

Surname	Centre Number	Candidate Number
Other Names		0



GCE AS/A level

1641/01

**APPLIED INFORMATION &
COMMUNICATION TECHNOLOGY
UNIT AICT 1**

eBusiness – Gaining Skills in eBusiness

A.M. FRIDAY, 27 May 2011

3 hour examination consisting of two parts

For Examiner’s use only

Total mark (PART A only)	
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INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

INFORMATION FOR CANDIDATES

Questions in this paper are based on the context of *Jane Evans Travel (JET)*.

The examination consists of two parts:

Part A: Knowledge and Application of eBusiness (40 marks - 1 hour)

Part B: Tasks to demonstrate practical competence (60 marks - 2 hours)

The context for the examination is set in the Introduction.

A short break is permitted between Parts A and B.

Quality of Written Communication will be assessed in Question 8 of Part A.

INTRODUCTION

Jane Evans Travel (*JET*) is an independent travel agency based in Brighton. They have developed a business selling upmarket holidays and specialise in cruises to the Carribean and the Far East. They have a loyal customer base with customers returning to book holidays year after year.



The travel agency has recently invested in a major upgrade of their ICT systems and are keen to make more use of technology to improve their business services. *JET*'s managing director, Jane Evans, feels that, although their business is currently successful, they should consider the potential of other holiday markets.



Jane has decided to investigate the market for Gap Year travel. She hopes to make use of the company's new technology to access this market.

Jane has requested your assistance.



PART A: Knowledge and Application of eBusiness (40 marks).

Answer **all** questions.



“Hello. My name is Jane Evans and I am the managing director of JET. We have recently installed a new computer system and I am keen to maximise its use within the business. I am aware that our new computer system will be far more efficient than the current system and I have a number of questions I would like to ask you regarding JET.”

1. (a) What type of organisation **best** describes *JET*? [1]

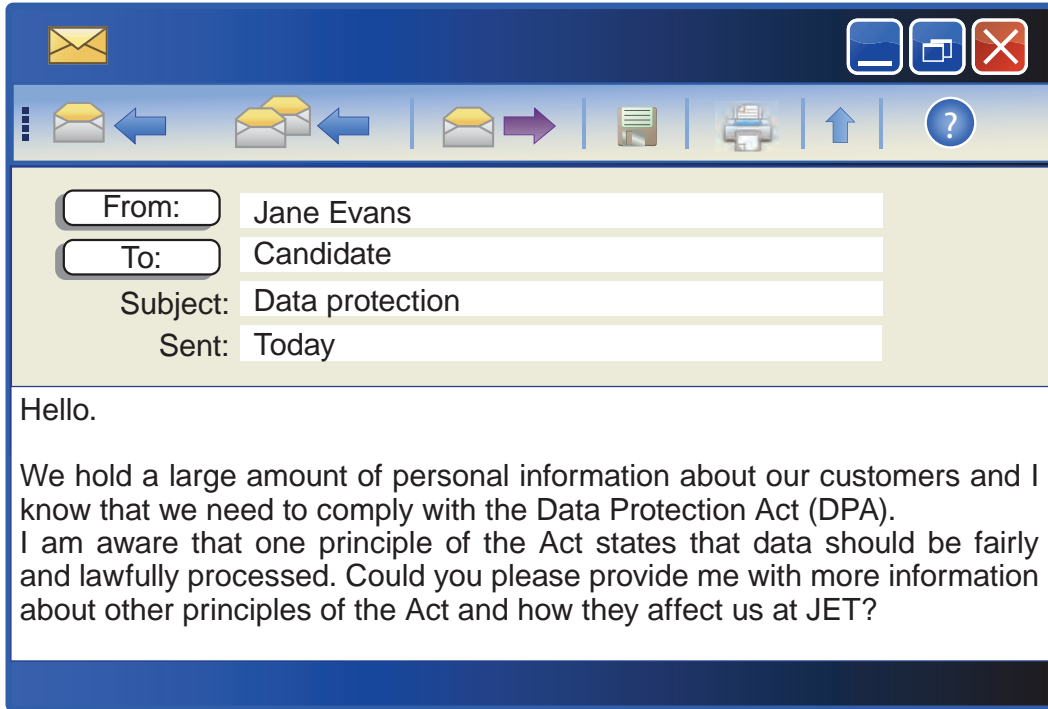
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(b) *JET* will be using their new computer system to run their business and will need to transfer their customers’ details and bookings from paper.

Using a relevant example, distinguish between data and information. [2]

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2.



State **two** principles (other than the one contained in the email) of the Data Protection Act and explain the implication of each on *JET*'s working practices.

Principle 1: [3]

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Principle 2: [3]

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3.



“The Finance department will use the new computer system for their day-to-day work. They will be using specialised accounting software for their payroll. They will also use spreadsheets to create financial models.”

Name **two** relevant features of a spreadsheet package. Describe how the Finance department could use these features in their financial models.

Feature 1: [3]

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Feature 2: [3]

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4.



“As well as investigating new markets, I think that we could use our new management information system (MIS) to help us improve our existing business. I would like you to provide me with an explanation of how this might be possible.”

Explain, using relevant examples, how *JET* could use the management information system (MIS) to help improve the **cruise business**. [4]

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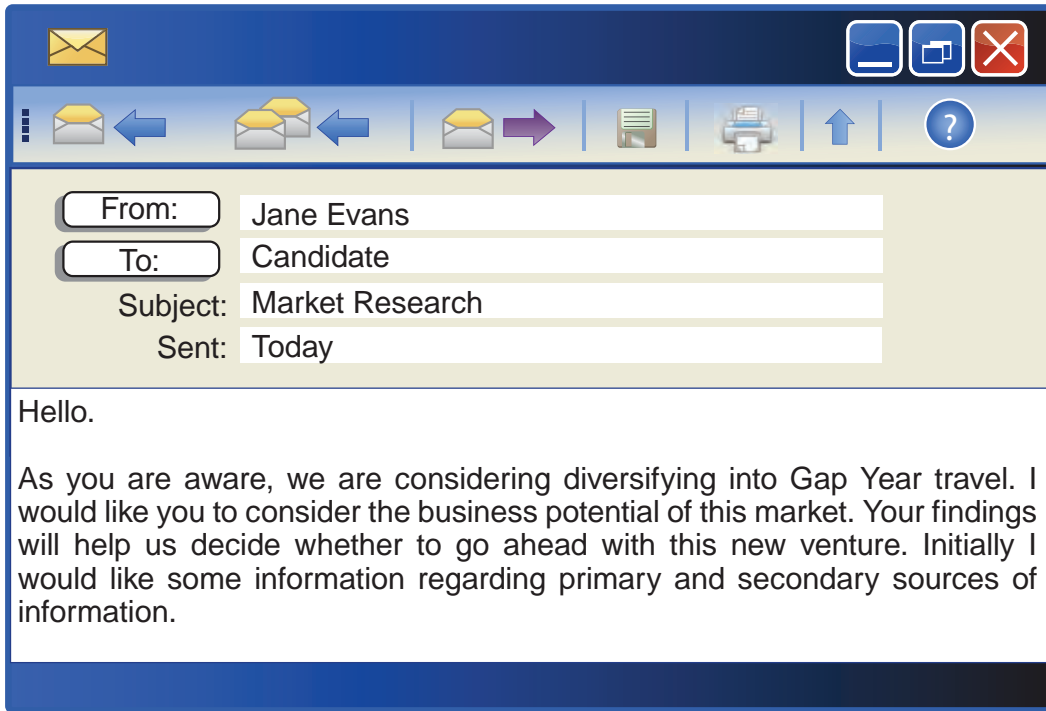
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5.



(a) Identify **two** secondary sources that could be used for market research into Gap Year travel. [2]

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(b) Describe **two** advantages of using secondary sources rather than primary sources for market research into Gap Year travel.

Advantage 1: [2]

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Advantage 2: [2]

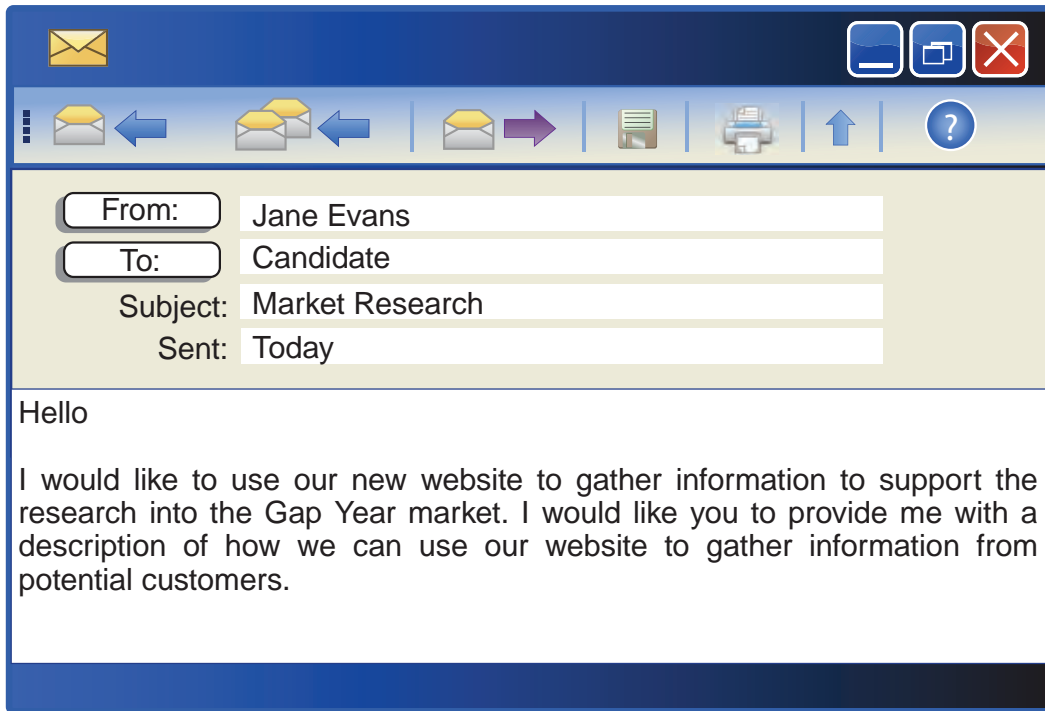
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6.



Describe ways in which *JET* could use their website to gather information from potential Gap Year customers. [4]

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7.



"I have decided that we should proceed with the proposed expansion into the Gap Year Market. We will need to set up a new department to run this area of the business. This will be a major investment for JET and I have decided to appoint a project manager who will use project management software to help organise this expansion."

Describe **two** tasks that could be carried out using project management software.

Task 1:

[2]

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Task 2:

[2]

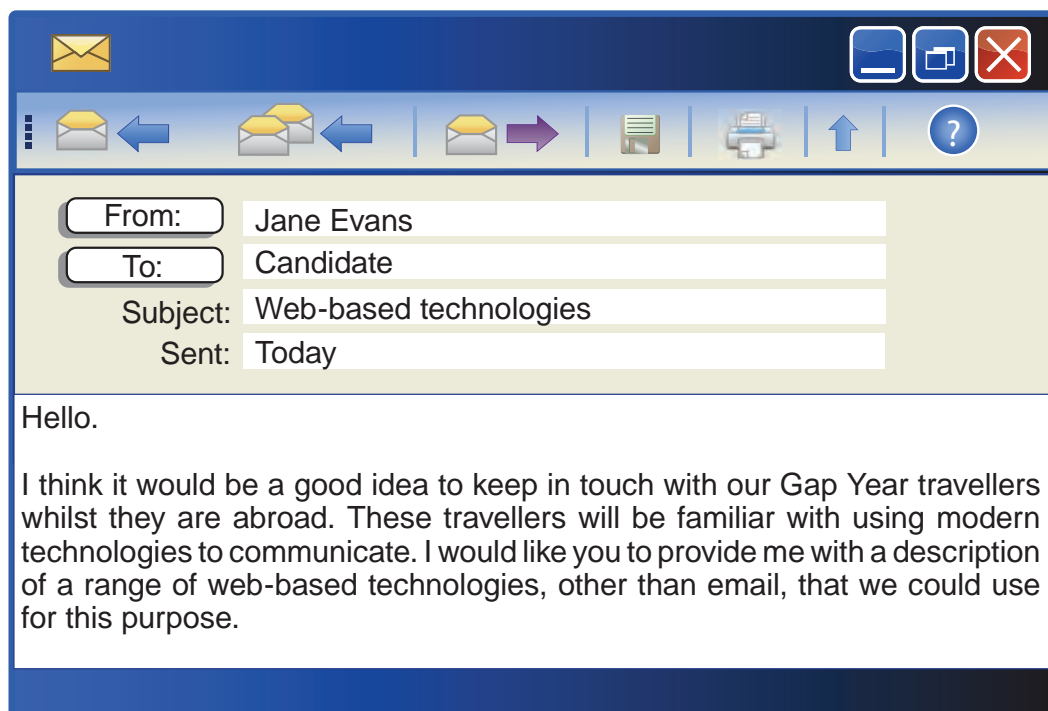
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8.



Describe a range of web-based technologies, other than email, that *JET* could use to communicate with the travellers giving the advantages of each method of communication. [7]

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