Surname		Centre Number	Candidate Number
Other Names			2

GCE AS/A level

1641/01

APPLIED INFORMATION & COMMUNICATION TECHNOLOGY
UNIT AICT1

e-Business – Gaining Skills in e-Business
Paper version of on-screen assessment

A.M. THURSDAY, 17 January 2013

3 hour examination consisting of two parts

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 *Fun to Run*.
The examination consists of two parts:
Part A: Knowledge and application of e-Business (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

Fun to Run is a not-for-profit company that organises running events to raise money for charities. These events take place in local parks and involve competitors covering distances of up to 5 kilometres. Each competitor is sponsored for their chosen distance with all funds going to the charity that asked *Fun to Run* to organise the event.

Evan James, who established *Fun to Run* in 2009, is considering extending the company's activities to the organisation of half-marathon races. These events would be held in cities across the UK.

The expansion will require a great deal more organisation as the races will be too long to be held in parks and will involve the closure of city centre roads, the employment of a large number of stewards and facilities for first aid.

Evan James has approached the charities who employ *Fun to Run* to see if they would be interested in the new events.

Evan has asked for your advice and assistance.

"Hello. I would like to produce a proposal for the half-marathons to present to the charities. I have asked the marketing department to carry out some research to support this proposal. I have a few questions for you regarding this research."

1, Evan James has asked the marketing department to carry out research into the organisation of half-marathons.

(a) Name **two** methods that the marketing department could use to gather information from primary sources. [2]

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(b) Describe **two** advantages of using primary sources rather than secondary sources to carry out this research. [4]

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From: Evan James

To: Candidate

Date: Today

Subject: Market Research

Hello,

The marketing department has decided to use an office package to analyse the data collected and present the findings of their research. I would like your advice regarding types of software applications they could use.

Many thanks
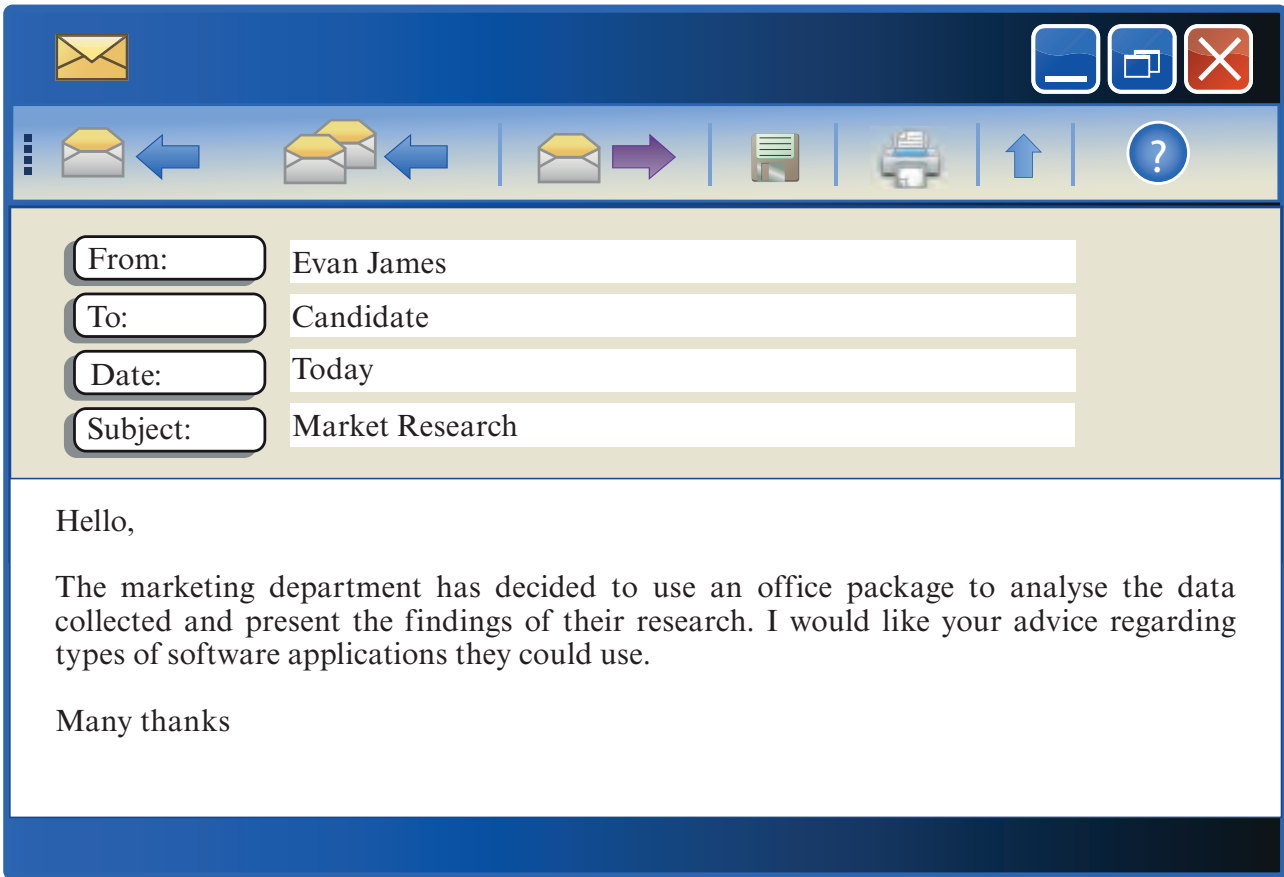
2. Name **two** types of software application normally included in an office package that the marketing department could use to analyse the data collected and present the findings of their research. You should also describe which features make them suitable for this task. [4]

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From: Evan James

To: Candidate

Date: Today

Subject: Project Management Software

Hello,

We will need to set up systems to support the organisation of the longer races. This will probably require project management software and I would like your advice regarding its use.

Many thanks
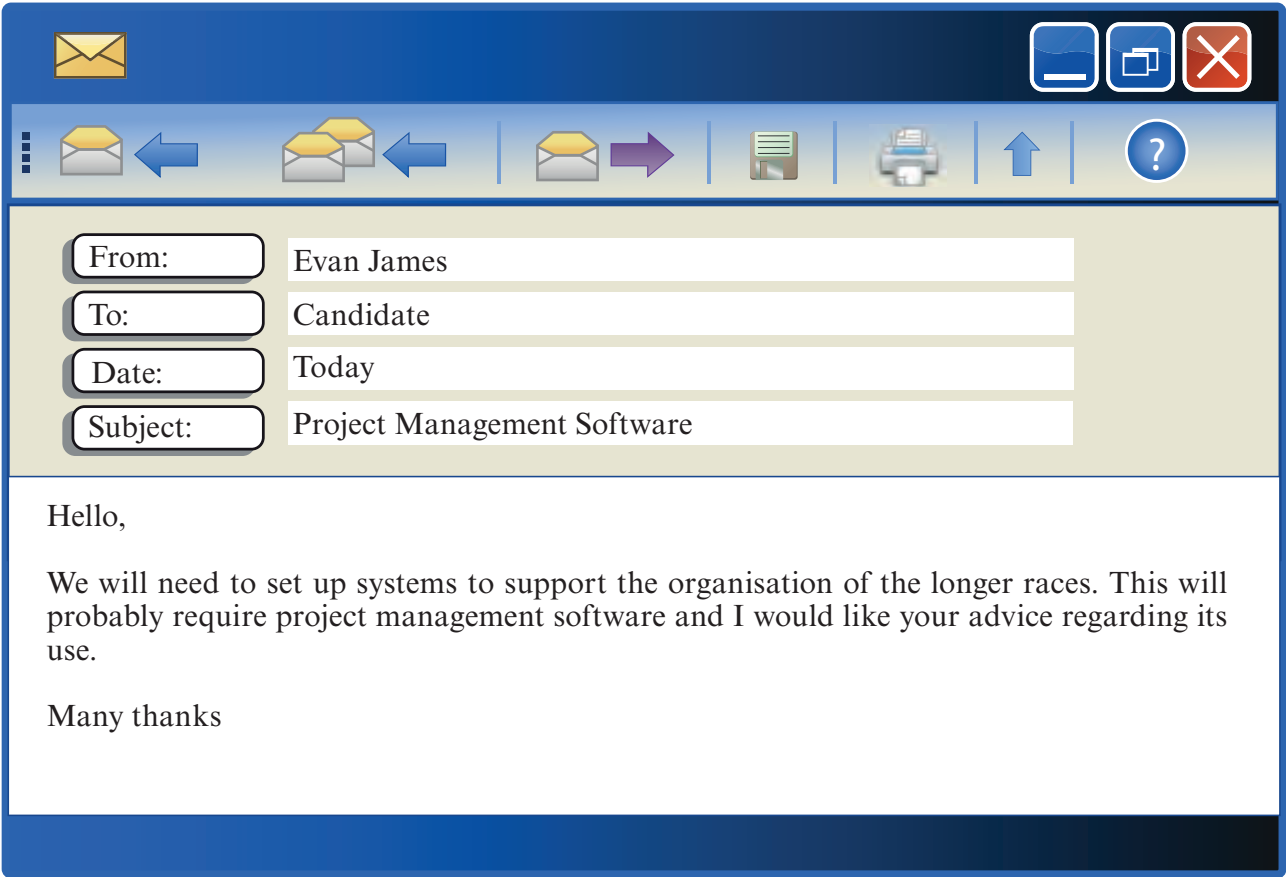
3. Describe how *Fun to Run* could use project management software to help organise a half-marathon event. [4]

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"Hello again. I am concerned about how the company will record the details of the large numbers of runners likely to take part in the half-marathon events. I am keen to find out more about how database packages could help us do this."

4. Describe the features of a database package that would be helpful in handling runners' personal information for half-marathon events. [4]

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From: Evan James

To: Candidate

Date: Today

Subject: Data Protection Act

Hello again,

We have to comply with the Data Protection Act (DPA). I am aware that one principle states that "Data shall be processed fairly and lawfully". I am keen to find out about other principles of the Act, so that we can ensure compliance.

Many thanks
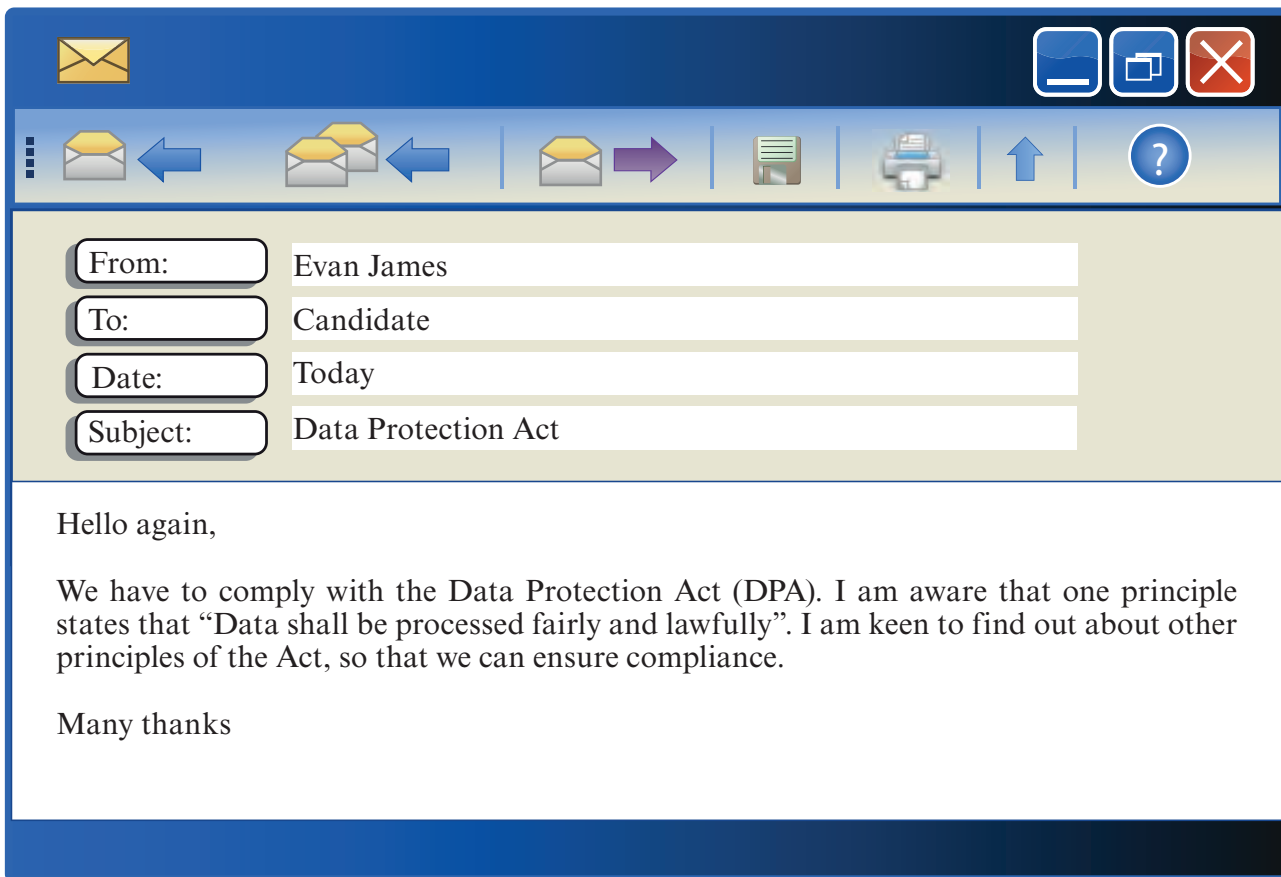
5. *Fun to Run* will have to comply with the Data Protection Act (DPA). One principle of the DPA states that "Data shall be processed fairly and lawfully".

State **two** other principles of the DPA and describe measures that *Fun to Run* should take to ensure that they comply with each of these principles. [6]

Principle 1

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Measures to be taken:

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Principle 2

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Measures to be taken:

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Hi,

I'm keen to ensure that the company's data is held securely and would like your advice on backing up data.

Thanks
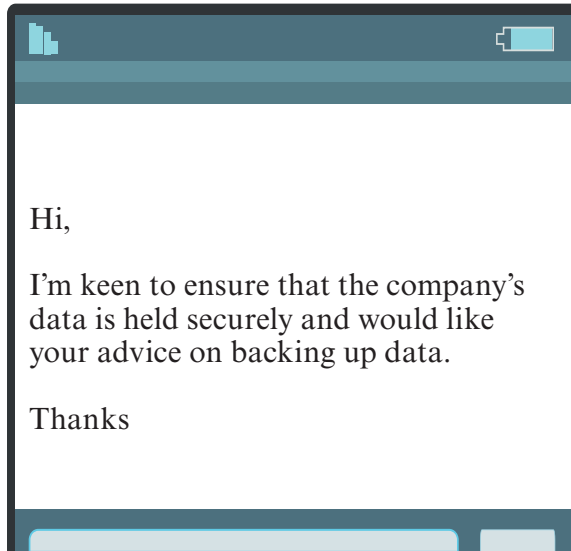
6. Describe **two** methods that could be used to back up the data held by *Fun to Run*. [4]

Method 1

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Method 2

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From: Evan James

To: Candidate

Date: Today

Subject: Sponsorship money – half-marathons

Hello again,

We will need to set up systems to handle the sponsorship money raised, distribute it amongst the charities and help us predict income from future events. I would like to know how we could use a spreadsheet package to help us achieve this.

Many thanks

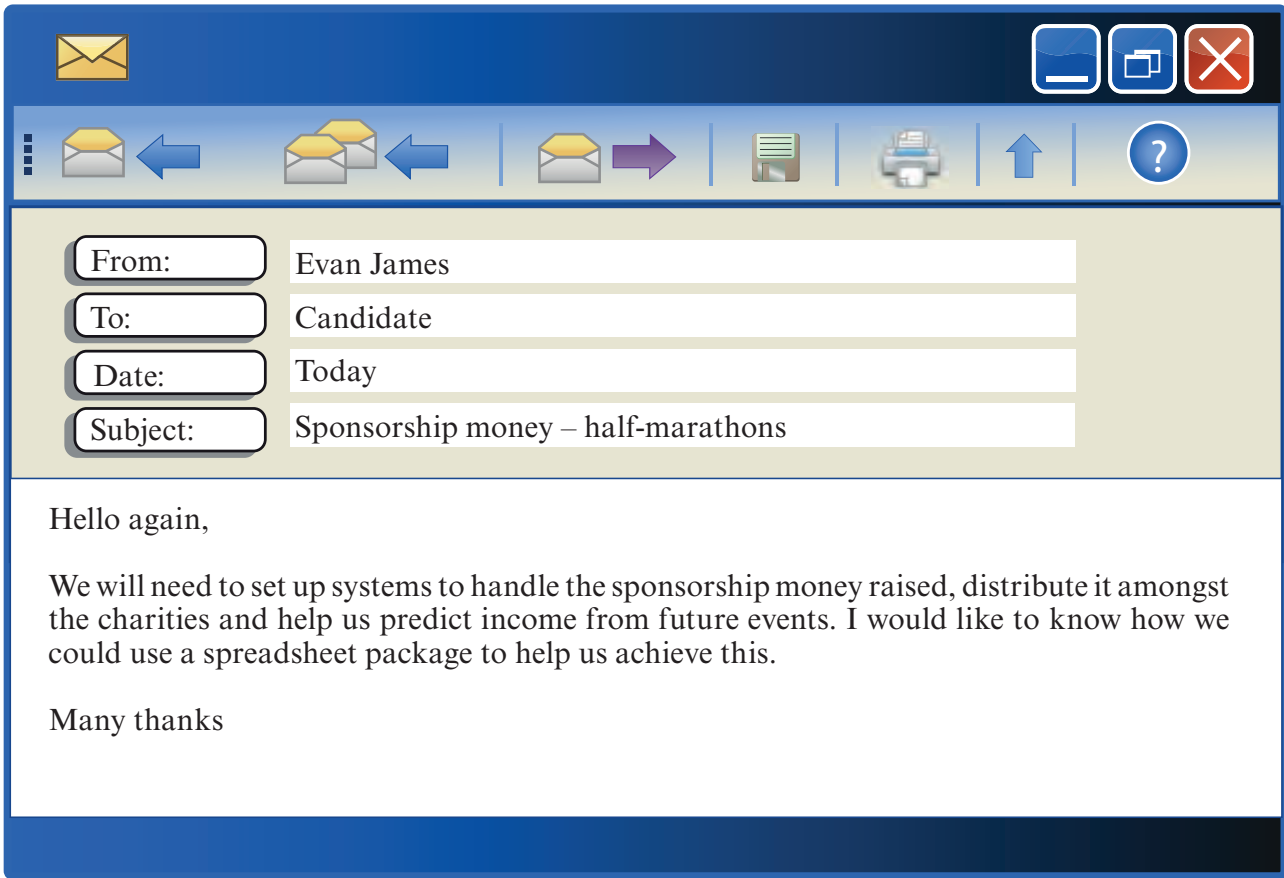**7.** Describe the features of a spreadsheet package that would help *Fun to Run* record the money raised by each runner, calculate the totals for each charity and predict the income from future events. [4]

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"We need to make contact with many other organisations and volunteers when organising a half-marathon. We make extensive use of email in our communications but I am aware that we may not be using it to its full potential. I would like your advice on the features available in a standard email package and how these could be of benefit to us."

8. Describe the features available in a standard email package and explain why the use of the features would be an advantage to *Fun to Run*. [8]

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