



GCE AS/A level

1641/01

**APPLIED INFORMATION &
COMMUNICATION TECHNOLOGY**

UNIT AICT 1

eBusiness – Gaining Skills in eBusiness

Paper version of on-screen assessment

A.M. FRIDAY, 25 May 2012

**3 hour examination consisting of two parts
plus your additional time allowance**

Surname _____

Other Names _____

Centre Number _____

Candidate Number 2 _____

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen or your usual method.

Write your name, centre number and candidate number in the spaces provided on the front cover.

Answer ALL questions.

INFORMATION FOR CANDIDATES

Questions in this paper are based on the context of GOLDEN DAYS.

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 10 of Part A.

INTRODUCTION

GOLDEN DAYS produces high quality wooden toys for the UK market. These toys are sold in department stores and high street shops across the country.

Edwina George is the managing director having taken over from her father who founded the company in 1975. The company has been very successful but Edwina is considering ways in which they could expand the business.

Her ideas for expansion include:

exporting toys to other countries throughout Europe

producing larger and more expensive wooden toys such as dolls' houses and rocking horses for the UK market.

Edwina's expansion plans include the purchase of an adjoining building to increase the size of the production area.

You have been asked to assist Edwina with her work.

1. **“Hello. My name is Edwina George and I am the managing director here at Golden Days. I am considering ways of expanding the business including new products and new overseas markets. Thank you for agreeing to assist me in my work, I have a number of questions I need to ask you.”**

(a) Name the type of organisation that best describes GOLDEN DAYS. [1]

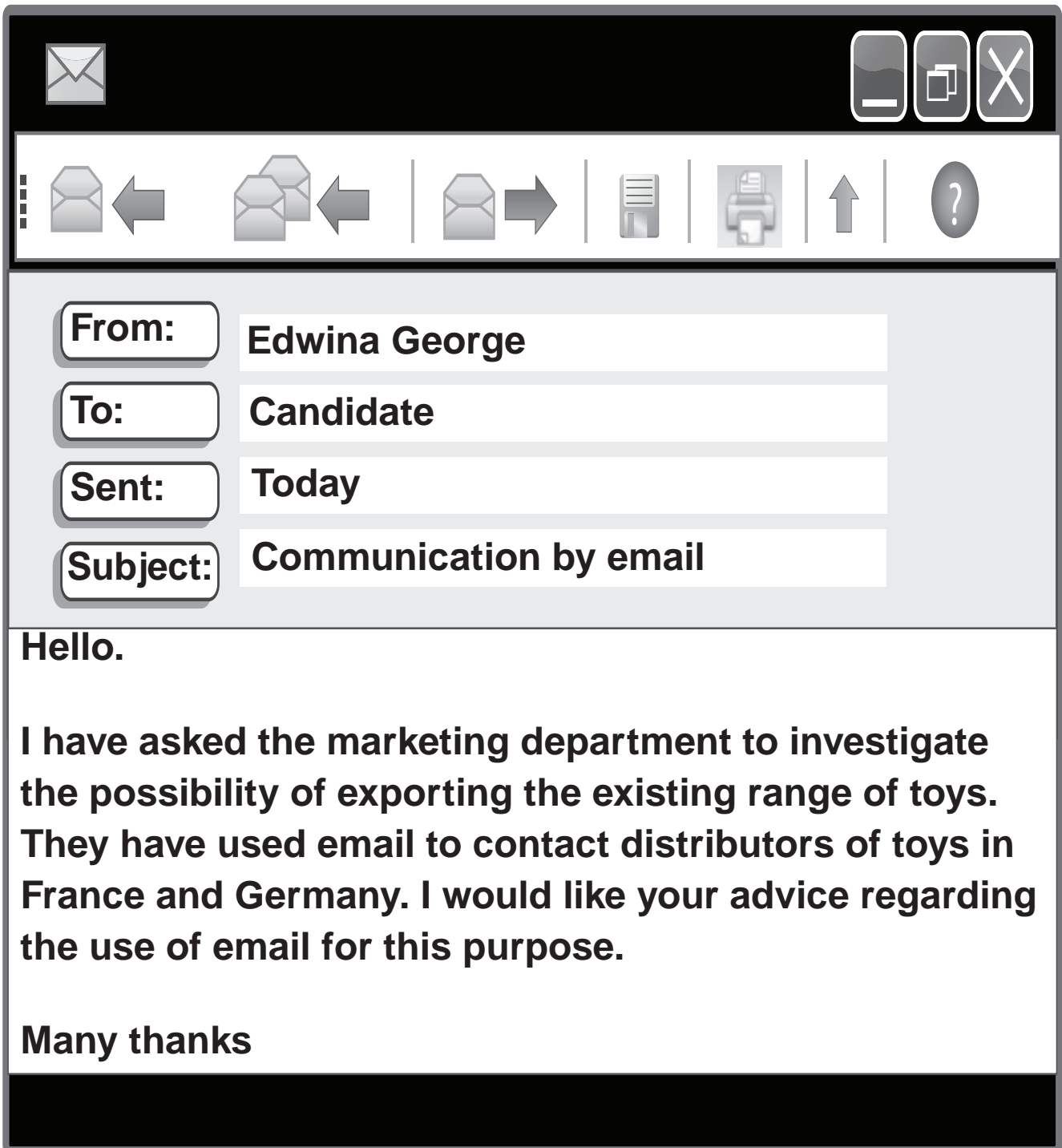
(b) To be successful, a business must have good communications. Identify TWO methods of internal communication that GOLDEN DAYS could use. [2]

2.

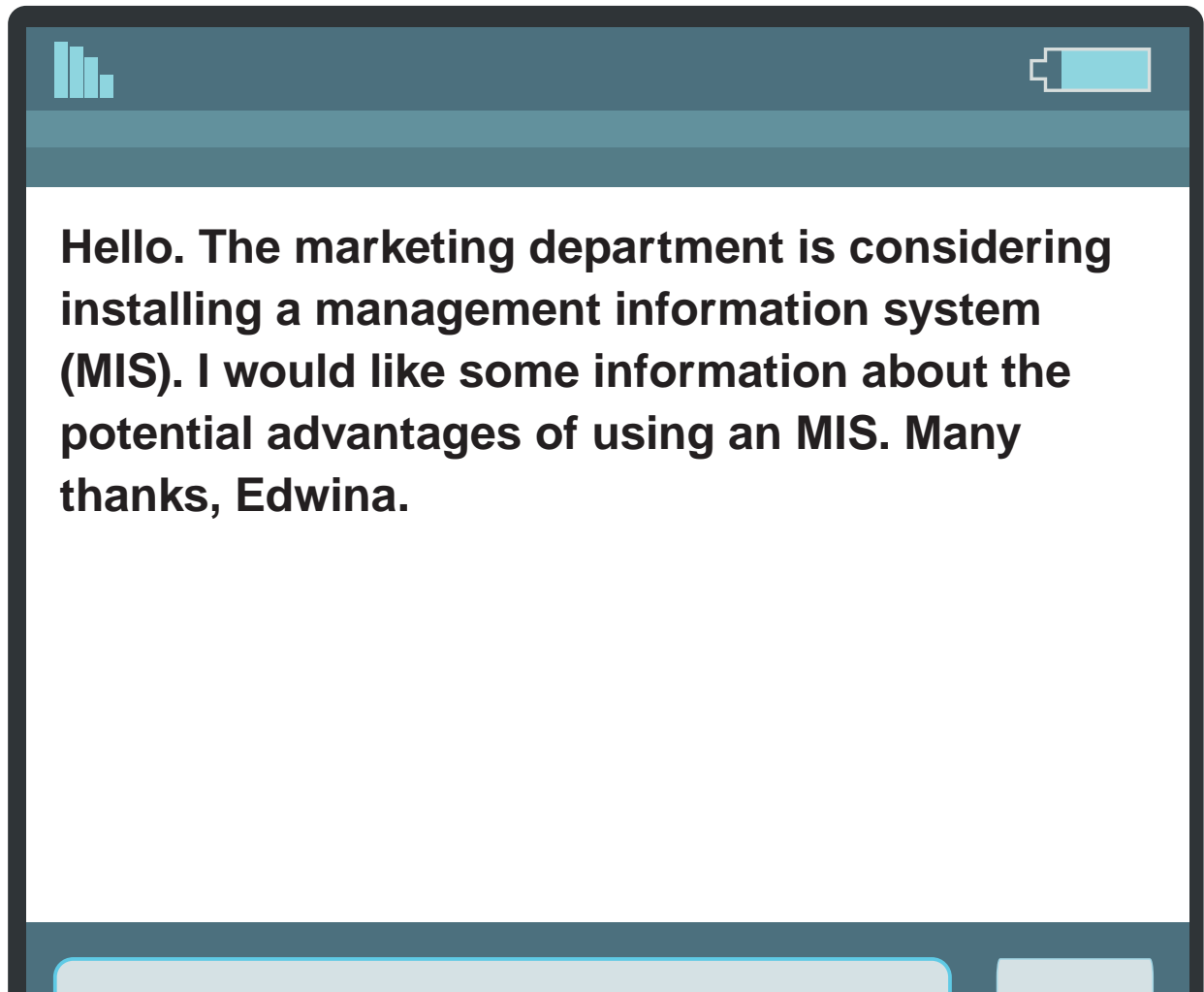


2. Name ONE secondary source **GOLDEN DAYS** could use to carry out research into the market for larger wooden toys and describe the information they could obtain from the source. [2]

3.



4.



5. **GOLDEN DAYS** decides to test the market in France and has arranged for several shops to sell its toys. The toys sell well and the shops need to order more stock.

The ordering process for toys is described below:

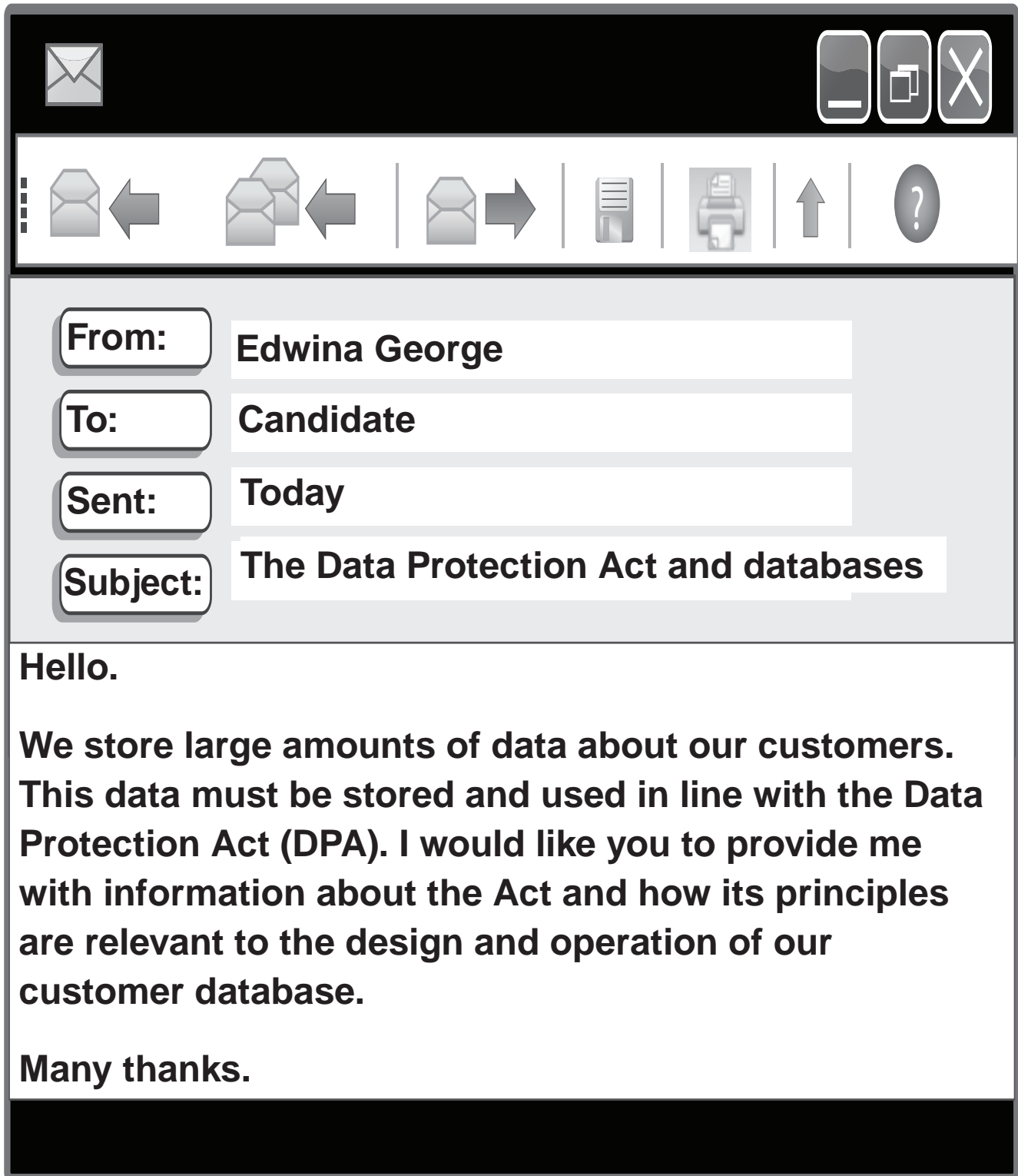
The shop sends an order to the administration department of **GOLDEN DAYS**. The administration department sends the order to the warehouse and a copy of the order to the finance department. If the item is in stock the warehouse sends the item and a delivery note to the shop. The finance department sends an invoice to the shop which then sends a payment to the finance department. If the item is not in stock the warehouse sends a stock request to the production department. If the production department does not have the materials to produce the item, it sends a purchase order request to the purchasing department who send a purchase order to the supplier and a copy of the purchase order to the finance department. The supplier sends the materials and a delivery note to the production department and an invoice to the finance department.

Using the information above, complete the information flow diagram opposite. [5]

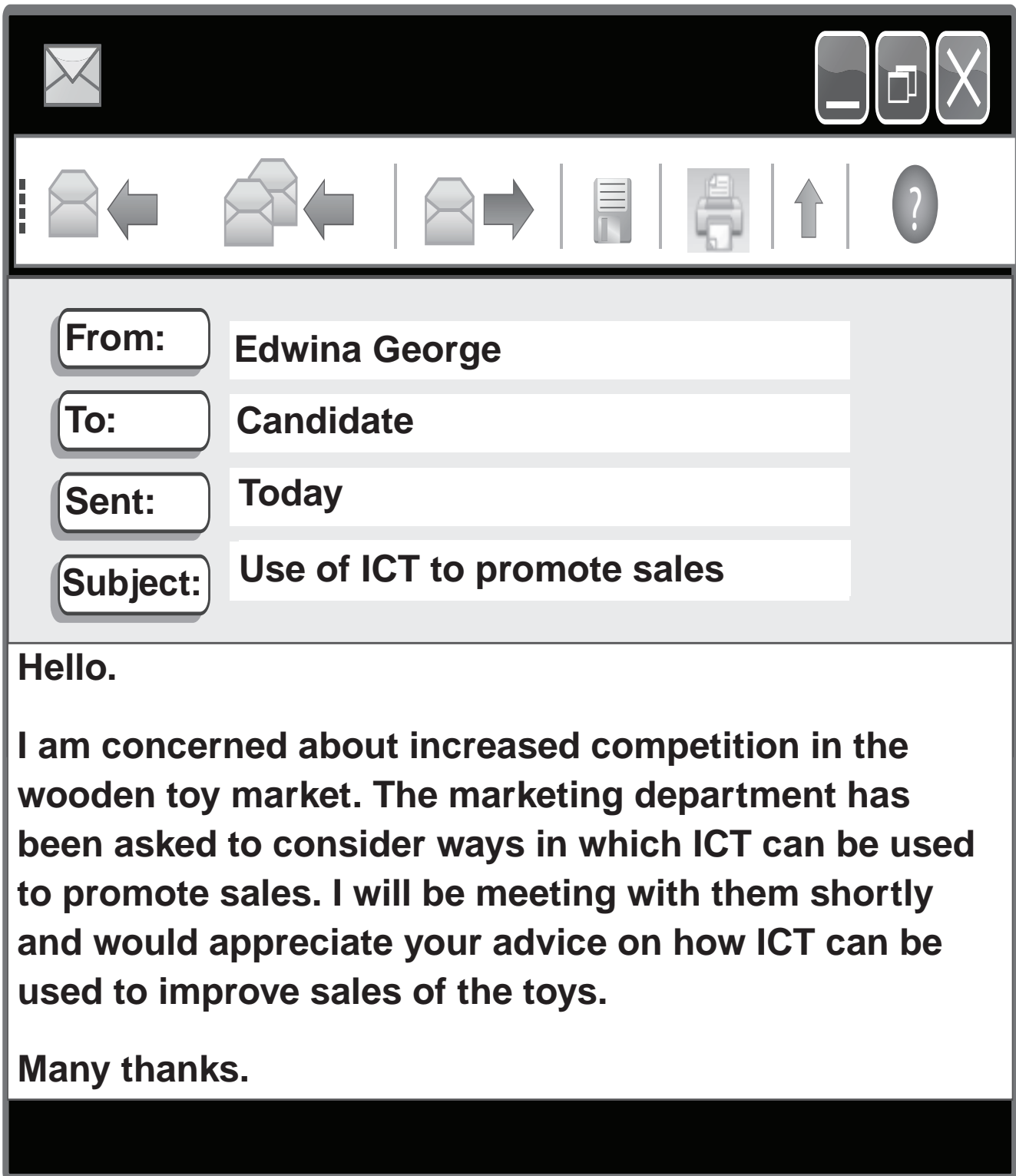
6. **“Hello again. We must ensure that we have sufficient stock to supply the shops in the UK, France and Germany. With this in mind, a computerised stock control system has recently been introduced to the warehouse. I will shortly be attending a meeting to discuss this new system and would like you to provide me with some information. I am most interested in how a computerised stock control system allows us to manage our stock effectively.”**

Describe how the computerised stock control system allows GOLDEN DAYS to manage its stock effectively. [4]

8.



9.



10. **“The company has decided to produce rocking horses to boost our sales in the UK market. This means that we will need to set up a new production line in our factory and find new markets for these larger toys. I think we should use project management software to manage this new project. I would like you to provide me with information about the features and facilities of project management software that will help us introduce the rocking horses to the market.”**

Describe the features and facilities of project management software that will help GOLDEN DAYS introduce the rocking horses to the UK market. [7]
