

Candidate Name	Centre Number	Candidate Number
		2



GCE AS/A level

1641/01

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

P.M. THURSDAY, 13 January 2011

3 hour examination consisting of two parts

For Examiner's use only

Total mark (PART A only)	
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1641/01/0001

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 *the Orang-utan Conservation Agency (OCA)*, details of which can be found in the introduction.

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)

A short break is permitted between Parts A and B.

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

INTRODUCTION



About the Orang-utan Conservation Agency

The *Orang-utan Conservation Agency* is a registered charity based in Birmingham. The charity was founded in 2001 to work towards conserving the Orang-utan species and their habitat in the tropical forests of Borneo and Sumatra.

Sarah Cain, the chief executive, believes that the charity needs to diversify if it is to raise sufficient funds to allow them to continue to support its work with local communities in the preservation of the Orang-utans' natural forest habitat. The charity funds a group of field officers who work with the local people in Borneo.

She is considering setting up a scheme that will allow members of the public to adopt an Orang-utan by making a monthly donation to the charity. In return the adopter will receive an information pack, photographs of their Orang-utan and, at three monthly intervals, a newsletter keeping them up to date with the charity's work.

Sarah is also considering expanding the charity's website to include an online shop that will sell a selection of gifts and clothing, all with an Orang-utan theme!

You have been asked to assist Sarah in her work.

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

Answer **all** questions.

1.



“Hello. I am Sarah Cain, the Chief Executive of the Orang-utan Conservation Agency. We will need to carry out market research before setting up the adoption scheme. We will probably need to use primary and secondary sources of information to carry out this research. I have a few questions regarding sources of information.”

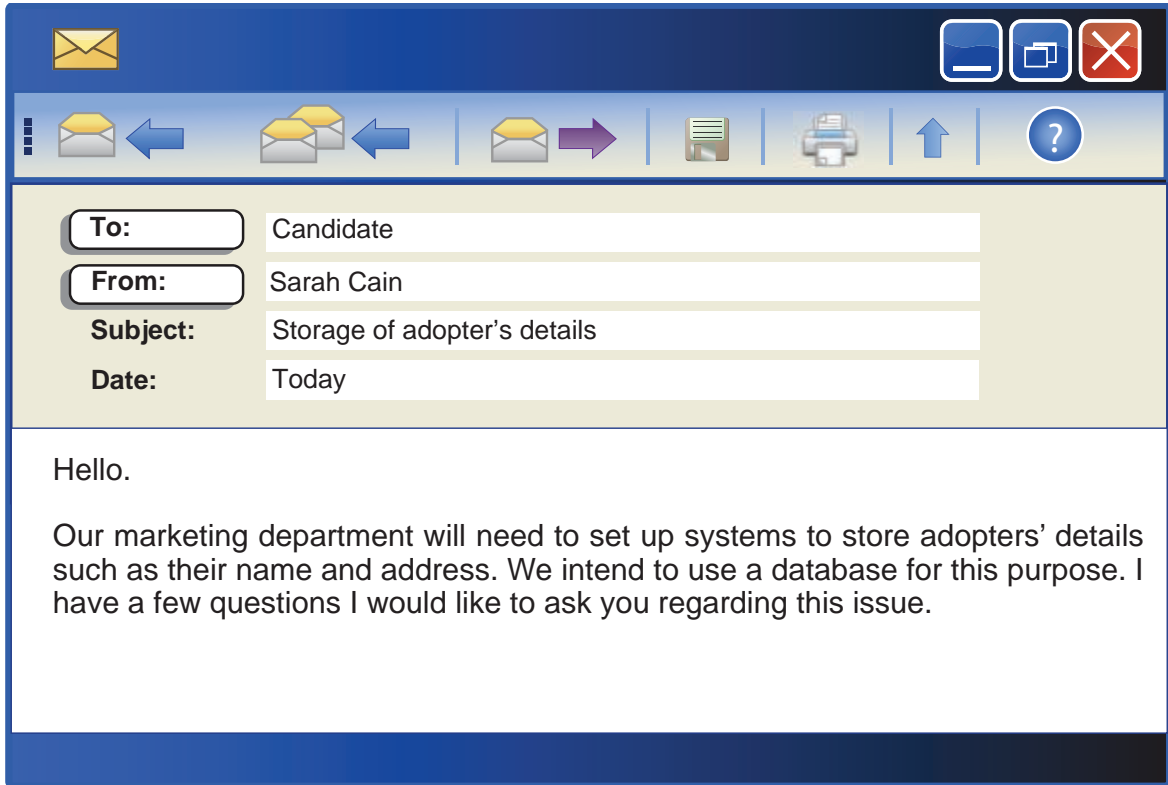
- (a) The *Orang-utan Conservation Agency* needs to carry out market research before setting up the adoption scheme. Name **one** secondary source of information the *Orang-utan Conservation Agency* could use. [1]

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- (b) Describe **one** advantage of using primary sources of information and **one** advantage of using secondary sources of information. [4]

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2.



(a) Explain why it is important to maintain accurate records of adopters' details. [2]

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(b) Describe a procedure that the marketing department could use to back up their data. [2]

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3.



*“Hello again.
 Setting up an online shop means we will need to recruit new staff to process customers’ orders. Our human resources department will need to advertise for the new staff. They have decided to place an advertisement on our own website. I would like you to consider an advantage and a disadvantage of advertising in this way.”*

Describe **one** advantage and **one** disadvantage of advertising for new staff on the Orang-utan Conservation Agency’s own website.

Advantage [2]

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Disadvantage [2]

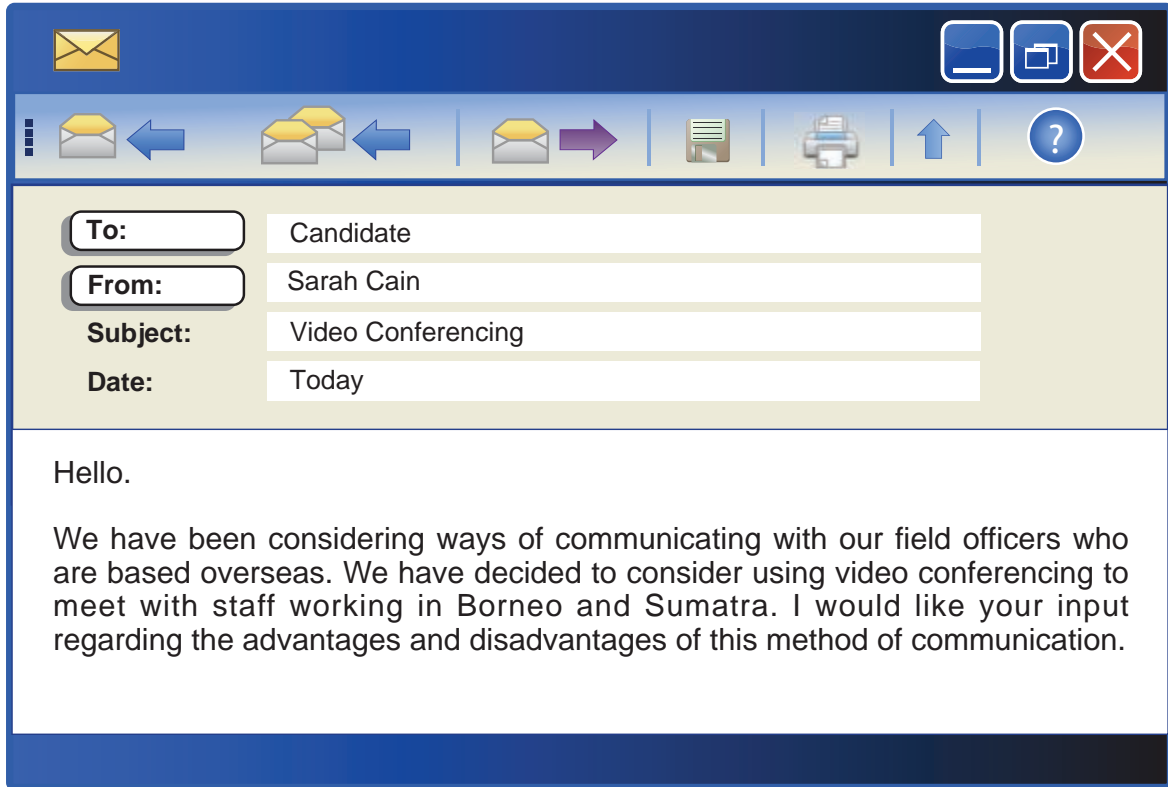
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4.



Discuss the advantages and disadvantages of video conferencing as a method of communication. [4]

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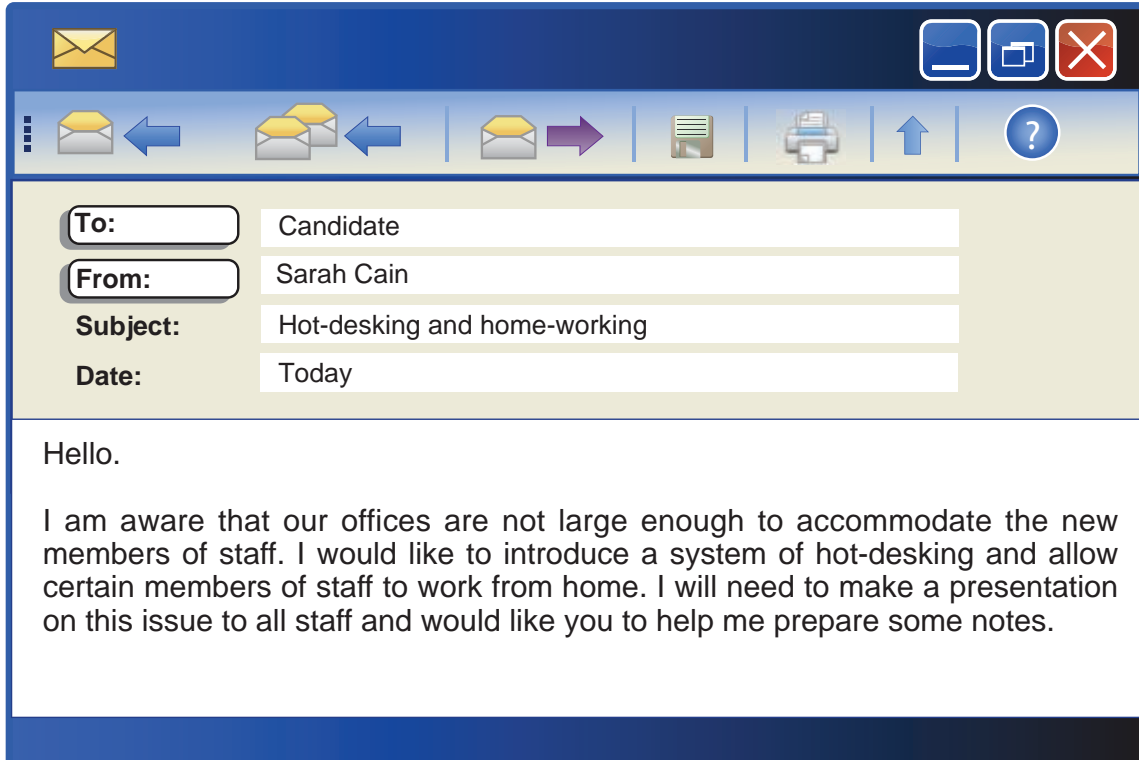
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5.



(a) Describe what is meant by hot-desking. [2]

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(b) Describe **two** modern technologies that allow members of staff to work effectively from home. [4]

Technology (i)

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Technology (ii)

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6. The *Orang-utan Conservation Agency* will need to ensure that they have sufficient stock to fill the orders placed via their new online shop.

(a) Explain the advantages of operating a computerised stock control system. [4]

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(b) The *Orang-utan Conservation Agency* has decided to use electronic data interchange (EDI) to order goods from their main supplier. Explain the advantage of using EDI to order these goods. [2]

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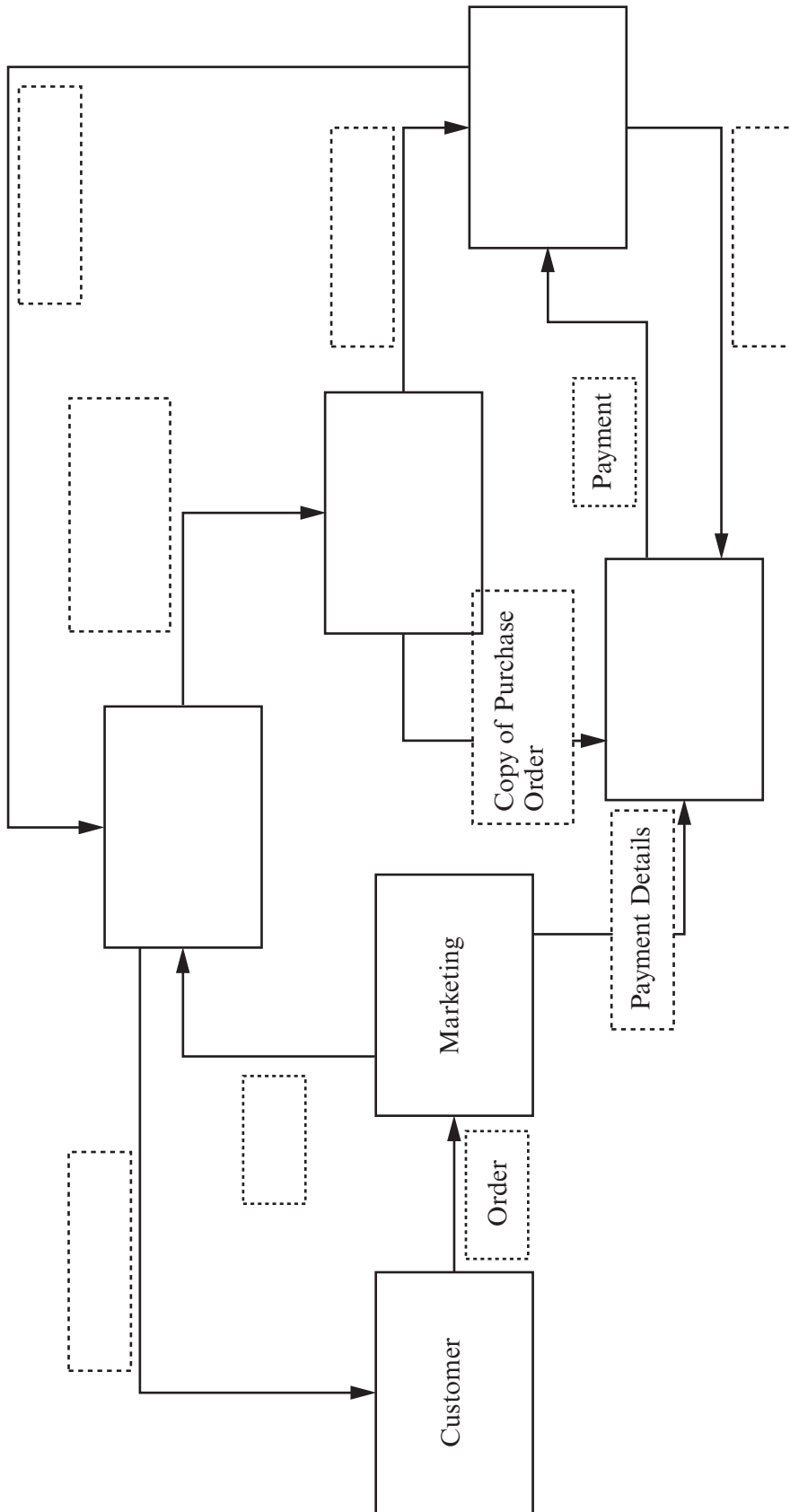
7. The online shop has been set up and customers can visit the charity's website to purchase items from their range of gifts and clothing.

The online shopping system works as follows:

- The customer enters their personal and payment details on the charity website.
- The details are sent to the marketing department who send the order to the warehouse and the payment details to the finance department.
- The warehouse checks if the item is in stock; if not they send a purchase order request to the purchasing department.
- The purchasing department send a purchase order to the supplier and a copy of the purchase order to the finance department.
- The supplier sends the required item and a delivery note to the warehouse and an invoice to the finance department.
- When the finance department receives the delivery note from the warehouse they send a payment to the supplier.
- The warehouse sends the item and a delivery note to the customer.

Sarah Cain has requested that you complete the information flow diagram opposite to show how this system works. [5]

Information flow diagram – Customer purchase of gifts or clothing from OCA website



8.



“The introduction of the adoption scheme will involve a lot of work to ensure that it is successful. I have decided that we will make use of project management software to help introduce the new system. I will need from you an explanation of the advantages of using specialised project management software and a description of the information we will need to be able to use this software effectively. ”

Explain the advantages of using specialised project management software and describe the information the Orang-utan Conservation Agency will need to be able to use the software effectively. [6]

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