Surname	Centre Number	Candidate Number
Other Names		2

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

For Examiner's use only

Total mark (PART A only)	

1641 010001

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 *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.

© WJEC CBAC Ltd.

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.

© WJEC CBAC Ltd.

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]

.....

.....

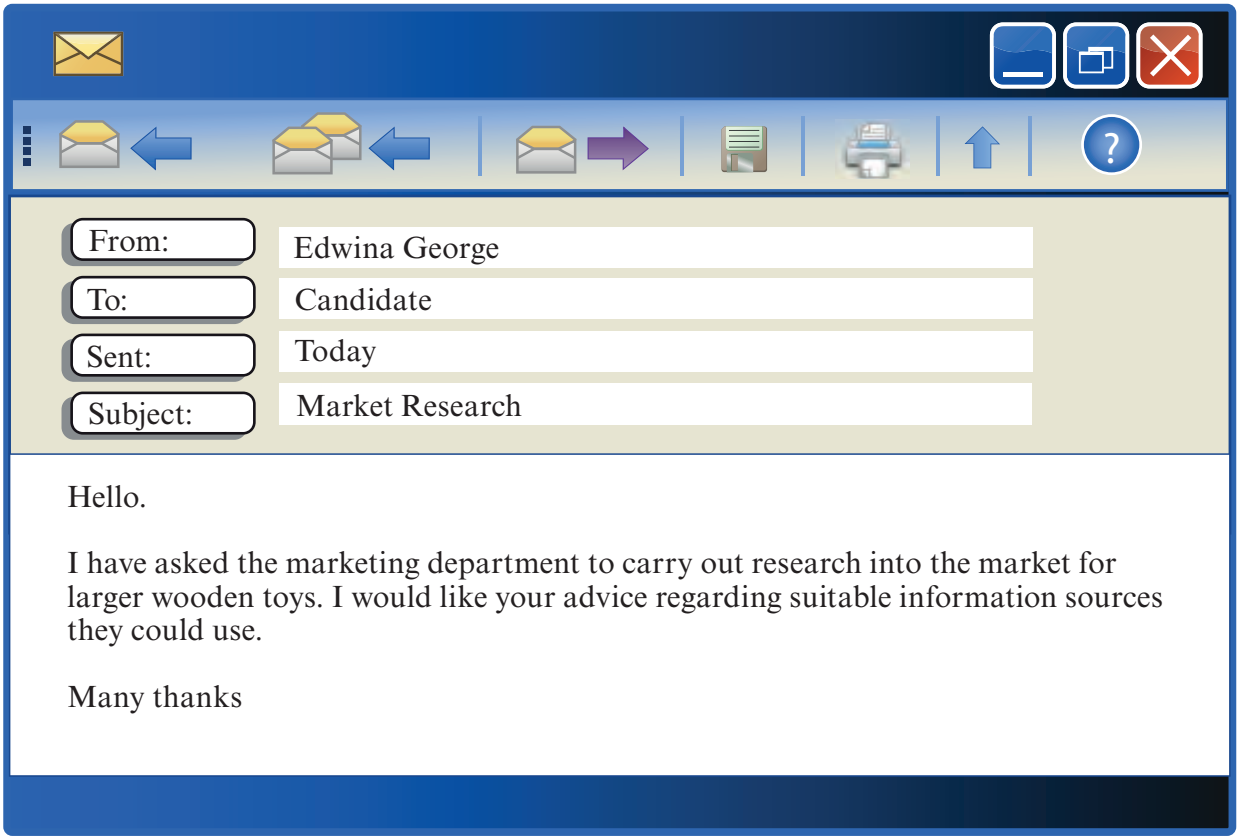
.....

.....

© WJEC CBAC Ltd.

Examiner only

2.



From: Edwina George

To: Candidate

Sent: Today

Subject: Market Research

Hello.

I have asked the marketing department to carry out research into the market for larger wooden toys. I would like your advice regarding suitable information sources they could use.

Many thanks

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]

.....

.....

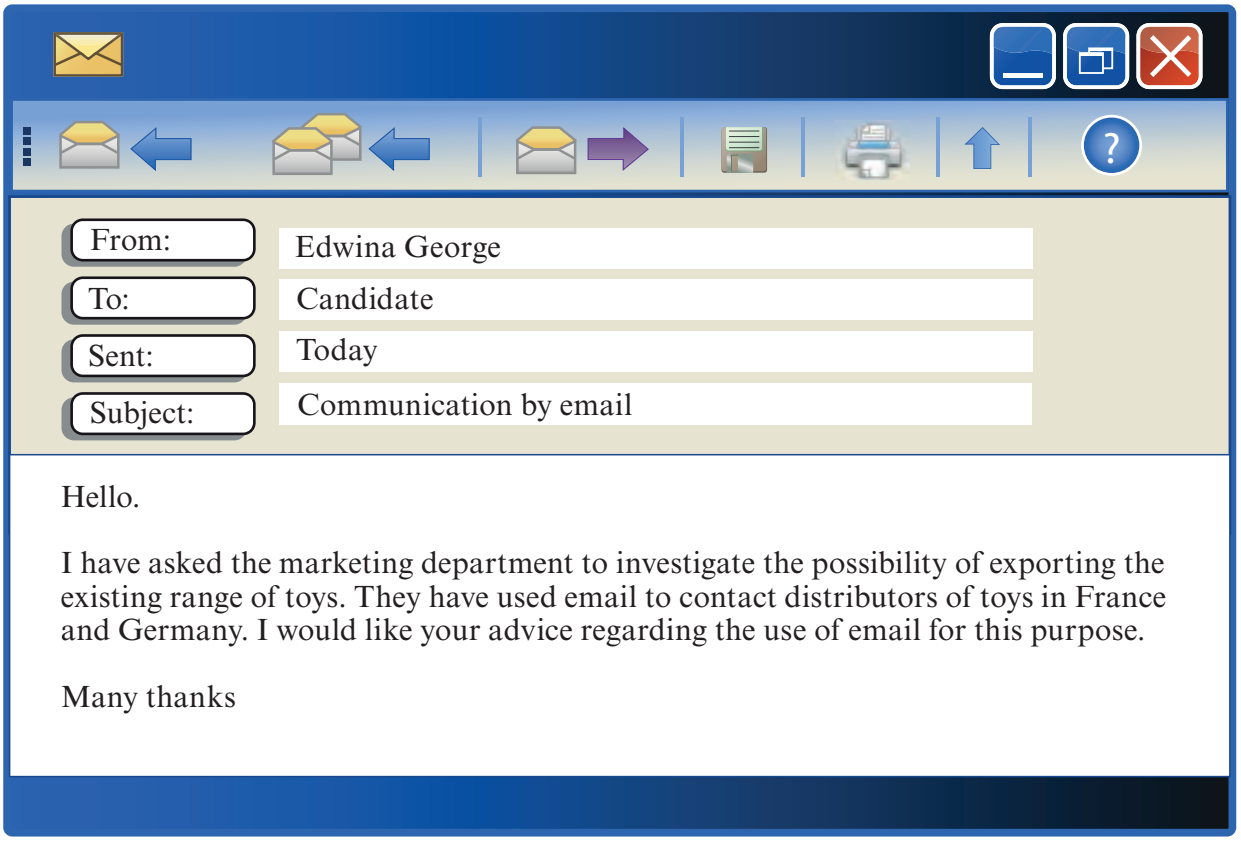
.....

.....

© WJEC CBAC Ltd.

Examiner only

3.



From: Edwina George

To: Candidate

Sent: Today

Subject: Communication by email

Hello.

I have asked the marketing department to investigate the possibility of exporting the existing range of toys. They have used email to contact distributors of toys in France and Germany. I would like your advice regarding the use of email for this purpose.

Many thanks

The marketing department has used email to contact distributors of toys in France and Germany. Describe **two** features of an email package that the marketing department would find useful. [4]

.....

.....

.....

.....

.....

.....

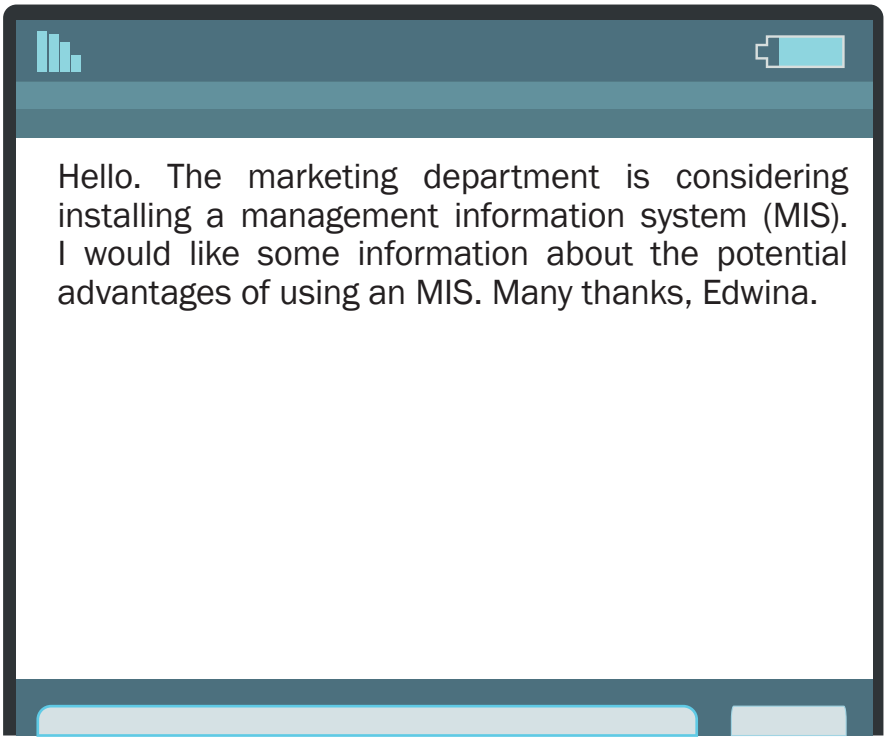
.....

.....

© WJEC CBAC Ltd.

Examiner only

4.



Describe **two** potential advantages to the marketing department of the use of an MIS. [4]

.....

.....

.....

.....

.....

.....

.....

.....

© WJEC CBAC Ltd.

BLANK PAGE

© WJEC CBAC Ltd.

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.

© WJEC CBAC Ltd.

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

© WJEC CBAC Ltd.

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]

.....

.....

.....

.....

.....

.....

.....

.....

© WJEC CBAC Ltd.

Examiner only

7. You have received the following voicemail from Edwina George:

> "The marketing department uses database software to record customer details. I need information about the features of database software, more specifically how it can help ensure accurate customer details are stored."

Describe **two** features of database software that would help to ensure that accurate customer details are stored. [4]

.....

.....

.....

.....

.....

.....

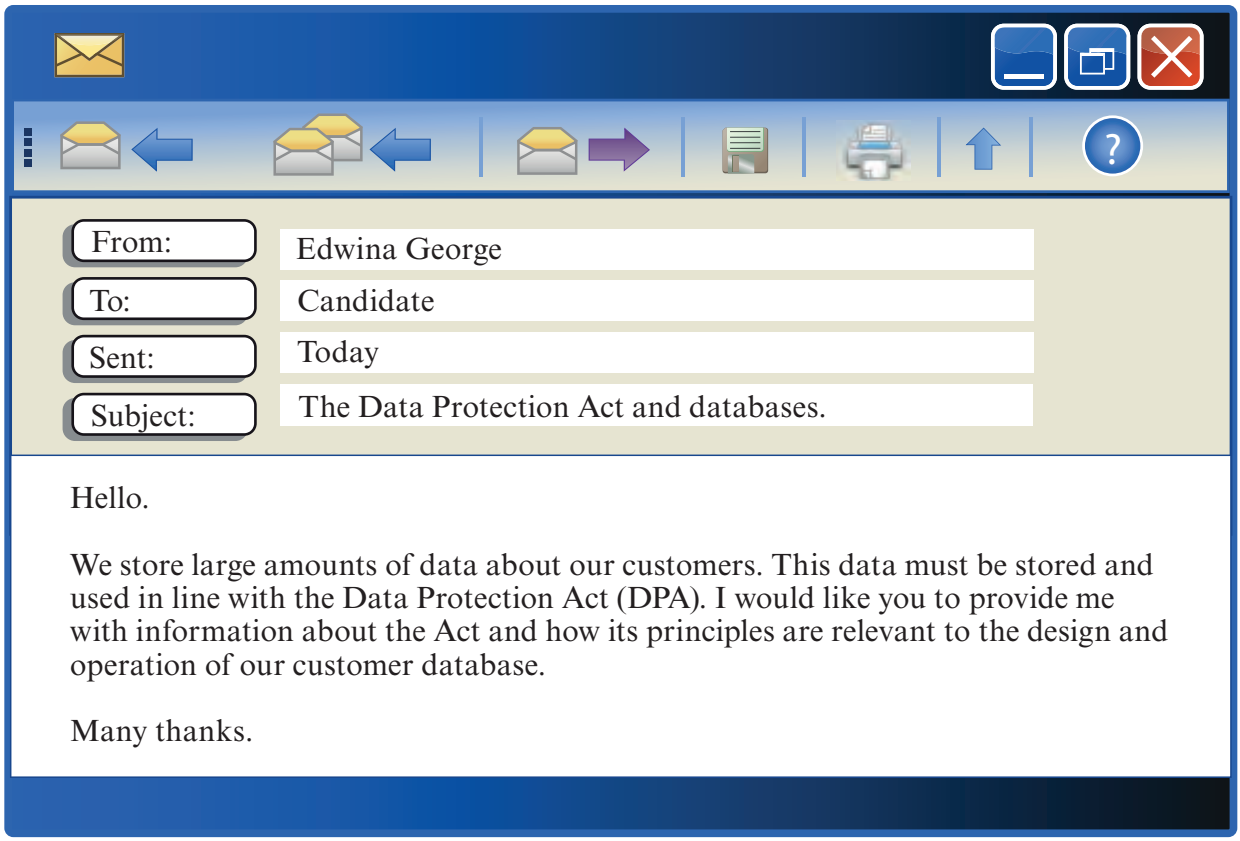
.....

.....

© WJEC CBAC Ltd.

Examiner only

8.



From: Edwina George

To: Candidate

Sent: Today

Subject: The Data Protection Act and databases.

Hello.

We store large amounts of data about our customers. This data must be stored and used in line with the Data Protection Act (DPA). I would like you to provide me with information about the Act and how its principles are relevant to the design and operation of our customer database.

Many thanks.

State **three** principles of the Data Protection Act that are relevant to the design and operation of the customer database. [3]

.....

.....

.....

.....

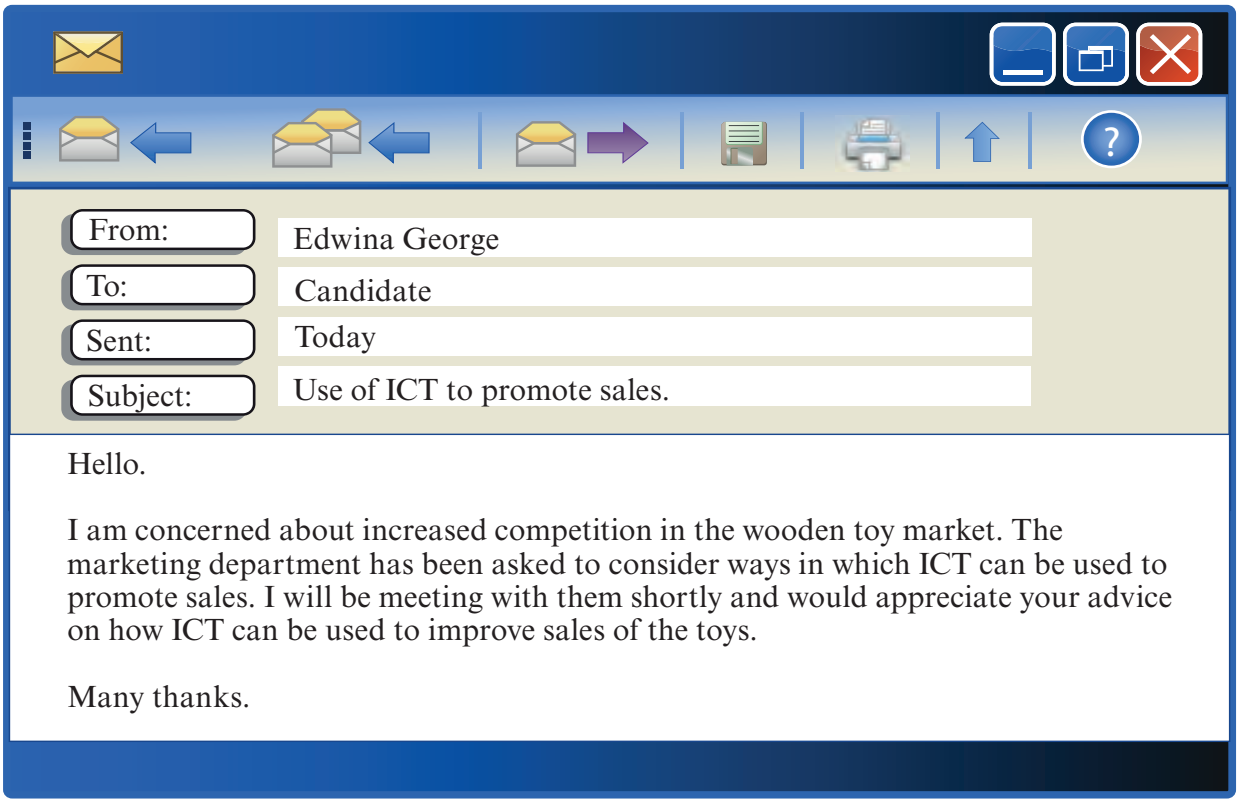
.....

.....

© WJEC CBAC Ltd.

Examiner only

9.



From: Edwina George

To: Candidate

Sent: Today

Subject: Use of ICT to promote sales.

Hello.

I am concerned about increased competition in the wooden toy market. The marketing department has been asked to consider ways in which ICT can be used to promote sales. I will be meeting with them shortly and would appreciate your advice on how ICT can be used to improve sales of the toys.

Many thanks.

Describe **two** ways in which ICT can be used to improve the sales of the toys. [4]

.....

.....

.....

.....

.....

.....

.....

.....

© WJEC CBAC Ltd.

Examiner only

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]

© WJEC CBAC Ltd.

Examiner only

© WJEC CBAC Ltd.