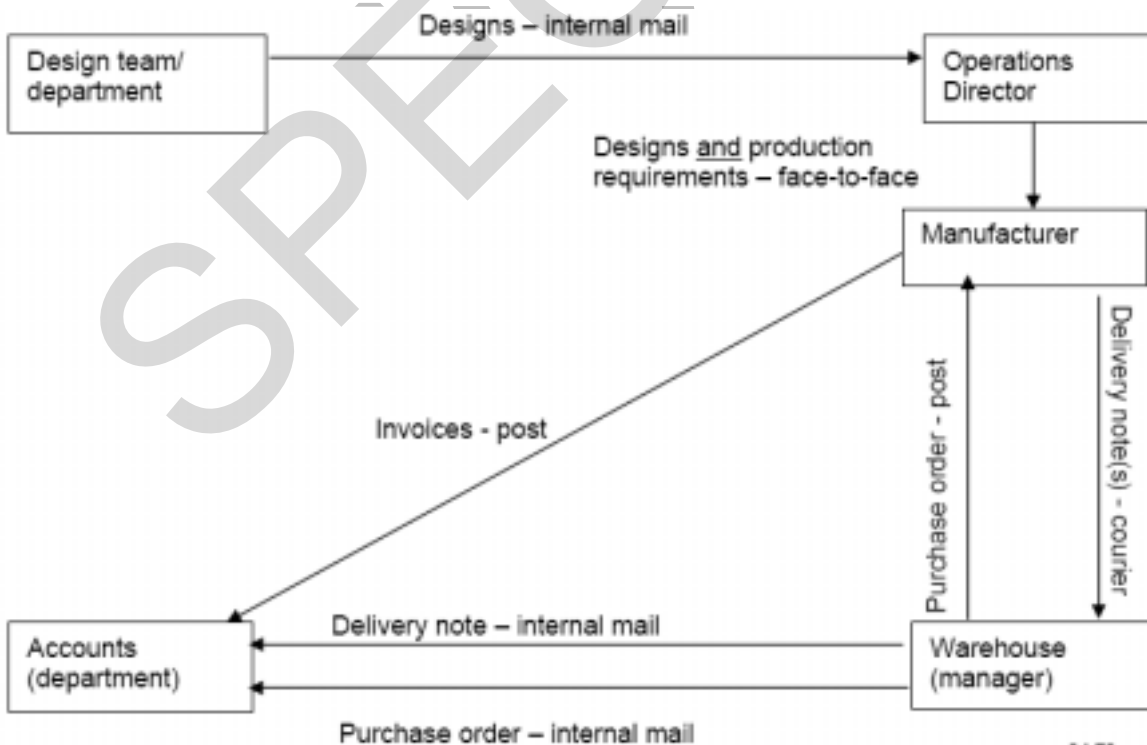
- Design team/department
- Operations Director
- Manufacturer
- Warehouse (manager)
- Accounts department

plus labelled arrows to show the following information flows (1 mark each) and methods (1 mark each)

Max 15 marks.

Note:

- arrows should only be awarded points if they are drawn to and from the correct boxes
- marks may be awarded for unconventional diagrams provided they isolate the senders and receivers of information
- do not award marks for flow diagrams or series of text boxes linked by arrows
- marks cannot be awarded for 'How' if the information is not identified/is incorrect but can be awarded if information is essentially correct but vague or incomplete
- labels should not be awarded marks if they are contained within the description of a process
- if lines cross, mark labels as long as it is clear where each arrow goes
- marks should only be awarded for labels that can be unambiguously linked to a single arrow.



Task 3

AO4 is assessed through this task.

AO4 Marks	Guidance
3	A strength <u>and</u> either a weakness in the method(s) used identified or suggestions for improving own performance.
2	A strength <u>or</u> a weakness in the method(s) used identified.
1	Some comment made on the method(s) used.

The quality of written communication is assessed through this task.

Tiered response based on:

Coded	Marks	Guidance
H	9-12	<p>Candidates will show a clear understanding of the task and include both positive and negative impacts of providing mobile devices (with detailed explanations).</p> <p>Examples are applied to the organisation, and directors and managers of Logos R Us.</p> <p>The information will be presented in a structured and coherent form. There will be few, if any errors in spelling, grammar and punctuation. Any technical terms will be used appropriately and correctly.</p>
M	5-8	<p>Candidates will show an understanding of the task and may include positive or negative impacts of providing mobile devices with some explanations, or explanations of how mobile devices might be used.</p> <p>Some examples are applied to the organisation, and directors and managers of Logos R Us.</p> <p>The information will be presented in a structured format. There may be occasional errors in spelling, grammar and punctuation. Any technical terms will be mainly correct.</p>
L	1-4	<p>Candidates will demonstrate a limited understanding of the task.</p> <p>Information may be a list of points, with little or no explanations or application to Logos R Us, or simple descriptions of mobile devices.</p> <p>Information will be poorly expressed and there will be a limited, if any, use of technical terms.</p> <p>Errors of grammar, punctuation and spelling may be intrusive.</p>
	<u>0</u>	<u>No response or no response worthy of credit.</u>

Annotation:

- P – valid points not related to Logos R Us
- D – description of mobile devices
- A – application – how managers and directors can use them. Must relate to what they actually do.
- I – impact (on managers and directors and organisation) +/- (DNA references to staff/employees or similar)
- NR – not relevant eg impact on the environment/other staff

To include consideration of:

- Application
 - Sales manager can show catalogue on laptop
 - Enter orders directly into SOP system remotely
 - Use mobile phone to check stock levels with warehouse
 - Operations Director/R&D Manager can use mobile phone to keep in contact when abroad
 - Use WAP phone/wireless laptop/blackberry to check emails
 - Use PDA to keep diary of appointment/take notes of meetings with manufacturers
 - R&D Manager can use digital camera/mobile to photograph processes
 - Send back to research assistants for analysis
 - Marketing Manager at trade shows can record contact details of potential customers on laptop/PDA
 - Marketing Manager/Sales Manager etc use GPS to find destinations
- Impact on directors and managers
 - Can work remotely
 - More personal flexibility
 - Always on call
 - Responsibility for equipment
 - Use of blackberry can be addictive and impact on non-working time
 - Technical problems when off-site
 - Directors and managers may need training
- Impact on Logos R Us
 - Provides positive image of company
 - Can always contact managers/directors to keep informed of new developments
 - Managers/directors have accurate knowledge of stock levels
 - Possibility of increased business
 - Less delay in processing orders/carrying out research
 - Equipment may be used for personal activities
 - Initial cost of contracts/upgrades
 - Risk of equipment being lost/stole/damaged
 - Costs of insuring mobile equipment

Section A		
Question Number	Answer	Max Mark
1	<p>Sales is one job function within the New Business Division of Logos R Us.</p> <p>Identify the other job function within this division and describe three tasks carried out.</p> <p>Marketing (1) CAO three of</p> <ul style="list-style-type: none"> • liaising with design department • produce updated catalogue (twice a year) • runs stands at trade shows (to publicise catalogue) • responsible for all advertising • carrying out research. <p>1 mark per point to max 3</p>	[4]
2	<p>Describe four tasks carried out by the research and development department in Logos R Us.</p> <p>Any four of</p> <ul style="list-style-type: none"> • (R&D Manager) uses results of market research to determine consumer trends • finds out about new materials and techniques • obtains samples for testing • visits manufacturers • tests samples • produce prototype garments. <p>1 mark per point to max of 4</p>	[4]
3	<p>Identify two managers who report to the Finance and Administration Director.</p> <p>Any two of</p> <ul style="list-style-type: none"> • Human Resources (HR) (Manager) • Admin (Manager) • Chief Accountant <p>1 mark per point to max of 2</p>	[2]

Question Number	Answer	Max Mark
4(a)	<p>Stock control is an important process in the Logos R Us warehouse. Identify two items of information that are keyed in when garments are removed from stock.</p> <ul style="list-style-type: none"> • Item number • Quantity <p>1 mark each</p>	[2]
4(b)(i)	<p>Identify two other items of information that are input when garments are removed from stock.</p> <ul style="list-style-type: none"> • size • colour <p>1 mark each</p>	[2]
4(b)(ii)	<p>How are these items of information input?</p> <p>Selected from drop down lists</p>	[1]
4(c)	<p>Identify the paper output from the stock control system.</p> <p><u>Purchase</u> order</p>	[1]
4(d)	<p>Describe the processing and calculations required to produce the paper output from the stock control system.</p> <p>Any five of</p> <ul style="list-style-type: none"> • quantity subtracted from number in stock • number remaining compared with re-order level • item added to order list • check number on list from each manufacturer • if >3 generate purchase order • number remaining subtracted from required stock level • to calculate number to be ordered • (manufacturer ID used) to look up manufacturer details <p>1 mark per point to max 5</p>	[5]
4(e)	<p>Why is it important that the Warehouse Manager can override the system?</p> <p>Any suitable suggestion eg</p> <ul style="list-style-type: none"> • a design might be about to be replaced (1) so no further stock is needed (1) • a customer may have placed a large order (1) so that extra stock is needed. (1) • order can be cancelled (1) if error in data entry (1) <p>Up to 2 marks - point plus expansion</p>	[2]

Question Number	Answer	Max Mark
4(f)	<p>Explain one possible limitation of the stock control system.</p> <p>Any suitable suggestion eg</p> <ul style="list-style-type: none"> • more than three garments must reach re-order level (1) may completely run out of some before order is made (1) • human error – incorrect quantities may be entered (1) so stock level on system may not be correct (1) <p>Up to 2 marks – point plus expansion</p>	[2]
5	<p>Describe the ICT system used in the workshop for embroidering logos. You should include details of the hardware and software used, examples of input data and outputs, and the processes carried out.</p> <p>A description to a maximum of 10 from:</p> <p>hardware</p> <ul style="list-style-type: none"> • stand alone computer (1) controls a number of embroidery machines (1) with scanner attached (1) and small thermal printer (1) <p>software</p> <ul style="list-style-type: none"> • specialist software (1st) to convert image into control file (1) • database of available thread colours (1st) each with a unique number (1) <p>input data</p> <ul style="list-style-type: none"> • picture of logo (1st) scanned in by Chief Embroiderer (1) • customer ID (1st) entered if existing customer (1) • required position of logo (1st) entered using keyboard (1) <p>outputs</p> <ul style="list-style-type: none"> • control file (1st) to control embroidery machines (1) • slip (1st) includes customer ID (1) colour thread for each holder (1) logo position for each garment (1) <p>processes</p> <ul style="list-style-type: none"> • convert image of logo (1) to instructions in control file (1) • compare colours in logo (1) with database of available thread colours (1) • selects matching thread colour (1) to identify four thread colours to be used (1) <p>To achieve maximum marks there must be at least one point from each section.</p>	[10]

Question Number	Answer	Max Mark
6(a)	<p>Explain one strength of the systems currently used to obtain orders from existing customers.</p> <p>Any one of</p> <ul style="list-style-type: none"> • order forms sent out with catalogue are pre-printed with customer ID (1) so less chance of confusion when order received (1) • order processing clerk only has to enter customer ID (1) because customer details already on the system (1) • customer does not have to provide picture of logo (1) as already on SOP • system (1) <p>Up to 2 marks each to max of 2</p>	[2]
6(b)	<p>Explain two weaknesses of the systems currently used to obtain orders from existing customers.</p> <p>Any two of eg</p> <ul style="list-style-type: none"> • catalogue printed twice a year (1) wasting time and money (1) • orders are hand-written (1) order processing clerk may have problems reading handwriting (1) may make errors in entering order (1) • orders must be posted (1) which may be delayed or lost (1) • customer may order garments that are out of stock (1) unless they phone first (1) <p>Up to two marks each to max of 4</p>	[4]
6(c)(i)	<p>To improve the ordering systems currently used, the Director must overcome weaknesses in the current systems.</p> <p>Explain one way the systems could be improved.</p> <p>Any suitable improvement suggested and explained eg</p> <ul style="list-style-type: none"> • create a website (1) providing access to online catalogue (1) • set up secure website/extranet (1) so customers can log in using user name and password (1) • set up e-commerce (1) so that customers can order online (1) • send out catalogue on CD (1) could include order form template (1) so that customer could complete electronically and email (1) <p>Up to two marks each to max of 2</p>	[2]

Question Number	Answer	Max Mark
<p>6(c)(ii)</p>	<p>Explain one benefit this improvement would bring. A suitable benefit explained that matches the improvement eg <ul style="list-style-type: none"> • product range can be updated easily (1) much cheaper than reprinting paper catalogue (1) • customers know stock availability (1) so less chance of disappointing customers (1) • customers enter own requirements (1) less chance of errors from not being able to read hand writing (1) • CDs are cheaper to produce and post (1) than printing and posting paper catalogues (1) Up to two marks each to max of 2</p>	<p>[2]</p>
<p>6(c)(iii)</p>	<p>Identify one problem associated with this improvement that may need to be overcome. A suitable problem identified that matches the improvement eg <ul style="list-style-type: none"> • may be expensive to set up website • website will need to be maintained • need for security • customer concern over security issues • customers may need to know customer ID One mark each to max of 1</p>	<p>[1]</p>
<p>7(a)</p>	<p>Logos R Us designs a new range of garments twice a year. Which Act protects these designs? Copyright, Designs and Patents Act CAO</p>	<p>[1]</p>
<p>7(b)</p>	<p>Explain how the designs are protected by the Act? Makes Logos R Us the owner of the designs (1) Only Logos R Us may legally copy, adapt and sell the designs (1) Other people need permission to use the designs (1) Logos R Us may charge (1) Logos R Us can sue anyone who uses the designs (1) without permission (1)</p>	<p>[3]</p>

Section B		
Question Number	Answer	Max Mark
8(a)	<p>Shops are commercial organisations that provide retail services to the general public. State what is meant by retail services. The sale of goods</p>	[1]
8(b)	<p>Use an example to describe one other type of service provided by commercial organisations. Any one of</p> <ul style="list-style-type: none"> • Financial services (1) <ul style="list-style-type: none"> ○ provided by banks/building societies etc (1) ○ hold accounts/lend money/provide mortgages (1) • Utilities services (1) <ul style="list-style-type: none"> ○ provided by gas/water/electricity (1) buy from suppliers/maintain supplies/monitor use/charge by amount used (1) ○ provided by bus/train/airline companies (1) provide transport/sell tickets (1) • Logistics services (1) <ul style="list-style-type: none"> ○ provided by courier/haulage companies (1) to transport goods from place to place (1) • Business services (1) <ul style="list-style-type: none"> ○ Provided by agencies (eg employment/administration) (1) to recruit staff/copy documents (1) • ICT services (1) <ul style="list-style-type: none"> ○ Provided by help desks/network suppliers (1) to provide software support/remote network management (1) <p>Or any suitable service or description 1 mark for example and max 2 for description</p>	[3]
9(a)	<p>The Data Protection Act (1998) protects data held by organisations about individuals. Explain why this Act was needed. When personal data stored on paper (1) individuals had to physically break in to steal it (1). Now huge amounts stored on computer (1) records can be easily searched on any criterion (1) can be easily transferred electronically (1) from one organisation to another (1) or from country to country (1) can be accessed and stolen remotely (1). Up to 4 marks</p>	[4]

Question Number	Answer	Max Mark
9(b)	<p>Describe two rights that individuals have under the Act.</p> <p>Any two of</p> <ul style="list-style-type: none"> • the right of access to their personal data (1) must apply in writing and (probably) pay a fee (1) • the right to prevent processing (1) that is likely to cause them damage or distress (1) • the right to prevent processing for direct marketing purposes (1) can indicate preference when data is collected (1) • the right to have data corrected, blocked, erased or destroyed (1) if it is inaccurate (1) <p>Up to 2 marks each to max 4</p>	[4]
10(a)	<p>Accounts and finance is an important system in all organisations. Describe the main purpose of an accounts and finance system.</p> <p>To keep track of money (1) going into or out of the organisation (1) to ensure the organisation remains profitable (1) by forecasting the future cash flow (1)</p>	[2]
10(b)	<p>Describe three outputs from an accounts and finance system.</p> <p>Any three of</p> <ul style="list-style-type: none"> • sales ledger (1) record of all sales made (1) • purchase ledger (1) record of all purchases made (1) • general ledger (1) summarises accounts from sales and purchase ledgers (1) • balance sheet (1) lists the assets, debts and owners' investments at a particular date (1) • income statement (1) lists revenue, expenditure and net income for a particular period (1) • cash-flow forecast (1) keeps track of cash receipts and payments to forecast future cash flow (1) • invoice (1) request for payment for goods or services (1) • customer statement (1) summary of amount due for a particular time period (1) • profit and loss account (1) shows details of income and expenditure (1) cheques (1) to pay suppliers (1) • trial balances (1) model the financial state of the company (1) • budget statement (1) proposed spending for future set periods (1) • receipt (1) confirmation of payment (1) • BACS instruction (1) to bank to transfer funds (1) • VAT returns (1) details of VAT paid and VAT claimed (1) <p>DNA processes</p> <p>Up to 2 marks each to max 6</p>	[6]
Paper Total		[100]

Assessment Objectives Grid (includes QWC)

Question	AO1	AO2	AO3	AO4	Total
Task 2			15		15
Task 3			7	8	15
1		4			4
2		4			4
3		2			2
4(a)		2			2
4(b)(i)		2			2
4(b)(ii)			1		1
4(c)		1			1
4(d)		5			5
4(e)				2	2
4(f)				2	2
5		10			10
6(a)				2	2
6(b)				4	4
6(c)(i)			2		2
6(c)(ii)			2		2
6(c)(iii)			1		1
7(a)		1			1
7(b)			3		3
8(a)		1			1
8(b)		3			3
9(a)			4		4
9(b)		4			4
10(a)		2			2
10(b)			6		6
Totals	0	41	41	18	100